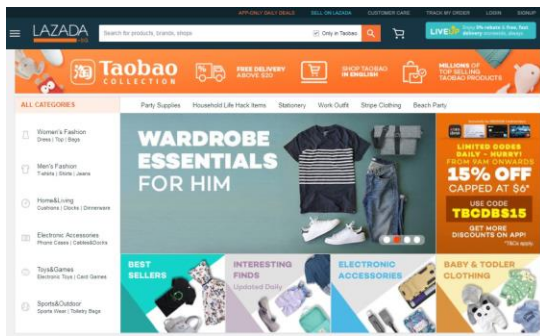




Media Release

After successful launches in Singapore and Malaysia, Lazada launches Taobao Collection in Indonesia, the Philippines and Thailand

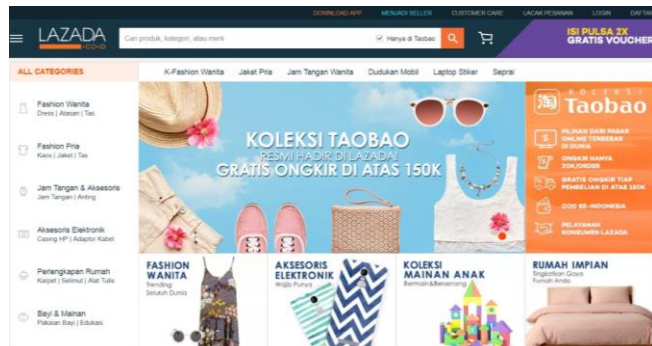
Singapore, 25 September 2017 – After a strong showing in Singapore since March and following a recent successful launch in Malaysia, the Taobao Collection – selected from Taobao, the largest online marketplace in the world – will be introduced to three additional markets i.e. Indonesia, the Philippines and Thailand, in the next few weeks.



Offered through the Lazada platform, this enables consumers in five Southeast Asia countries to get access to millions of additional products in popular categories like home, beauty tools, fashion, sports, travel and electronics accessories. Specific products that have proven to be popular are lifestyle products that are not easily available in traditional retail outlets and especially in non-metro areas, such as stylish home decorations, kitchenware and furnishings, and an assortment of ladies, men's and kids' apparel and accessories.

The big selection is especially curated from the total range at Taobao as well as from the collection of brands at Tmall to appeal to the local tastes in the different countries; and is offered in the local languages on the Lazada sites. There are also the additional attractions of products being offered at affordable prices, delivered to the customers' doorsteps, and covered by Lazada's easy return and refund practice. Customers in Indonesia, the Philippines and Thailand will also be able to choose cash-on-delivery to pay for their Taobao Collection purchases.

Taobao Collection will launch in Indonesia on 25 September, the Philippines on 11 October, and Thailand on 1 November. Across Southeast Asia, Lazada currently has 175 million products from international and local-country brands and merchants, with Taobao Collection contributing about 8 million per country and adding breadth to Lazada's assortment particularly in fashion and home & living.



Lazada Group's chief marketplace officer Aimone Ripa di Meana says that with the Taobao brand known throughout Southeast Asia, he expects Taobao Collection to really take off in the region as it becomes available in more countries.

“There has been very strong interest in Taobao Collection products from Singapore consumers since introduced six months ago. This is a true testament to the way the Lazada and Alibaba teams have come together to build the business in a fast and efficient way combining consumer insights, technology know-how and local expertise.”

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 128,000 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 175 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 100+ logistics partners. Lazada Group is majority owned by Alibaba Group Holding Limited (NYSE:BABA).

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