

**PRESS RELEASE
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**Lazada Launches *Start It Up, Laz It Up*
An Easy Three-step Seller Registration Sign-up**

Entrepreneurs participating in Start It Up, Laz It Up stand a chance to win USD\$10,000 in cash and marketing solutions



27 September 2021, Malaysia – Lazada, Southeast Asia’s leading eCommerce platform, today unveiled *Start It Up, Laz It Up*, a refreshed easy three-step registration sign-up process for all aspiring entrepreneurs, social sellers and existing brick-and-mortar business owners, looking to launch an online business.

Over the first six months of 2021, Lazada saw new seller sign-ups increase over two times across Southeast Asia, compared to the year before. In addition, the first-ever bi-annual Digital Confidence Index¹ released by Lazada in August 2021 found 70% of Southeast Asia’s online sellers are optimistic and confident about their future growth and prospects for the third quarter of 2021.

To encourage new and existing retail business owners to digitalize and join eCommerce, *Start It Up, Laz It Up* will reward one lucky recipient US\$10,000² worth of prizes to help jumpstart their Lazada store in preparation of Lazada’s biggest mega shopping festival 11.11. To qualify, new sellers need to sign up and launch their Lazada marketplace stores in active selling mode during the period of 27 September (00:00 AM) to 30 October (11:59 PM).

The simplified seller account registration process now only requires interested merchants to:

¹ Lazada’s Digital Confidence Index - <https://lazada-com.oss-ap-southeast-1.aliyuncs.com/136-press-release.pdf>

² Available in the six Southeast Asian markets Lazada operates in - Indonesia, Malaysia, the Philippines, Singapore, Thailand and Vietnam. Mechanics differ in each of the six Southeast Asian markets, terms and conditions apply.

1. Submit and enter registered local mobile number;
2. Enter a one-time six-digit code to verify the mobile number; and
3. Set a strong and unique password

In just three steps, registration can be completed in less than a minute at zero costs. Anyone interested in selling online can also use their existing Lazada buyer account to link to a seller account, during the set-up process.

Once set up as a Lazada seller, merchants can start selling products through the Lazada Seller Centre (LSC):

1. Add the address of the location where you will ship your products from;
2. Add a valid government-approved identification so that payments can be processed; and
3. Add a valid bank account information for ease of withdrawing earnings from the platform.

From there, merchants can effortlessly upload product listings with photos and descriptions, that is available in multiple language translations with just a click of a button. In addition, merchants will gain exclusive access to the learning portal Lazada University that provides the requisite knowledge, tools and insights to manage and scale their businesses and drive success.

Lazada University has an introductory step-by-step guide to welcome new users, a manageable Learning Management System (LMS) with a suite of diverse training materials for easy understanding especially by first-time sellers. Topics available range from advertising to budget management, as well as offline and livestreamed training sessions conducted by Lazada staff and peers from the seller community.

To learn more about how to become a Lazada seller, click here:

- Indonesia: <https://sellercenter.lazada.co.id/apps/register/>
- Malaysia: <https://sellercenter.lazada.com.my/apps/register/index>
- The Philippines: <https://sellercenter.lazada.com.ph/apps/register>
- Singapore: <https://sellercenter.lazada.sg/apps/register/index>
- Thailand: <https://sellercenter.lazada.co.th/apps/register>
- Vietnam: <https://sellercenter.lazada.vn/apps/register/>

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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 Alibaba Group powered by its world-class technology infrastructure.

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