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## Lazada Group Announces Record GMV of US\$40.5 Million for Online Revolution on 12.12

**Singapore, 14 December 2016** – Lazada Group's Online Revolution is yet again the biggest online shopping event in Southeast Asia, ringing in US\$40.5 million in sales or Gross Merchandise Value on 12.12 (12<sup>th</sup> December).

About 60% of the GMV came from Mobile as more consumers across the region embrace the 24-hour accessibility and ease of shopping at Lazada on their mobile devices. Shoppers spent an average of 12 minutes on Lazada apps, browsing through endless deals from international and local brands and sellers.

Online Revolution 2016, themed 'Brands for All', features over 500,000 jaw-dropping offers and flash sales from over 1,000 brands and 55,000 sellers. Best-sellers were items such as shower gels and mascaras in the Health & Beauty category; tote bags and bracelets in the Fashion category; vacuum cleaners and tableware from the Home & Living category; and virtual reality headsets and speakers in the Electronics Category.

"12.12 has become a highly-anticipated day for shopping among more consumers in Southeast Asia, who are no longer just coming from large cities, but also from small cities and rural areas," said Maximilian Bittner, Chief Executive Officer, Lazada Group. "This year, the difference is that consumers are clearly shopping for everyday products such as diapers and groceries as well as higher-value items from trusted brands. These trends bring exciting opportunities for our sellers and brands alike and make me very confident about 2017," said Bittner.

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### About Lazada Group

Lazada Group operates Lazada, Southeast Asia's number one online shopping and selling destination, with presence in Indonesia ([www.lazada.co.id](http://www.lazada.co.id)), Malaysia ([www.lazada.com.my](http://www.lazada.com.my)), the Philippines ([www.lazada.com.ph](http://www.lazada.com.ph)), Singapore ([www.lazada.sg](http://www.lazada.sg)), Thailand ([www.lazada.co.th](http://www.lazada.co.th)) and Vietnam ([www.lazada.vn](http://www.lazada.vn)).

Launched in March 2012, Lazada is pioneering eCommerce in the region by providing customers with an effortless shopping experience with multiple payment methods including cash-on-delivery, extensive customer care and free returns. Lazada features a wide product offering in categories ranging from consumer electronics to household goods, toys, fashion and sports equipment.

Lazada offers brands and merchants a marketplace solution with simple and direct access to about 560 million consumers in six countries through one retail channel.





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#LZDRevolution

