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Lazada Appoints Chun Li as Group CEO

Deep technology expertise to lead company to next chapter of growth

Singapore, 26 June 2020 – Southeast Asia’s leading eCommerce platform Lazada Group announced today that Chun Li will be appointed Group Chief Executive Officer to drive the company’s next phase of growth under an accelerated digitalization landscape in the region.

With his deep experience in technology architecture and product strategy, Li will further strengthen Lazada’s competitive advantage through data technology application and business localization across the six markets. Having served as both President and Lazada Indonesia CEO over the last three years, Li has an intimate understanding of Lazada’s business and market landscape. Li will succeed Pierre Poignant, who will become special assistant to Alibaba Group Chairman and CEO Daniel Zhang.

“Chun is an experienced business leader who can realize Lazada’s vision of unifying commerce with technology to advance Southeast Asia’s digital economy,” said Lucy Peng, Lazada Group Chairwoman. “Under Pierre’s leadership, Lazada has delivered healthy growth over the past two years. As a member of Lazada’s founding team, Pierre has inspired all of us through his dedication, passion, humility and perseverance. We are deeply grateful to Pierre for his invaluable contributions in building the solid foundation for Lazada’s long term sustainable success.”

“Lazada’s priority is to create unique value for our consumers and merchants in Southeast Asia. There is incredible momentum for eCommerce across the region, and together with our strong local talents, we will step up Lazada’s digital innovation and commercial development to empower our customers to be successful and provide the best user experience for our consumers,” said Chun Li, Lazada Group CEO.

Lazada served over 70 million unique consumers in six countries for the twelve months ended March 31, 2020. The company continues to gain market share in Indonesia, the largest economy in Southeast Asia. In the same period, Lazada Indonesia’s orders grew more than 170% year-on-year, which outpaces the competition.

Lazada continues to implement innovative consumer engagement strategies, backed by world-class technology from Alibaba’s digital economy. Development of local talent continues to be a top priority for Lazada. Currently, more than 90% of Lazada’s talents are local.

Li Chun graduated with bachelor’s dual degree in mechanics and economics law from Peking University, and a master’s degree in mechanical engineering from Ohio State University. He joined Alibaba Group in 2014 as Chief Technology Officer for Alibaba B2B business unit. He was appointed co-President of Lazada in June 2017 and was also named Lazada Indonesia CEO in July 2019.

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

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