



PRESS RELEASE

Lazada ramps up efforts to support the Vietnamese community

- *Launches a new fresh foods category on its platform, serving consumers' essential needs*
- *Introduces stimulus package to help an estimated 45,000 SMEs*

Ho Chi Minh City, April 14, 2020 – In line with Lazada Vietnam's commitment to meet consumers' needs and empower sellers, the eCommerce leader in the region is ramping up its efforts to support the Vietnamese community with two initiatives: fresh foods category and SME stimulus package.

Lazada has launched in Vietnam a new fresh foods category on its platform, which comes with a two-hour delivery service to ensure consumers get their essential intake of fresh products. In the meantime, the company is introducing a stimulus package for small-and-medium (SME) entrepreneurs and businesses in Vietnam to support them through this challenging period caused by the COVID-19 pandemic. The stimulus package, which will run to end of May, targets to help an estimated 45,000 local SMEs.

Fast, fresh and safe

Currently, more than 10 well-known brands and businesses that supply fresh groceries have been onboarded on Lazada's platform. They include Meat Deli, Mega Việt Phát, which specializes in fresh meat; Foodmap and Hiep Nong, which provides fresh vegetables and other agricultural products; and Lothamilk, which supplies pasteurized milk products. Lazada is looking to onboard more enterprises trading in food products and other necessities under this programme, which is first being rolled out in Ho Chi Minh City. The company plans to expand to Hanoi and other provinces in the near future.

"In times like these, we believe that as an eCommerce platform, we have the responsibility to do our part in serving the community's needs and lending support to our consumers and merchants who have contributed to our success," said James Dong, Chief Executive Officer of Lazada Vietnam. "By partnering with businesses and leveraging our logistics strength, we can deliver – within two hours of the order and right to the doorsteps of our customers – delicious and nutritious fruits, vegetables, meat and fish for them to enjoy safely from their own homes."

Lazada ensures that suppliers trading in fresh food products have the requisite certifications that govern food quality and nutritional content. Lazada also works with these providers to pack and preserve the goods. Delivery will also be made within the two-hour timeframe to guarantee freshness. At the same time, Lazada works with sellers to provide free shipping to consumers, so that they can safely shop from home.

Mai Thanh Thai, Co-founder of Foodmap said: "We are glad to partner with Lazada during this time to ensure that people staying at home to stay safe can still enjoy fresh fruits, vegetables and other produce. Lazada offers a safe, seamless and reliable platform to connect and we hope that the vegetables we supply everyday can add variety to our customers' meals, helping them to stay well-fed and healthy."

Fast, easy and dedicated

The stimulus package will help SMEs via a series of benefits such as a fast-track lane for onboarding for reputable offline businesses and a dedicated program to help boost traffic online for the most vulnerable sellers, namely the micro businesses and entrepreneurs. The fast-track process significantly shortens the time for businesses to set up their stores online and upload listings, which will enable these SMEs to quickly diversify their revenue streams and offset the decline in their offline sales.

New sellers, especially those who are new to or have very little experience in eCommerce sales, will receive free, dedicated support from Lazada's team, as well as training at Lazada University. In addition, they will have greater access to traffic booster features such as flash sales and Lazada's livestream technology LazLive, when typically, these slots are reserved for the more established sellers.

"Local SMEs are the lifeblood of a country's economy and essential to people's livelihoods, and many are now suffering from the economic effects of the virus outbreak. With this stimulus package, we hope



to provide an online lifeline to small businesses. We want to protect the community, sustain jobs and businesses, and strengthen the Vietnamese economy,” James Dong said.



WE'VE GOT YOUR BACK!

Lazada ramps up efforts to support customers and local SMEs in Vietnam

LAUNCHES FRESH FOODS CATEGORY

Customers can now shop for fresh and nutritious fruits, vegetables, meat and fish safely from home



FAST

Touch-free delivery in 2 hours for HCMC residents



FRESH

100% fresh food



SAFE

Suppliers certified by Certificate of Food Hygiene and Safety, Global GAP and Viet GAP

INTRODUCES SME STIMULUS PACKAGE

Targets to support 45.000 Vietnamese enterprises by helping them to sell online and transform digitally



FAST

Shortens time for businesses to set up their stores online and upload listings



EASY

Traffic & Campaign exposure



DEDICATED

Dedicated staff to support stall operation and management

WHO IS THIS FOR ?



Small businesses



Entrepreneurs

For more information, please visit www.lazada.vn
or Download the Lazada App



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About Lazada Group

Founded in 2012, Lazada Group is Southeast Asia's leading eCommerce platform. With a presence in six countries – Indonesia, Malaysia, the Philippines, Singapore, Thailand and Vietnam – we connect this vast and diverse region through our technology, logistics and payments capabilities. Today, we have the largest selection of brands and sellers, and by 2030, we aim to serve 300 million customers. In 2016, Lazada became the regional flagship of the Alibaba Group, and is backed by Alibaba's best-in-class technology infrastructure.

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