

Lazada ramps up supermarket plans in Southeast Asia

From March 15, RedMart moves onto Lazada platform

Singapore shoppers will now enjoy the largest range of groceries and fresh produce on Lazada

Singapore, 31 January 2019 – Lazada Group today announced it will ramp up its supermarket business in Southeast Asia, as part of plans to accelerate its growth to become the region's biggest ecommerce ecosystem.

The first country to ignite the supermarket transformation is Singapore when homegrown online grocer RedMart, acquired by Lazada in 2016, moves onto the Lazada platform on March 15. This means that shoppers will be able to buy groceries and fresh produce along with Lazada's other product categories on one single platform. This will boost Lazada's grocery and supermarket offering to more than 165,000 products, the largest assortment yet offered by any grocer in Singapore.

Elsewhere in the region, Lazada is looking to launch its grocery and supermarket business in at least one other city from the second half of 2019.

The new moves are aimed at catering to the soaring demand of supermarket shopping as consumers increasingly buy their groceries online. The grocery market in Southeast Asia is expected to be worth USD309 billion by 2021, with shoppers filling their baskets online more than twice a month. In Singapore, seven in 10 people who buy their groceries online already do so on RedMart.

Lazada's new grocery push signifies its ambitions to unlock the vast potential in the online grocery shopping, said Jing Yin, co-president of Lazada Group.

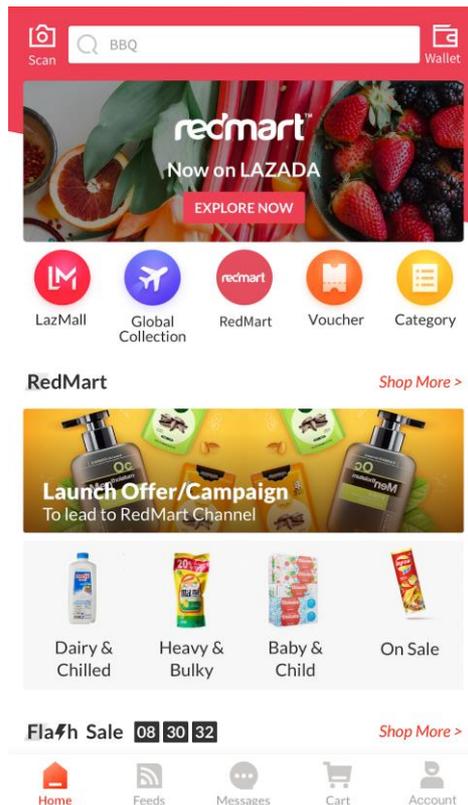
"We want to drive the evolution of grocery shopping in the region by combining our unparalleled assortment of products and superior logistics network to transform the way customers get their daily essentials and fresh produce," said Yin. "Most of us shop for groceries and other household items very frequently. This presents a unique opportunity for Lazada to be part of our daily lives."

In Singapore, RedMart will be moving to Lazada on 15 March 2019 (12.00am). The new RedMart will feature similar design, tools and functions as the existing RedMart App and website. Users can expect the same shopping experience – from browsing to the ordering process. At the same time, they will also enjoy the ease and convenience of shopping on one single platform. This includes having the option of completing their transactions from other Lazada stores at one go and having more payment options, such as the Lazada Wallet.

James Chang, CEO of Lazada Singapore, said: "This is a significant milestone for us. Together with RedMart, we have the best talents, operational infrastructure and an even bigger base of committed sellers and brands to create the best supermarket shopping experience for Singapore shoppers."

Spearheading Lazada's foray into the supermarket business in Southeast Asia is RedMart co-founder Roger Egan, who has been appointed Lazada Group Head of Supermarket. As part of his regional role, Roger will oversee the expansion, launch and operations for Lazada's supermarket business and delivery network across the region.

"RedMart's move onto Lazada is just the first step in our ongoing journey to be a game changer in the online grocery market, and become the region's most trusted supermarket and ecommerce platform as customers increasingly shop online," said Egan.



Orders on the new RedMart on Lazada will continue to be fulfilled by RedMart in customers' chosen two-hour delivery slot between 7 AM and 10 PM, seven days a week including public holidays, while orders with other Lazada sellers will be fulfilled separately.

RedMart customers will still be able to shop on the existing RedMart app and website until 14 March 2019, 11.59pm. Thereafter, customers are encouraged to download the Lazada app to continue enjoying high-quality fresh and frozen food items and other daily necessities delivered to their doorstep, hassle-free.

For more information, visit Lazada.com and its social media pages:

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

Instagram: @Lazada_SG

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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. 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. The expanded grocery business also adds more than 160,000 products, ranging from high-quality fresh fruits and vegetables, frozen and chilled meats and seafood, premium specialty products, baby food and toys, and daily necessities such as toiletries, home, and pet care.

Lazada Group is majority owned by Alibaba Group Holding Limited (NYSE: BABA).

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