

## PRESS RELEASE

### Southeast Asia's eCommerce leader Lazada smashes sales record

Singapore, 13 November 2017 – Southeast Asia's leading eCommerce company, Lazada, has kicked-off its month-long Online Revolution campaign with a new sales record on 11.11. The Single's Day event generated USD 123 million of Gross Merchandise Value (GMV), representing a 171% year-over-year growth.

Shoppers ordered 6.5 million items, an explosive growth of 191% over last year. They snapped up popular items from a wide range of categories such as mobile phones, diapers and women's fashion. Over 70% of orders were placed from mobile devices, emphasising that the combination of meteoric smartphone adoption and a fast-growing middle-class is driving the Online Revolution.

Lazada Group's chief executive officer Maximilian Bittner said: "We aim to provide Southeast Asia's rapidly growing middle-class the access to a wide range of products with deals and discounts that were previously available only abroad or in the capital cities. We continue to work tirelessly with our brand partners, as well as local and international merchants, to provide consumers with the same shopping opportunities, no matter where they are based. With brand and cross border sales volumes 3-4x of last year, I firmly believe that our differentiated value proposition of providing unique and accessible assortment continues to set us apart in the eyes of the region's consumers."

#### Lazada Is Pioneering eCommerce in Southeast Asia

By launching Southeast Asia's first star-studded eCommerce TV show, Lazada continues to be the eCommerce pioneer in the region, bringing together entertainment and commerce. The interactive show, which was aired on Thailand's most watched channel and live-streamed on Lazada TV, featured popular celebrities singing and taking part in interactive games. The show was a huge success, with concurrent visitorship on Lazada Thailand soaring to record highs.

"This is just the beginning and we will continue to innovate and introduce new ways to engage consumers and make shopping more fun and entertaining" said Mr. Bittner.

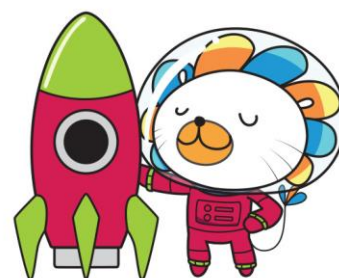
#### The Online Revolution Isn't Over – Mark Your Calendars for More Blockbuster Deals!

The buying spree continues until 12.12 when the Online Revolution returns with even greater deals. Many surprises will await our customers and one thing is for sure, they will score massive savings from the millions of blockbuster deals offering discounts of up to 90 per cent. More details will be announced in the coming weeks.

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#### About Lazada Online Revolution

Online Revolution is the biggest shopping event in Southeast Asia. It was started on 12 December 2012 (12.12) to introduce consumers to the convenience and value of shopping online, sparking a 'shopping frenzy' that has grown it into a highly-anticipated annual event. Every year, more and more consumers from capital cities to remote villages shop from a wide range of deals from international and local brands previously not available to them. Last year, shoppers ordered two million items in just the first day of the event. This year, the highlights of Online Revolution will be on 11.11 (11 November) and 12.12 (12 December). Themed 'Shop the Universe', shoppers in six countries can look forward to millions of products from around the world – from branded cosmetics, apparel and fashion accessories, to TVs and other nifty electronics, household essentials and even pet food – at 'out-of-this-world' prices.



### 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).

### For photos and B-rolls, please click here:

<https://www.dropbox.com/sh/y6st7wa9wtg2dv3/AAAFmZhKz12TTPDBX9nwafLva?dl=0>

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