

**PRESS RELEASE
FOR IMMEDIATE RELEASE**

LAZADA CELEBRATES 10 EPIC YEARS AS ECOMMERCE PIONEER IN SOUTHEAST ASIA

- *In-app Time Machine feature takes shoppers through their Lazada journey across the years*
- *Signature Lazada Super Party returns with exclusive performances as part of LazLive's special 10-hour countdown programme to Epic 10th Birthday Sale*

Singapore, 14 March 2022 – Marking 10 years of trailblazing the growth of eCommerce in Southeast Asia, the region's leading eCommerce platform Lazada invites shoppers on a personalised journey through *Time Machine*, an in-app feature celebrating special moments that added to consumers' lives across the years.



Beyond spotlighting Lazada's shared milestones with consumers in the past decade, users can unlock recent lifestyle insights and discover which of the nine unique shopper profiles they match with, and collect additional Lazada *Epic 10th Birthday* gifts when they share their #MyLazadaTimeMachine profiles on their own social media channels.

In a 10th anniversary special on 26 March, Lazada's LazLive channel also packs in 10 hours of non-stop livestream programmes, including interactive gameshows and exclusive giveaways leading up to its signature Super Party, where consumers will be treated to exclusive performances by Agnez Mo and Noah from Indonesia; Nora Danish and Nabila Razali from Malaysia; Alden Richards and Bea Alonzo from Philippines; Linying from Singapore; Bella Rane Campen and Billkin—Putthipong Assaratanakul from Thailand; and Son Tung M-TP and Thuy Tien from Vietnam. Lazada's hallmark Shoppertainment features like Voucher Rain also return for in-app viewers to collect more vouchers to use along with their Free Shipping¹ and Lazada Bonus rewards, during Lazada's Epic 10th Birthday Sale that starts at midnight on 27 March.

"Spurring the growth of Southeast Asia has been at the heart of Lazada's mission since our inception as a pioneer of eCommerce in this region. As we mark our 10th anniversary this year, we also celebrate the businesses and communities that make up our ecosystem, for it is their trust in us that has enabled Lazada to become integral to the everyday lives of Southeast Asian consumers as we are today. The *Time Machine* in-app feature is our way of reminiscing shared moments, and thanking everyone for being on this amazing journey with us through the years.

¹ Terms and conditions apply.

Looking forward, we also remain committed in our trajectory to chart sustainable growth across our ecosystem and deliver value to our consumers' lives – from investing in local competencies and enabling livelihoods to uplifting consumer experiences.” **said Raymond Yang, Chief Operating Officer of Lazada Group.**



Consumers in Singapore can look forward to exclusive local deals during Lazada Singapore's Epic 10th Birthday Sale (image above).

The brand's latest [short film](#) also transports consumers into Lazada City, where Lazada's brand ambassadors lead guests through the vibrant and futuristic retail wonderland to meet Lazada's beloved mascot Lazzie and a surprise guest around a colossal birthday cake at the heart of the city to celebrate Lazada's Epic 10th Birthday.

In addition, Lazzie will debut as a baker in Lazada's latest game, *Lazzie Star - Cake Master*, available from 16 to 27 March in Singapore. Consumers can help Lazzie "level up" through six game stages, from an *Apprentice* to a *Cake Master*, while unlocking Lazada Bonus rewards and exclusive discounts along the way.

Lazada will also launch a #ShareYourEpic birthday social media contest across Indonesia, Malaysia, Philippines, Singapore, and Thailand. From 11-27 March, consumers in Singapore can share their most epic birthday wish on Instagram or TikTok, and stand to be one of 10 winners who will win prizes ranging from one year's supply of F&B vouchers (from a range of partners) or Lazada vouchers worth up to over USD 700. Additionally, one of these 10 winners from Singapore will be selected² to advance to a second stage of the #ShareYourEpic contest in April, and stand a chance to emerge the ultimate winner, receiving the grand prize of a Lazada shopping spree worth USD 10,000.

During the Epic 10 Birthday Sale, shoppers can also experience Lazada's latest AI and AR-powered Virtual Try-On³ technology when shopping at the LazMall flagship stores of Bobbi Brown, Estée Lauder and M.A.C., and immerse in hyper-realistic virtual makeovers with the beauty brands' signature products⁴ before making a purchase.

Earlier this month, Lazada also lauded 18 outstanding women sellers at its second annual [Lazada Forward Women Awards](#) held recently during International Women's Day on 8 March. The Awards spotlighted the achievements of the award recipients who found their creative niche, challenged social norms and grew the success of their businesses through the Lazada platform.

² Terms and conditions apply. Mechanics may differ subject to the respective markets that Lazada operates in.

³ Virtual Try-On is available on Lazada's mobile app via Android and iOS models.

⁴ Select products available for Virtual Try-On for each brand.

###

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.

Contact Information:

For more information, please contact:

The Lazada team at Klareco Communications

List-Lazada@KlarecoComms.com

+65 8161 6783