

FOR IMMEDIATE RELEASE

Lazada 11.11 Shopping Festival registers record-breaking performance

Singapore, 12 November 2018 – Southeast Asia’s leading eCommerce firm Lazada wrapped up its 11.11 Shopping Festival, with a record of more than 20 million shoppers in Southeast Asia browsing and grabbing the best deals on Lazada website and mobile app during the shopping extravaganza. The most popular brands that made it to the Lazada Top Brand Leaderboard for the Lazada 11.11 Shopping Festival include Maybelline, Enfa, RealMe, L’Oréal Paris.

“eCommerce shopping isn’t just about one-off deals and discounts anymore – it is about building a great longer-term shopping experience through entertainment, fun and interaction. This is why we have introduced new in-app games like Wonderland, Slash It and Shake It for our shoppers to have fun while browsing, collecting vouchers and buying,” said Jing Yin, Co-President Commercial at Lazada Group. “This year’s Lazada 11.11 Shopping Festival was a great success and this is just the beginning.”

At the stroke of midnight on Sunday (11 November, 2018), shoppers across Southeast Asia took advantage of the more than 50 million deals and bargains. A total of 1.2 million orders within the first 60 minutes. The most sought-after categories by shoppers were mobile phones, diapers and milk powder, and beauty products.

Key highlights from the 2018 Lazada 11.11 Shopping Festival

- More than 400,000 participating brands and merchants
- The first delivery arrived 90 minutes after midnight
- Shortest time taken to pack a parcel was 25 seconds
- More than 50 million vouchers were given through popular games including Shake It, Slash It , Wonderland, campaign pages and voucher channels in the run up to Lazada 11.11 Shopping Festival
- More than 5 million viewers and 50,000 fans on ground joined the Lazada 11.11 Super Show in Malaysia and Thailand. Arena audience and viewers took part in live game sessions, variety show-styled skits and performances from renowned local and international celebrities including Korean boy band KARD, Thailand celebrities Bella Ranee Campen and Janie Tienphosuwan
- In a first for Vietnam, Lazada dazzled with a high-octane show which lit up the iconic Independence Palace in heart of Ho Chi Minh City from 9-11 November, with a well-attended event on 9 November featuring celebrity Dong Nhi and boyband Uni5.

“We thank our shoppers and sellers for their enthusiasm and making the Lazada 11.11 Shopping Festival a huge success. We are fired up to continue building an inclusive and sustainable eCommerce ecosystem in the region with the goal of supporting eight million eCommerce entrepreneurs and SMEs to grow and thrive by 2030. Today, Lazada 11.11 Shopping Festival represents Southeast Asian shoppers’ aspiration for quality consumption, it also reflects how our consumers and sellers have fully embraced eCommerce as a way of life,” said Pierre Poignant, Lazada Group’s executive president.

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For more information on 11.11 shopping sale, visit [Lazada.com](https://www.lazada.com) and its social media pages:

Facebook: <https://www.facebook.com/LazadaSGP/>

Instagram: [@Lazada_SG](https://www.instagram.com/Lazada_SG)

About Lazada Group

Launched in 2012, Lazada is the number-one online shopping and selling destination in Southeast Asia –present in Indonesia, Malaysia, the Philippines, Singapore, Thailand and Vietnam. As the pioneer of the eCommerce ecosystem in Southeast Asia, Lazada has 400,000 sellers and 3,000 brands serving 560 million consumers in the region through its marketplace platform, supported by a wide range of tailored marketing, data, and service solutions. With 300 million SKUs available, Lazada offers the widest range of products in categories from beauty, fashion, and consumer electronics to household goods, toys, sports equipment and groceries. Focused on delivering an excellent customer experience, it offers multiple payment methods including cash-on-delivery, comprehensive customer care and hassle-free returns through its own first and last mile delivery arm supported by approximately 100 logistics partners. Lazada Group is majority owned by Alibaba Group Holding Limited (NYSE: BABA).

About Lazada 11.11 Shopping Festival

The Lazada 11.11 Shopping Festival is the biggest one-day shopping and selling event in Southeast Asia. The annual event is aimed at showcasing the convenience and value of online shopping, and allowing shoppers to take advantage of “out-of-this-world” prices on some 11,111 brands and products. The Lazada 11.11 Shopping Festival is now part of Alibaba’s ecosystem, working to bring the shopping phenomenon to millions of shoppers in the Southeast Asia region. All this, to create a truly mobile, connected, personalized and convenient shopping experience to Lazada shoppers.

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ANNEX

LAZADA  festival belanja

INDONESIA'S BESTSELLERS



MAYBELLINE PUSH UP DRAMA MASCARA REALME C1 XIAOMI POWER BANK 25

LAZADA  shopping festival

MALAYSIA'S BESTSELLERS



XIAOMI POWER BANK 25 MILO ACTIVE-GO XIAOMI REDMI 6A

LAZADA  shopping festival

PHILIPPINES' BESTSELLERS



KOREAN ROEWE MULTI-FUNCTION MAKEUP POUCH SHAWL KOREAN CUTE PUPPY VERSION GIRL ANKLE SOCK

LAZADA  shopping festival

SINGAPORE'S BESTSELLERS



NINTENDO SWITCH LOGITECH M220 SILENT WIRELESS MOBILE MOUSE XIAOMI MI ROBOROCK 2

LAZADA  เทศกาลช้อปปิ้ง

THAILAND'S BESTSELLERS



PROCLEAN SPIN MOP 7 สี ชุดตั้งบีนสแตนเลส พร้อมไม้ถูพื้นและ ขี้ผึ้งอินเทลโทรฟเวอร์ 2 ชิ้น น้ำมันล้างรถ 1ลิตร โฟร์เมสดีไอเอทาร์369 สละจืด 180นา

LAZADA  đại tiệc mua sắm

VIETNAM'S BESTSELLERS



THÙNG 24 SỮA NƯỚC ENSURE GOLD VIGOR XIAOMI REDMI 6A SAMSUNG GALAXY J7 DUO

2018
SOUTHEAST ASIA'S
BESTSELLING BRANDS



DIAPERS



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2018
SOUTHEAST ASIA'S
BESTSELLING BRANDS



HOME APPLIANCES



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2018
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MAKE UP



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MILK FORMULA



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**MOBILE
PHONES**



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SKINCARE



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