



PRESS RELEASE

Lazada, RedMart, Netflix, Taobao Collection, Uber and UberEATS team up to serve up lifestyle benefits to consumers in Singapore

New membership programme 'LiveUp' launches with shopping, entertainment, ridesharing and food delivery perks

Singapore, 20 April 2017 – Leading online shopping destination in Southeast Asia, Lazada, and biggest online supermarket in Singapore, RedMart, today announced the launch of LiveUp, a new lifestyle membership programme for Singapore's digital consumers. Together with Netflix, Taobao Collection, Uber and UberEATS as partners, LiveUp brings exclusive member-only rewards, promotions and extra savings.

LiveUp recognises Singapore's progressively savvy online citizens and pools perks from a local network of services that reward their digital lifestyle into one membership programme. Membership benefits include 10% rebate storewide at [Lazada](#) as well as free, faster delivery always, including from its recently launched [Taobao Collection](#), 5% rebate on every order from [RedMart](#), a 6-month Netflix subscription, [Uber](#) perks including free rides (up to S\$10) and VIP access (early access to stunts, events and promotions, as well as enjoying top-rated drivers in the newest vehicles), and free delivery rebates on [UberEATS](#). To encourage consumers to experience the value of the programme, LiveUp is offering a 60-day free trial when they sign up now, subsequently, the programme is offered at \$28.80 per year for a limited time (its usual annual membership fee is \$49.90).

"We believe that Singapore is at the tipping point in which consumers are embracing online lifestyle services like shopping, ridesharing, food delivery and entertainment as a way of life. LiveUp is possibly the first membership programme in Singapore and in the world to bring it all together for these emerging online lifestyle natives. We are thrilled to have like-minded partners RedMart, Netflix, Taobao Collection, Uber and UberEATS on board to present the spectrum of lifestyle benefits for these savvy online shoppers to enjoy," said Alexis Lanternier, CEO, Lazada Singapore.

"RedMart has grown strongly over the years thanks to the support of our loyal customers who appreciate the choice, convenience and value of shopping for frozen and fresh foods and household essentials from RedMart, and having those delivered quickly within their chosen 2-hour window. With LiveUp, we're bringing more rewards to our customers especially with partners Lazada, Netflix, Taobao Collection, Uber and UberEATS who we believe our customers appreciate just as well," said Roger Egan, CEO of RedMart.

"Lazada's LiveUp programme understands the impact the Internet and online services have on shaping Singapore consumers' lifestyle, most importantly when it comes to entertainment which makes Netflix the perfect partner," said Tony Zameczkowski, Vice President of Business Development for Netflix. "Netflix has a wide variety of originally produced television series, films, documentaries, and stand-up comedy specials meaning entertainment fans, no matter their taste, are sure to find something they love to watch."

Commenting on the partnership, Warren Tseng, General Manager, Uber Singapore said, "Since Uber launched in Singapore four years ago, we have fundamentally changed the way people get around with the kind of smart innovation that moves Singapore forward. Riders are now accustomed to enjoying safe, reliable and affordable rides at the touch of a button. With UberEATS, we applied the same smart innovation to food delivery and, in less than a year, we have successfully expanded our coverage area to more than

half of Singapore. We're excited to partner with Lazada and RedMart; this is just the beginning and we look forward to working together on other collaborations throughout the SEA region."

About Lazada Group

About Lazada Group Lazada Group operates Lazada, Southeast Asia's number one online shopping and selling destination, with a presence in Indonesia (www.lazada.co.id), Malaysia (www.lazada.com.my), the Philippines (www.lazada.com.ph), Singapore (www.lazada.sg), Thailand (www.lazada.co.th) and Vietnam (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 easy 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 sellers a marketplace solution and an ecosystem of partners providing direct access to about 560 million consumers in six countries online.

About RedMart

RedMart is Singapore's leading online supermarket, offering an unparalleled selection of high quality fresh food, household essentials and premium speciality products. We are a pioneering e-commerce and logistics company, using cutting-edge technology to deliver exceptional customer service. We have a direct retail offering and a marketplace platform for independent brands to sell on our state-of-the-art website and mobile application. The company is fully owned by Lazada Group.

About Netflix

Netflix is the world's leading Internet streaming network with over 98 million members in over 190 countries enjoying more than 125 million hours of TV shows and movies per day, including original series, documentaries and feature films. Members can watch as much as they want, anytime, anywhere, on nearly any Internet-connected screen. Members can play, pause and resume watching, all without commercials or commitments.

About Uber and UberEATS

Uber's mission is to bring reliable transportation to everywhere, for everyone. We started in 2010 to solve a simple problem: how do you get a ride at the touch of a button? Six years and more than two billion trips later, we've started tackling an even greater challenge: reducing congestion and pollution in our cities by getting more people into fewer cars.

UberEATS is an on-demand food delivery network, powered by Uber. We partner with the best local restaurants to get you the food you want, delivered at Uber speed. What started in 2014 as a small food delivery pilot in Los Angeles is now available in over 50 cities around the globe through a stand-alone app and ubereats.com. Customers can enjoy fast and reliable delivery from thousands of restaurants serving everything from sushi, to pizza, to healthy staples, and every cuisine in between.