



Lazada Officially Launches LazMall, Kicking Off the Year's Biggest Shopping Season with 9.9 Extravaganza

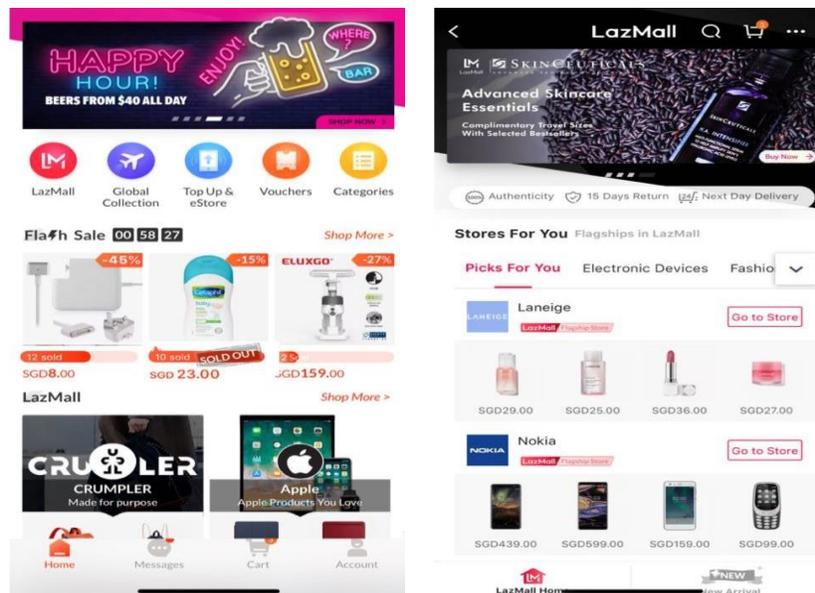
More than 215,000 blockbuster deals and discounts of up to 90 per cent up for grabs

Singapore, 31 August 2018 – Gear up for the start of the year's biggest shopping season with Lazada, Southeast Asia's biggest e-commerce portal, as it celebrates the official launch of LazMall. Boasting over 1,000 brands, and tens and thousands of product listings, LazMall is Southeast Asia's biggest mall that provides shoppers across the region with reliable services and product quality assurance to get their hands on all they ever wanted.

To ease shoppers into the year-end shopping bonanza, Lazada also announced the launch of a new extravaganza, dubbed 9.9, across six countries - Indonesia, Malaysia, the Philippines, Singapore, Thailand and Vietnam. Themed "All You Ever Wanted", shoppers can revel in greater discounts and bargains.

From 1 September, shoppers just need to get on the Lazada App to have rollicking fun with "Slash It" and "Shake It" games, while at the same time, snag vouchers and great offers. They can also start adding to cart their favourite products before the 9.9 online sale begins at midnight (local time in the respective countries) on Saturday, 9 September 2018.

Discover and Cart Out 'All You Ever Wanted' at LazMall



More than 1,000 brands available for shoppers on LazMall

Shopping at LazMall is an unprecedented experience, as it offers three promises to guarantee shoppers the highest-quality shopping experience:

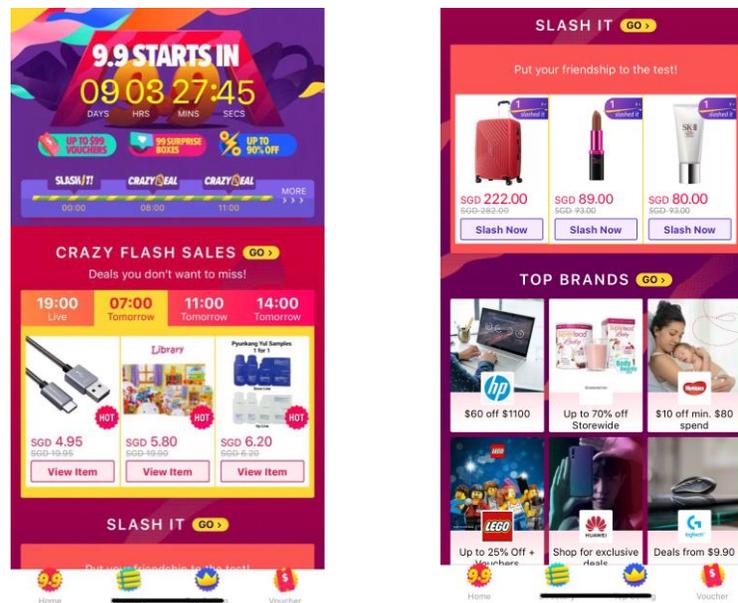
1. 100% authentic products: LazMall only sells authentic and original branded products. If shoppers receive non-authentic products, Lazada promises to give shoppers twice their money back.
2. 15-day hassle-free return policy: Shoppers can change their minds within 15 days of purchase if they are not completely satisfied with their purchase from LazMall at no cost.
3. Next-day delivery: With LazMall's next-day delivery promise[1], shoppers can look forward to receiving their purchases within 24 hours.

Customers can find a curated selection of over 1,000 leading international and local brands, top-rated online brands as well as authorized brand distributors. They include Estee Lauder, P&G, Unilever, Apple, Samsung, L'Oreal, Danone and many more.

In addition, shoppers can snag the best deals across all categories under LazMall where they can expect up to 90% per cent off.

September: The Best Time of The Year To Buy Electronics, Beauty, Mother and Baby Products

In the lead up to 9.9, shoppers can look forward to crazy flash deals for electronics on 6 September, beauty products on 7 September, and mother and baby products on 8 September.



Over 215,000 blockbuster deals and discounts up for grabs on 9.9

Come 9 September 2018, consumers can expect:

- Over **215,000 blockbuster deals** and discounts
- **Surprise boxes** that will be offered by a **record 99 brands**
- **Exciting promotions and discounts through three new games** (please refer to Annex II):
 - Slash It - Invite your friends to help 'slash' prices.
 - Shake It - Login to the Lazada App and 'shake' your mobile phone to win Lazada vouchers and discount codes.
 - Crazy Flash Sales - eye-popping deals and lowest prices.

Lazada Charting The Course For The New Way To Shop – And Sell

In addition to competitive prices and delivery options, trust in shopping platforms is also one of the main deciding factors for online shoppers[2]. In fact, a majority[3] (65%) of consumers feel comfortable purchasing from merchants that they have never heard of before if they trusted the e-commerce platform.

As consumers continue to shift their shopping habits online, LazMall sellers of all sizes can take advantage of LazMall's unique seller tools, such as the LazMall badge, Flagship Store and Seller Picks to improve their conversion rate, earn their customers' trust and sell more.

"Lazada is constantly pushing the boundaries of eCommerce and innovating to redefine the shopping experience for both shoppers and brands. LazMall is the new way to shop and we are pulling out all the stops to help brands expand their reach and meet their customers' evolving needs and preferences," said Jing Yin, Co-President, Commercial, Lazada Group.

He adds: "We live in a time-starved world where there are many distractions screaming for our attention. What makes or breaks an eCommerce operation is its ability to continually engage its consumers so that they repeatedly return to purchase."

For more information on LazMall and 9.9 Online 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 155,000 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).

[1] For selected LazMall goods.

[2] [KPMG The Truth About Online Consumers](#)

[3] [Digital Commerce 360](#)

Annex I: LazMall Brands Quote Sheet

Attributed to	Quote
<p>Chris Driver, General Manager, Commercial, L'Oréal Southeast Asia</p> 	<p>"As the leading beauty company in the world it is important to us that all consumers have access to our brands and products. eCommerce in general is changing the game and giving new consumers in emerging Southeast Asia this access. We share in Lazada's vision that LazMall is the vehicle to truly democratize our brands and give all consumers the chance to buy the highest quality authentic L'Oreal products - products they can trust that come straight from our L'Oreal brand store. Our vision is for consumers to receive their delivery within 1 day to much of Southeast Asia, with the highest quality packing materials and controlled shipping so they get the product they want, when they want, in the condition they want."</p>
<p>Damien Haas, Southeast Asia Online Director, Estee Lauder Companies</p> 	<p>"LazMall is a great milestone in Lazada's transformation into a premium and brand-focused platform, guaranteeing top service, quality and authenticity. We at Estee Lauder Companies are excited to pioneer these changes together with Lazada teams across Southeast Asia."</p>
<p>Moninder Jain, Vice-President & Head of Southeast Asia and RAMECA, Logitech</p> 	<p>"We are happy and excited with the launch of Lazmall. This will further help us to get closer to our customer and enable us to engage with them. The working relationship with Lazada has been great and they have never failed to surprise us with how far they would go to strengthen our relationship. Lazada is definitely one of our most strategic partners and are helping us to realise our Multi Brand, Multi category strategy."</p>

Annex II: Your Guide to 9.9, Shake it Deal and Slash it Deal



LOOK OUT YOUR GUIDE TO 9.9

DATES & TIMES YOU DON'T WANT TO MISS!

01-05 SEPT

CRAZY FLASH SALE 7 AM 11 AM
1 PM 7 PM

04 - 05 SEPT SLASH/IT! ALL DAY

06 SEPT **LazMall SUPER BRAND DAY**

CRAZY FLASH SALE 7 AM 11 AM
1 PM 7 PM

SHAKE IT! 9 AM 12 PM
3 PM 6 PM
9 PM

SLASH/IT! ALL DAY

07 SEPT **SUPER BEAUTY DAY**

CRAZY FLASH SALE 7 AM 11 AM
1 PM 7 PM

SHAKE IT! 9 AM 12 PM
3 PM 6 PM
9 PM

SLASH/IT! ALL DAY

08 SEPT **SUPER MOTHER & BABY DAY**

CRAZY FLASH SALE 7 AM 11 AM
1 PM 7 PM

SHAKE IT! 9 AM 12 PM
3 PM 6 PM
9 PM

SLASH/IT! ALL DAY

09 SEPT **ALL YOU EVER WANTED!**

CRAZY FLASH SALE 11 AM 5 PM
2 PM 8 PM

SHAKE IT! 9 AM 12 PM
3 PM 6 PM
9 PM

SLASH/IT! ALL DAY

LAST CHANCE TO BUY



SHAKE DEAL IT!



PLAY DAILY AT - 9AM, 12PM, 3PM, 6PM & 9PM

UP TO \$99 OFF VOUCHERS
IS JUST A SHAKE AWAY!

1



**OPEN LAZADA APP
TO CHECK THE DEALS
IN THE HOMEPAGE OR
9.9 CAMPAIGN PAGE.**

(If you don't have it, go
download and register now)

2



**SET YOUR
ALARM CLOCK,
GO TO HOMEPAGE OR
9.9 CAMPAIGN PAGE
BEFORE THE
SHAKE IT TIMESLOT**

3



**SHAKE IT
DURING THE
TIMESLOT.**

(The vouchers are limited
per session. You will find your
voucher in your Lazada Wallet)

4



**LOAD YOUR CART
WITH ALL YOU WANT
AND CHECK OUT
YOUR VOUCHERS
ON 9.9**

9.9

SLASH IT!



PLAY ALL DAY - FROM 4 - 9 SEPT

PAY NEXT TO NOTHING FOR SELECTED ITEMS BY GETTING YOUR FRIENDS TO SLASH THE PRICE!

1

CLICK "SLASH IT" BANNER IN HOMEPAGE AND SELECT THE PRODUCT THAT YOU CAN "SLASH NOW"

Login to your lazada app to play

2

CLICK ON "SLASH IT" BUTTON TO INITIATE SLASHING SESSION

3

YOU WILL RECEIVE A PROMPT CONFIRMING THE FIRST SLASH. CLICK OK

4

CLICK ON "INVITE YOUR FRIENDS" BUTTON

Select your social media platform to share the link with your friends

5

GO BACK TO THE "SLASH IT" PAGE TO CHECK PROGRESS

The number of slashes to get the "Slash It" price is determined by the absolute discount value (e.g. higher discount - more slashes needed)

If the number of slashes is not completed in time a "Time's Up" message will show.

6

IF THE TARGETED NUMBER OF SLASHES IS ACHIEVED, CLICK "GET IT NOW" TO BUY!

9.9