

Press release

Lazada unites with the Thai community to combat COVID-19 crisis

BANGKOK, April 16, 2020 – Lazada Thailand has rolled out a series of initiatives for sellers and consumers as part of its efforts to stand with the Thai community to combat the COVID-19 crisis. The region's leading eCommerce player has:

- *Launched a stimulus package for 50,000 small-and-medium enterprises (SMEs)*
- *Helped hundreds of offline sellers from popular shopping districts through its #YesICan campaign*
- *Offered free shipping for its consumers under its "Happy at Home" campaign*
- *Leverage its LazLive livestream technology to help offline brand promoters to sell and earn commissions*
- *Launched LazadaForGood digital giving platform to facilitate donations to hospitals and medical foundations*

"The COVID-19 crisis has shifted consumers' consumption behavior, forcing many businesses to adapt and innovate," **Paradee Sinthawanarong, Chief Marketing Officer of Lazada Thailand said.** "We have seen the eCommerce market grown by 80% in March¹, as more consumers stay home to stay safe, and are shopping more online. As such, we want to use our technology and platform, as well as our payments and logistics strengths, to help our sellers and serve the Thai community in various ways"

To add, **Thanida Suiwatana, Chief Business Officer of Lazada Thailand said:** "We stand united with the Thai people in fighting this pandemic and believe that we are stronger together. We have rolled out initiatives that will provide an online lifeline for our businesses, especially SMEs, which are the lifeblood of a country's economy. At the same time, we want to ensure we keep the spirits of our customers up even as they are staying and working from home, and serve the needs of the wider Thai community."

Extension of #YesICan campaign with SME stimulus package

Hundreds of sellers from popular shopping districts such as Chatuchak Weekend Market, MBK Center, Siam Square, and Yaowarat have joined Lazada's latest #YesICan From Heart To Heart campaign to set up their online stores free of charge. Lazada is extending this campaign with the following:

- **A SME Stimulus Package** that aims to help more than 50,000 Thai SMEs, starting from this week. The package comes with zero percent commission and payment fee, free onboarding worth THB1,000 per package (for the first 2,000 sellers), fast track access to micro loan schemes with our bank partners, and a 20% discount for Lazada's livestreaming channel.
- **An Offline-to-Online (O2O) Promoter & Affiliate Programme** that will allow offline brand promoters or sales personnel to sell products through their social channels, and still earn commissions from brands and Lazada even though their offline livelihoods have been affected by the closure of shops in malls. They are also able to access Lazada's livestream technology, **LazLive**, which is an effective and creative tool for engaging customers and capturing new consumer segments at this time. Currently, the programme includes more than 20 top brands from **LazMall** and more than 15,000 sales personnel. Participating brands include Samsung, OPPO, Vivo, L'Oréal, Garnier, Maybelline, Huawei, Philips Avent, SHISEIDO and EVEANDBOY.

¹ PriceZa



Helping consumers make the most out of their time at home

LazLive also allows consumers to livestream reviews of their favourite products and earn some income from it. Currently, more than 240 users have generated over 450 pieces of content per week. Most recently, Lazada has launched “**LazLive 7Day StayConnect**” initiative that promises entertaining content to ease the isolation of staying at home. In addition, it has launched a “**Happy at Home**” campaign to encourage shoppers to stay home and flatten the curve. The campaign offers special deals on essential items for daily life at home and offers free delivery in April.

Serving the community needs and connecting at a time of physical distancing

Lazada is committed to supporting community needs, especially that of frontliners such as our medical and healthcare workers. The company has donated a total of THB 3 million to Siriraj Hospital and Chulalongkorn Hospital and launched a digital giving platform under its **LazadaForGood** initiative to facilitate online donations to hospitals and medical foundations.

Under its “**LazHappyHeart**” initiative, Lazada invites everyone to show love and care for one another by doing ‘mini heart’ pose with friends during a video call, take a screenshot, and post on Facebook, Instagram or Twitter including #LazHappyHeart from 17 April – 1 May. Each Lazada hashtag will be counted towards funds in buying essential items to assist the unfortunate homeless through Issarachon Foundation. Top 3 creative posts that capture the hearts of committee members will receive 1,000 Baht on Lazada Wallet for future purchases in which this giveaway will occur every week.

“We believe that it is during such a time as this that we have the responsibility, as an eCommerce leader, to do all we can to support the people who have made us successful. To all our sellers, customers and partners, as well as other companies and businesses out there, we are in this with you, and together, we can overcome,” **Ms Thanida said.**

#StrongerTogether

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About Lazada Group

Founded in 2012, Lazada Group is the leading eCommerce platform in Southeast Asia. We are accelerating progress in Indonesia, Malaysia, the Philippines, Singapore, Thailand and Vietnam through commerce and technology. With the largest logistics and payments networks in the region, Lazada is a part of our consumers’ daily lives in the region and we aim to serve 300 million shoppers by 2030. Since 2016, Lazada has been the Southeast Asia flagship platform of the Alibaba Group powered by its cutting-edge technology infrastructure.

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