



Highlights and Key Takeaways From Lazada's LazMall Brands Future Forum (BFF) 2023



Singapore, 4 September 2023: Lazada Group held its fourth edition of the LazMall Brands Future Forum (BFF) 2023 on 31 August 2023. The conference brought together industry leaders and Lazada's partners from across Southeast Asia to exchange ideas and innovations aimed at enabling brands and sellers to thrive and offer a differentiated retail experience.

Some highlights shared at the conference include:

- In his opening address, James Dong, Chief Executive Officer, Lazada Group shared his confidence in the outlook for Southeast Asia's digital commerce industry, which continues to be a main growth driver of the region's digital economy. In line with this optimistic outlook, monthly active buyers on LazMall have increased by more than 3.5 times from 2019 to 2022. James also outlined Lazada's commitment to growing a sustainable business and referenced key highlights from the company's latest <u>ESG Impact</u> <u>Report for financial year 2023</u>.
- Jason Chen, Chief Business Officer, Lazada Group highlighted in his keynote address
 that the growing consumer demand for engagement, innovation and technology across
 Southeast Asia presents significant growth opportunities for brands on LazMall. Over the
 last year, LazMall's traffic, buyers and order growth has accelerated, and its customer
 base has expanded across new, returning and loyal buyers. The LazMall store
 membership program is a key tool to increase user value, with the total LazMall store
 members reaching more than 13 million as of July 2023. LazBeauty Club members
 alone are contributing 30 per cent in category sales.
- Howard Wang, Chief Technology Officer, Lazada Group in his fireside chat with Jeffrey Towson, Managing Partner, TechMoat Consulting shared his insights on how Lazada is applying emerging technologies to unlock new innovations.





During the session, Howard also unveiled the launch of Lazada's latest Al-powered and augmented reality application, the Skin Test technology, across all six Southeast Asian markets. Beauty lovers are now able to run a skin diagnosis and analysis using their phone cameras to better understand their skin conditions: skin type and tone, sensitivities, as well as other skin concerns such as wrinkles, dark spots, the appearance of pores and more. Based on the results of the diagnosis, shoppers will receive recommendations for relevant products to address their needs and concerns.



Lazada user trying on the skin test technology in real-time

In a panel discussion on *How AI May Change Retail: Outlook to 2030*, moderated by Connie Kwok, Partner, Bain & Company, Jerome Hamlin, Head of Industry (eCommerce), Google shared some key industry trends that Google is seeing, including the growth of cross-border commerce and the increasing adoption of AI marketing solutions. Duangdao Mahanavanont, Chief Executive Officer, Sabina Thailand, also chimed in with how Sabina has been implementing AI for demand and inventory forecasting as well as distribution in the fashion industry. For businesses to successfully leverage AI, Gary Chu, Senior Vice President (Online International), The Estée Lauder Companies Inc., stressed the importance of developing talent and equipping them with the right skill sets.

In the panel discussion moderated by Jianggan Li, CEO, Momentum Works on *Leveraging the Southeast Asian eCommerce Ecosystem to Win*, Alvin Teo, Chief Partnerships Officer, Ninja Van, Olive Tai, Managing Director & Co-Founder, Synagie Group Asia and Europe, Sujith Rao, Managing Director Commerce (SEA), Publicis Groupe and Vincent Iswara, CEO, DANA Indonesia detailed their respective journeys to remain competitive in the industry through the use and adoption of new technologies. To conclude the discussion, the panelists





underlined the importance of data-driven solutions for businesses to differentiate themselves in an increasingly competitive and complex ecosystem.

The BFF Awards 2023 honoured 24 top performing and innovative global and Southeast Asian brands on the LazMall channel, with **Nike**, **Unilever** and **Samsung** taking home the most coveted LazMall Brand of the Year Award. For more information on the BFF Awards winners, please refer to the <u>Annex</u>.

LazMall BFF is one of Lazada Group's key initiatives and contributions to building a healthy and vibrant eCommerce ecosystem that will benefit the wider regional digital economy. The 2023 conference held at Marina Bay Sands Expo & Convention Centre in Singapore was attended by more than 900 participants comprising partners, brand representatives and sellers from across the region. Participants also had numerous opportunities to explore Lazada's tools, including experiential booths featuring Lazada Sponsored Solutions, Lazada Logistics, and LazMall's Buyer Tools, as well as breakout sessions focusing on specific discussion topics.

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Editor's Note

• For high-resolution photos of LazMall Brands Future Forum 2023, please click here.

About Lazada Group

Lazada Group is Southeast Asia's pioneer eCommerce platform. For the last 11 years, Lazada has been accelerating progress in Indonesia, Malaysia, the Philippines, Singapore, Thailand and Vietnam through commerce and technology. Today, a thriving local ecosystem links about 160 million active users to more than one million actively-selling sellers every month, who are transacting safely and securely via trusted payments channels and Lazada Wallet, receiving parcels through a homegrown logistics network that has become the largest in the region.

With a vision to achieve USD100 billion annual GMV, Lazada aims to serve 300 million shoppers by 2030, and be the best at enabling brands and sellers in digitalizing their businesses.

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