

NEWS RELEASE

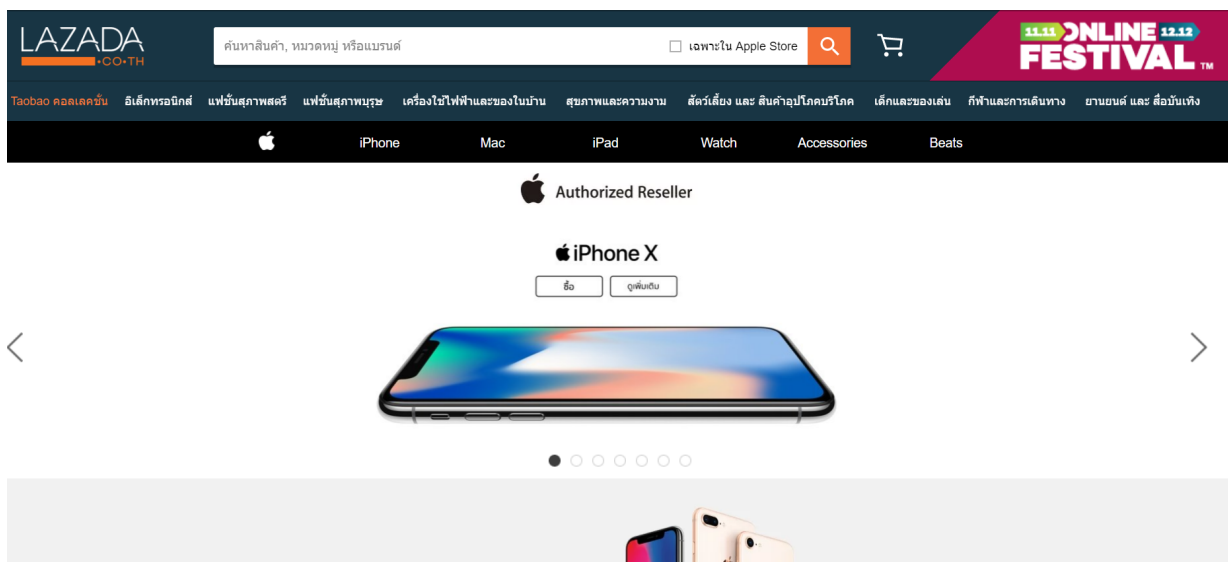
Lazada offers Apple products to Southeast Asia customers

SINGAPORE, 8 December 2017 - Fans of Apple can now buy their favourite Apple products on Lazada, Southeast Asia's leading eCommerce company.

As an authorised online reseller, Lazada's customers can choose from a wide range of Apple products including iPhone, MacBook, MacBook Pro, iPad, iPad Pro, Apple TV, Beats by Dr. Dre, and other accessories.

Start shopping this holiday season

Consumers can start browsing this holiday season when the Apple 'Shop-in-Shop' on Lazada officially launches today (8th December) in the [Philippines](#), [Indonesia](#), [Thailand](#) and [Singapore](#). This will be followed by Malaysia on 11th December, and then in Vietnam.



By shopping on Lazada, customers can choose to pay for their Apple devices through Lazada's 0% financing instalment plans¹. Exciting surprises also await Lazada customers looking to score savings from deals offered during the finale of Lazada's Online Revolution shopping event, the 12.12 Final Sale. More details will be announced later.

The "preferred choice" for global brands

Lazada Group Chief Executive Officer Max Bittner said the Apple 'Shop-in-Shop' concept is a testament to Lazada's reputation as the undisputed and trusted online shopping and selling platform in Southeast Asia. "Lazada is the preferred choice for global brands who, like us, want to drive the explosive growth of eCommerce in Southeast Asia," said Mr. Bittner, adding: "It also underscores our commitment to give consumers better and convenient access to the world's best brands and products, especially those from Apple."

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Available to shoppers in only Indonesia, Malaysia, Singapore, Thailand and Vietnam.



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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