



NEWS RELEASE/FACTSHEET

Lazada's new seller-friendly measures a boon for entrepreneurs

SINGAPORE, 7 MARCH 2018 – To help entrepreneurs ride the eCommerce boom in the region, Lazada has rolled out a slew of measures that will make doing business online easier, faster and more financially rewarding.

The new moves, in effect since February 1, will benefit new sellers and some 135,000 existing merchants on Lazada's platform.

Rewarding responsible and best-performing sellers

One of the highlights is Seller Rewards, a simple yet powerful framework that recognises sellers for their outstanding performance. The higher the ratings, the more rewards or benefits the seller enjoys such as:

- Higher visibility of products when users search and browse the site
- Access to shipping services and price subsidies extended by Lazada
- Access to promotional campaigns spearheaded by Lazada
- Access to preferred sellers' programmes; or premium seller programme in Malaysia and Seller Prioritas programme in Indonesia

Customers will rate sellers based on how they apply the best practices (Refer to Appendix) to deliver a positive customer experience such as conducting quality checks on products sold, using recommended packing materials to avoid damage, and preventing purchase cancellations due to negligence among others. Another plus for sellers – they will no longer be financially penalised for any policy breaches (Refer to Appendix). Errant sellers may however be delisted by Lazada.

Allowing entrepreneurs to start selling pronto!

Where it previously took three to four days for anyone to start their business on Lazada, the process can now be completed in mere minutes. The simplified sign up form requires registrants to provide just their email address, telephone number and address. They can start ringing in sales 15 minutes after creating an account on Lazada.

Lazada's group chief operations officer Aimone Ripa di Meana said the latest seller-friendly initiatives are part of the company's efforts to empower entrepreneurs to grow their business online. "By incentivising sellers and giving them more leeway to sell efficiently and effectively, we want to ensure Lazada's marketplace is the best place for sellers to reach out to more consumers."

For more information on selling on Lazada, visit Lazada.sg/marketplace.

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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. 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 260 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).

APPENDIX

A. Recommended Best Practices

Product Quality

- Conduct quality checks before packing to ensure products are in good working condition
- Use recommended packing materials to avoid damage
- Constantly improve content quality of stock keeping units (SKUs)
- Always check that pictures and product description are actual representations of product

Fulfilment

- Ensure the correct item is packed for shipping
- Reduce lead time to ship order
- Prevent cancellations due to seller negligence

Customer Service

- Ensure all customer queries are responded to quickly

B. Lazada Policy Breaches

Include but are not limited to the following:

- Listing of counterfeit and intellectual property infringed products, prohibited items and duplicates
- Misappropriation (eg. Buying own products at discount and reselling these goods purchased on Lazada)
- Listing of sensitive products against specifications
- Products which do not comply with local laws (eg. Labelling requirements, specifications, etc.)
- Unauthorised access to Seller Center
- Using non-Lazada approved 3PL providers