



Danone and Lazada announce a strategic regional partnership to strengthen their eCommerce business in South-East Asia

Singapore, 28 November 2017 - Today, Danone and Lazada Group announce that they have signed a Strategic Regional Partnership for South-East Asia, covering Indonesia, Malaysia, Singapore and Thailand. With this alliance, Danone and Lazada aim to create together a superior online shopping experience for key product categories, combining their expertise on shopper needs and behaviours, and bringing convenience and compelling content to the ever-growing number of online consumers across the region.

This alliance will begin work immediately with Danone's Early Life Nutrition category, which brings a broad portfolio of brands for families with young children. Danone's Early Life businesses are already working together in Indonesia, Thailand and Singapore - participating in Lazada mega-campaigns such as Online Revolution on 11.11 (11th November) and 12.12 (12th December). The joint ambition, with a closer alliance, is to be able to offer parents an unparalleled level of service and delivery, including advice and information on the growth, development and nutritional needs of children.

Lazada's digital platforms will provide convenient ordering solutions, personalised service and exclusive content and events developed with Danone, thus fulfilling the best online shopper experience.

"We have been working with Lazada for more than a year, and accelerating our partnership in the last six months," says Eric van der Hoeven, Vice President Growth Through Engagement at Danone Early Life Nutrition. *"We want to support all parents in their journey, and wherever we can, to help them make well-informed feeding decisions for their children at the critical moments in their growth and development. I am very pleased that our constructive collaboration so far will now be taken further in this Strategic Regional Partnership."*

Max Bittner, CEO Lazada Group, adds: *"We are delighted to team up with Danone and their Early Life Nutrition team. Young parents live increasingly busy lives and are often confronted with information overload. Teaming up with a trusted brand like Danone reinforces Lazada's position as a source of quality products and enables us to serve the best, most relevant content, service and support for parents on their journey."*

Pascal de Petrini, Danone Chairman Asia, comments: *"Danone recently introduced a new company signature - One Planet One Health. We want to offer better and more responsibly sourced food choices to people, so that together, we can impact the eating habits and the health of every generation – now and in the future. I am proud that we can now drive this ambition together with Lazada in our strategic markets in South-East Asia, with its millions of active and engaged consumers."*

The partnership will come into force by end of November, beginning with workshops bringing together the Danone and Lazada teams in the local countries in sharing insights and planning. The first visible consumer features jointly developed will be implemented on the Lazada websites in Thailand in December.



Eric van der Hoeven, Vice President Growth Through Engagement, Danone Early Life Nutrition, and Max Bittner, CEO of Lazada Group signed the strategic partnership on 24 November 2017.

About Danone and Danone Early Life Nutrition

Danone is a leading global food company, dedicated to bringing health through food to as many people as possible. Through its mission and dual commitment to business success and social progress, the company aims to build a healthier future, thanks to better health, better lives and a better world, for all its stakeholders - its more than 100,000 employees, consumers, customers, suppliers, shareholders and all the communities with which it engages. With presence in over 130 markets, Danone generated sales of approximately €22 billion in 2016. Danone Early Life Nutrition is one of the four business lines of Danone, alongside Essential Dairy and Plant-Based Products, Waters and Medical Nutrition. In South East Asia, Danone is well known for infant and young child brands such as Dumex, SGM, and Nutrilon, as well as the waters brand Aqua.

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 helps more than 135,000 local and international sellers as well as 3,000 brands serving the 560 million consumers in the region through its marketplace platform, supported by a wide range of tailored marketing, data, and service solutions.

With over 250 million SKUs available, Lazada offers the widest range of products in categories ranging from consumer electronics to household goods, toys, fashion, 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 more than 100 logistics partners. Lazada Group is majority owned by Alibaba Group Holding Limited (NYSE: BABA).

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