

FOR IMMEDIATE RELEASE

Shoppertainment sets new record for Lazada 7th Birthday Celebrations

Lazada platform drew 318 million visits over week-long celebrations

Sales tally for 24-hour shopping event across Southeast Asia 15x of daily average sales

Shoppers logged on Lazada app as often as six times a day to play in-app games

Live streamed Lazada Super Party snagged 12 million views across the region

Singapore, 29 March 2019 – Lazada, Southeast Asia’s leading eCommerce and Shoppertainment platform, drew 318 million visits during its 7th Birthday celebrations. Customers shopped, watched and played on their Lazada apps over a week-long celebration that included a star-studded Super Party that was streamed live on the app for the first time, culminating with a 24-hour shopping extravaganza on March 27.

The record-breaking birthday celebration, which blends shopping and entertainment to offer customers a truly immersive experience on the Lazada platform, was a resounding success as the 24-hour sales tally across Southeast Asia was 15x of normal day sales.

Besides offering shopping vouchers and discounts through a range of in-app games, Lazada tapped on its technology expertise and infrastructure to live stream performances by British popstar Dua Lipa and top regional artistes, on its app across six countries (Indonesia, Malaysia, the Philippines, Singapore, Thailand and Vietnam), which drew 12 million views on the Lazada app and on television (Indonesia and Vietnam).

“Our new shoppertainment features are definitely driving up the excitement on our platform we’re seeing more and more customers are coming on our app to not only get the great buys, but also to be entertained. This year also marks a significant milestone as we have fully integrated our technology infrastructure with Alibaba, allowing us to unlock even more value for our brands, sellers and shoppers with in-app live streaming and games. This is just the start of many exciting initiatives we are planning to help build successful eBusinesses and strengthen the eCommerce ecosystem in Southeast Asia,” said Pierre Poignant, CEO of Lazada Group.

Shop, Watch, Play, Repeat!

Since the brand-new LazGame function was launched on March 21, shoppers logged on the Lazada app as often as six times a day to play the in-app games like Fruit Slash, Birthday Blast and Popping Balloons to score more deals. Over seven days, more than 2.5 million people played the games, with 9 in 10 collecting cupcakes that can be redeemed for discounts or vouchers.

“It has been a wonderful seven years for Lazada in Southeast Asia and we are thankful for the chance to serve the needs of the region’s young dreamers - of discerning shoppers, ambitious sellers and brands. Our goal is to develop a vibrant eCommerce ecosystem and we are nurturing it with the 3E’s: Empowerment, Efficiency, and Experience, to accelerate growth for brands and sellers. With the launch of our ‘Super Solutions’, we are confident of achieving this goal and excited to celebrate future milestones with continued success,” said Jing Yin, President of Lazada Group.

Indonesian footwear seller Stephanie Hertanto, who has been running her store 89stories on Lazada since 2017, said sales soared six-fold just over the one-day Birthday sale alone. “I really value the effort that Lazada put in to bring the entire Lazada community together in a high-level event like the Super Party. It’s amazing because enabling consumers to watch their favourite social media influencers and top performers on our Lazada in-app livestream shows will really help to attract more younger consumers. I’m already thinking about how I can use live streaming to engage my own customers.” said Hertanto.

Some of the key highlights of the birthday sale include:

- First order was received, packed and delivered at 7:24AM in the Philippines
- Fastest order was packed and ready to ship was 3 minutes and 15 seconds in the Philippines
- Some cross-border brands and sellers also saw their sales spike by as much as 50x the normal daily sales

Among the top 5 brands that made it to the Lazada Top Brand Leaderboard across eight product categories were make-up brand Maybelline, home appliances and TV giant Samsung, and diaper brand MamyPoko. The most coveted categories during the shopping extravaganza were mobile devices, diapers, make-up and home appliances. (See appendix)

The best-selling categories among the cross-border merchants were Electronics, Fashion, and Home & Living.

As part of its 7th anniversary, Lazada hosted its inaugural LazMall Brands Future Forum on 21 March. The annual summit gathered brands and top sellers from across the region to discuss growth opportunities and technological advancements that will shape the future of Southeast Asia's eCommerce landscape. At the event, Lazada announced the launch of its "Super Solutions" that will fire up the growth of its brands and sellers – big or small – to win market share in the region, by tapping on Lazada's branding, marketing and sales offerings, to transform them into "Super eBusinesses".

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About Lazada Group

Launched in 2012, Lazada is the leading online shopping and selling destination in Southeast Asia – present in Indonesia, Malaysia, the Philippines, Singapore, Thailand and Vietnam. With 300 million SKUs available, Lazada offers the widest range of products in categories from beauty, fashion, and consumer electronics to household goods, toys, sports equipment and groceries. Lazada Group is majority owned by Alibaba Group Holding Limited (NYSE: BABA).

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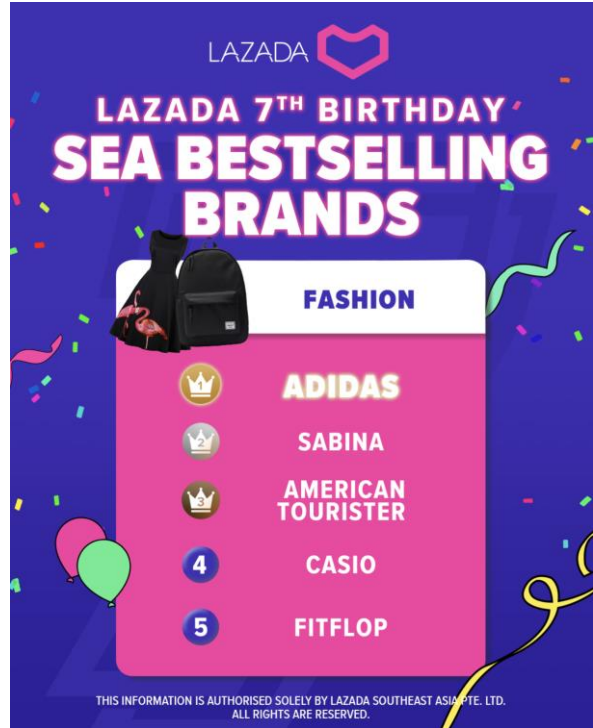
Appendix

Lazada Top Brand Leaderboard

Diapers



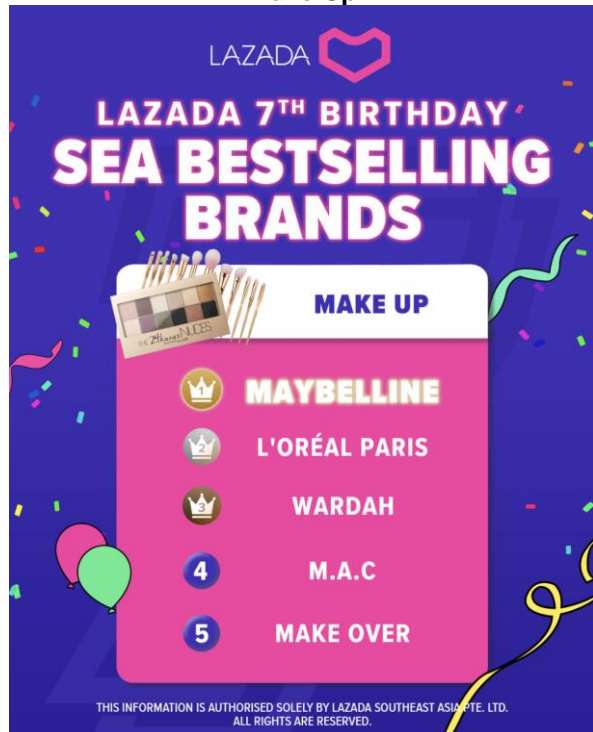
Fashion



Home Appliances



Make Up



Milk Formula

LAZADA 

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SEA BESTSELLING BRANDS




MILK FORMULA


	ENFAGROW
	PEDIASURE
	S-26
4	SGM
5	HI-Q

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Mobile Phones

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SEA BESTSELLING BRANDS




MOBILE PHONES


	XIAOMI
	SAMSUNG
	REALME
4	APPLE
5	HUAWEI

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Personal Care

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PERSONAL CARE


	DOVE
	VASELINE
	L'ORÉAL PARIS
4	PANTENE
5	AVEENO

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Skincare

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SEA BESTSELLING BRANDS



SKINCARE

	OLAY
	L'ORÉAL PARIS
	LANEIGE
4	LA ROCHE POSAY
5	VICHY

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Top Selling Mobile Devices across Southeast Asia

SEA TOP SELLING MOBILE DEVICES

LAZADA 7TH BIRTHDAY



REALME 3



XIAOMI REDMI
NOTE 7



SAMSUNG GALAXY
M20