

First Malaysian Brand debuts on Lazada X Tmall Global “Sell to China” Partnership Program

Leading Malaysian Cosmetics Brand Safi is the first to benefit from this program

Kuala Lumpur, June 4, 2020 – Popular Malaysian skincare brand Safi made its debut on Tmall Global through Lazada’s “Sell To China” program, which introduces popular Southeast Asian brands to tens of millions of Chinese consumers through cross-border e-commerce.

Safi is the first Malaysian brand benefitting from this program which helps top brands on Lazada’s LazMall to expand into China through Tmall Global. Tmall Global is the largest cross-border e-commerce platform in China offering Chinese consumers over 25,000 international brands and over 5,100 product categories from 92 countries and regions.

Safi’s skincare products are made with naturally derived ingredients and are alcohol and gelatine-free. Safi’s entry into China will further diversify the options available on Tmall Global for consumers, who are increasingly willing to try new high-quality natural products.

“We have a very successful partnership with Lazada on LazMall and are excited for the opportunity to be the very first Malaysian skincare brand on Tmall Global. We look forward to providing our high-quality Halal skincare products to Chinese consumers via Tmall Global,” said Kazlina Mohd Kassim, SAFI Brand Spokesperson.

The launch of Safi on Tmall Global will also benefit from the strong trade ties between Malaysia and China. Malaysia is the first electronic World Trade Platform (eWTP) hub, and Alibaba’s Cainiao smart logistics will provide an end-to-end solution to efficiently move Safi products from the manufacturing factory in Malaysia to a cross-border e-commerce warehouse in China and then to consumers who make purchases on Tmall Global.

“We are very proud that Chinese consumers will be able to easily buy the high quality Safi products which have done so well on LazMall, and that Safi has become the first brand to sell on Tmall Global under the Sell to China program. Lazada Malaysia is committed to empowering Malaysia’s homegrown brands and SMEs to succeed, not only in local markets, but also beyond the region, including by partnering with our sister companies in China and other markets,” said Leo Chow, Chief Executive Officer, Lazada Malaysia.

“Tmall Global provides a massive commercial opportunity for international brands to reach the growing middle-class in China. Helping companies in the fast-moving consumer good space (FMCG) like Safi is part of our mission to make it easy to do business for Southeast Asian brands,” said Chris Wang, Head of Business Development, Southeast Asia, Hong Kong, Macau and Taiwan, Tmall Global. “Especially now as we battle Covid-19, we will continue to work with Lazada to

contribute to economic recovery by helping businesses benefit from demand in the Chinese market.”

The Malaysia Digital Economy Corporation’s Chief Executive Officer, Surina Shukri commented that Malaysia is home to many globally competitive brands, and we are proud to see more and more of our homegrown digital-powered businesses penetrating the international markets via cross-border e-commerce. “Besides, the advent of giant e-commerce marketplaces such as Tmall Global has made it easier for local businesses to export B2C products internationally, especially to China market. The eWTP hub in Malaysia is expected to establish Malaysia as the heart of digital ASEAN and able to facilitate the trade movement of Malaysian made export products in an integrated and inclusive environment that will cater to cross-border logistics.”

“As the nation has been badly impacted by the Covid-19 pandemic, e-commerce is seen as a critical component to spur the growth of the Digital Economy. We believe with an increase in e-commerce adoption nationwide, it will further drive MDEC’s commitment to intensify Malaysian SMEs’ participation in cross-border e-commerce by leveraging the strength of Malaysia’s eWTP hub that was established under the Digital Free Trade Zone (DFTZ) initiative,” Surina explained.

Launched in October 2019 to propel the growth of Southeast Asian brands beyond their home markets, the “Sell to China” initiative has introduced several leading homegrown brands onto Tmall Global. Other brands include Indonesia’s Ellips, a brand of hair products which sold 40 times the daily average in under 12 hours during the 2019 Tmall 11.11 Global Shopping Festival, and Sunnies Face, the Filipino cosmetic brand which has become one of the top three new brands in the lipstick category on Tmall Global just three months after launch.

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About Tmall Global

Launched in 2014, Tmall Global (www.tmall.hk) is an extension of Alibaba Group’s Tmall platform that addresses the increasing Chinese consumer demand for international products and brands. It is the premier platform through which overseas brands and retailers reach Chinese consumers, build brand awareness and gain valuable consumer insights in forming their overall China strategy, without the need for physical operations in China.

About Lazada

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 is

the Southeast Asia flagship platform of the Alibaba Group powered by its cutting-edge technology infrastructure.

About Malaysia Digital Economy Corporation (MDEC)

Malaysia Digital Economy Corporation (MDEC) is a government agency under the purview of the Ministry of Communications and Multimedia Malaysia entrusted to lead Malaysia's digital economy forward. Incorporated in 1996 to oversee the development of the MSC Malaysia initiative, MDEC's primary mandate today is to accelerate the growth of digitally-skilled Malaysians, digitally-powered businesses and digital investments in Malaysia. MDEC is focused on creating inclusive, high-quality growth through the nationwide digitalisation initiatives that are in line with the Government's Shared Prosperity Vision 2030 and firmly establishing Malaysia as the Heart of Digital ASEAN.

#LetsBuildTogether #DigitalMalaysiaForward **#DigitalVsCovid**

MDEC has also launched a campaign to raise awareness and mitigate against the spread of the Covid-19 threat with a series of short videos across its social media channels that encourage a digital approach to combat Covid-19.

For more information and updates, please visit www.mdec.my or follow us on:

Facebook: <https://www.facebook.com/MyMDEC/> Twitter: @mymdec

About the Electronic World Trade Platform (www.eWTP.org)

eWTP is a private-sector-led, multi-stakeholder initiative that facilitates collaboration to share best practices, incubate new trade rules, and foster a more integrated policy and business environment to support inclusive trade and the digital economy. eWTP aims to help small to medium-sized enterprises (SMEs), women and youth by developing policies and making it easier for them to leverage technology in order to participate in global trade. By promoting a comprehensive approach under the "4Ts" of eWTP – trade, tourism, training and technology, the initiative seeks to empower SMEs, to support the young generation and women, to facilitate global consumption and to foster a more integrated, inclusive environment for trade. Malaysia is the first eWTP hub outside of China.

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