



PRESS RELEASE

**Lazada's 11.11 shopping festival breaks records,
serving more than 40 million users**
*400,000 brands and sellers participated in the one-day sale event,
with the majority of them being local SMEs*

SINGAPORE, 13 November 2020 – Lazada, Southeast Asia's leading eCommerce platform, again surpassed its 11.11 shopping festival records, with more than 40 million users and 400,000 brands and sellers participating in the one-day sale event across the region. The majority of these brands and sellers were local small-and-medium enterprises.

LazMall, Lazada's premium platform for authentic brands and the region's largest virtual mall, also broke record by exceeding its 11.11 sales performance last year in under half a day. It welcomed four new joiners, including Tefal, to its list of 26 brands who made the ranks of its LazMall Millionaires Club, which are brands that achieved sales exceeding US\$1 million in one day. Electronics brand Samsung also became one of the first two brands to hit over USD10 million in sales.

"This year's 11.11 performance is very much a reflection of the seismic shift in more consumers and merchants going online and an overall digitalisation of the retail landscape, which has vastly accelerated in 2020," said Chun Li, Lazada Group's Chief Executive Officer. "Soon after we kicked off the campaign at midnight, we were already surpassing US\$100 million in sales, in less than half the time we took last year."

With digital adoption here to stay, this year's 11.11 also saw more local brands and sellers outperforming on Lazada's platform. The number of small-and-medium merchants with over US\$10,000 in sales doubled to more than 8,000 from last year's 11.11. Thai fashion label Mitr achieved more than THB2 million in the first hour from sales of one product, as Southeast Asian brands which onboarded Tmall Global through Lazada's *Sell to China* programme also continued to break records. Beauty brand Sunnies Face, from the Philippines, achieved a year-on-year sales growth of almost five times, while Indonesian hair care brand Ellips, as well as Singapore snack brand Irvins, who participated in Tmall Global's 11.11 event for the first time, recorded sales of 50 times the norm or more on Nov 11.

Lazada stepped up its Shoppertainment strategy by launching new game *Happy Bounce* in the lead-up to 11.11, and saw increased user engagement of over 3.5 times as consumers spent more than 70 million minutes playing Lazada's in-app LazGames titles. Along with Fun Farm, both new games saw players collect more than 20 million vouchers in 24 hours. LazLive, Lazada's livestreaming technology, gathered over 11 million views on Nov 11 alone and saw more sellers adopt the service, which resulted in a 380% year-on-year growth in GMV generated from their sessions.

In a recent report by Google, Temasek and Bain & Company, there are 40 million new internet users this year alone, which means that 70% of the region's population now has access to the digital economy. More than one in three consumers are new to digital services, and 90% of them intend to continue their newfound habit of shopping, ordering food and paying online.



Other key highlights from the campaign include:

- 100 seconds: The time it took Lazada to reach US\$11 million in sales
- PH: 1,111 Honda car bookings made in 11 minutes
- TH: Sales hit > THB 1 billion in under two hours
- SG: Sold 16,000 items/min in first 11 minutes
- MY: > 40% new sellers who onboarded via Lazada's stimulus plan participated in 11.11
- VN: Viewership of 10 million for Vietnam's Super Show on Nov 10
- ID: A delivery – the longest in Indonesia – clocked 5,000km from Aceh to Eastern Flores. It was well-supported by Lazada's logistics facilities, which are powered by data-driven smart-routing algorithms, and its proprietary network that sorts more than 85% of total parcels delivered.

“Every 11.11 is a showcase of our technology and logistics capabilities to serve, engage and deliver to our customers,” Li said. “It is defined by our brands, sellers, consumers and partners across the ecosystem, whose support has helped shape this event into what it is today. We are glad to conclude yet another successful campaign, having set new benchmarks while enabling more than 350,000 brands and sellers to serve 80 million annual active consumers on our platform.”

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Lazada 11.11
BIGGEST
ONE-DAY SALE
11 NOV

2020 KEY HIGHLIGHTS

LAZADA 11.11 RECORDS THIS YEAR



40M+
 TOTAL USERS



400K
 BRANDS & SELLERS
MAJORITY ARE LOCAL SMES



US\$11M SALES IN FIRST **100** SECONDS

DRIVING GROWTH FOR OUR BRANDS AND SELLERS

LazMall **SURPASSED 2019 11.11 SALES**
 IN UNDER HALF A DAY
TWO BRANDS SURPASSED US\$10M
SALES IN 24 HR

1111 HONDA
 CAR BOOKINGS MADE IN
11 MINS

8,000+ LAZADA SELLERS SAW
US\$10,000+
SALES IN 24 HR

THAI FASHION LABEL MITR SURPASSED
THB 2M+
 IN UNDER 2 HOURS
 FROM SALES OF 1 ITEM

LAZMALL BRANDS ON TMALL GLOBAL
50X OR MORE UPLIFT VS. NORMAL SALES
INDONESIAN BRAND ELLIPS
SINGAPORE BRAND IRVINS
~5X YOY SALES GROWTH
PHILIPPINES BRAND SUNNIES FACE

SOLD 16K ITEMS/ MIN
 IN FIRST 11 MINS

5000KM LONGEST DELIVERY
 ACEH TO EASTERN FLORES

40% NEW 11.11 SELLERS ONBOARDED VIA LAZADA STIMULUS PLAN

SHOPPERTAINMENT: CONNECTING OUR COMMUNITY

11M+ VIEWS ON 11.11 ACROSS THE REGION

380% YOY GMV GROWTH

10M VIEWS ON NOV 10 FOR 11.11 SUPER SHOW IN VIETNAM



3.5X MORE PLAYERS

>70M MINUTES PLAYED SINCE LAUNCH

FUN FARM & HAPPY BOUNCE **>20M** VOUCHERS COLLECTED

SALES PERFORMANCE RECORDED AS AT NOVEMBER 11, 2020.



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 Alibaba Group powered by its world-class technology infrastructure.

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