

NEWS RELEASE

Entrepreneurs and SMEs to become more nimble and successful through first-of-its-kind partnership in eCommerce learning

- *Lazada introduces programmes from higher education & training experts to deepen knowledge and skills in the rapidly growing sector*

Singapore, 29 March 2018 – In a first-of-its kind partnership, Southeast Asia’s leading eCommerce company Lazada Group is joining hands with higher learning institutes and data analytics experts to jointly develop online and offline training courses for entrepreneurs and small and medium enterprises (SMEs) to become more nimble and capitalise on the eCommerce boom in the region.



(From L to R): Mr Alexis Lantermier, Chief Executive Officer of Lazada Singapore, Mr Edward Ho, Deputy Principal of Nanyang Polytechnic, Mr Stephen Yee, Assistant Executive Director of Singapore National Employers Federation, Ms Aleetza Senn, Co-founder and Managing Partner of Sparkline and Professor Cheong Hee Kiat, President of Singapore University of Social Sciences formalised the partnership after signing the Memorandum of Understanding (MOU) earlier today

Lazada formalised the partnership with Nanyang Polytechnic’s Singapore Institute of Retail Studies (SIRS), Singapore National Employers Federation (SNEF), Singapore-based data analytics firm Sparkline, and Singapore University of Social Sciences (SUSS), through a Memorandum of Understanding (MOU) today.

This is part of Lazada's commitment to empower sellers with the right tools and build an ecosystem within which they can grow. Here in Singapore, the company is taking this one step further as it sees synergies with the government's go-digital push and the growth of eCommerce in Singapore and Southeast Asia. It hopes to work with partners to bring these programmes to the rest of its markets.

"Thanks to the expertise of the partners that we have brought together today, we are able to enrich the offerings on Lazada University to help our 155,000 sellers across the region become more knowledgeable in eCommerce operations and opportunities both in Singapore and Southeast Asia. Lazada sees it as our mission to help the sellers on our platform grow and are happy to work with like-minded organisations," said Alexis Lanternier, Chief Executive Officer, Lazada Singapore.

More than 1,000 people, ranging from existing and new sellers on Lazada, SME owners, professionals, managers and operational staff, are expected to complete courses between April to December 2018. Topics covered include supply chain and inventory management, introduction to data analytics and how business owners can sell efficiently and effectively in Southeast Asia's eCommerce market.

All courses are in English. The courses will be available on [Lazada University's new online learning management system](#). The new system enables sellers to access training materials on their phones, making training more convenient and on-the-go. Singaporeans above 25-year-old will be able to use their SkillsFuture Credit to offset for two existing courses – Getting started on Lazada (Onboarding) and Implement Innovative Change.

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 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 approximately 100 logistics partners. Lazada Group is majority owned by Alibaba Group Holding Limited (NYSE: BABA).

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