



Lazada Redefines Membership with a Holistic Programme that Blends Service, Lifestyle, and Value for the Modern Shopper

- *A next-generation membership programme with a holistic rewards framework built on service excellence, lifestyle experiences, and long-term customer trust*
- *The pilot phase will see Lazada reimagining eCommerce memberships, from exclusive lifestyle benefits with Grab and iQIYI, to exclusive brand discounts for over 1,000 SKUs*

[SINGAPORE, 9 December 2025] Lazada, Southeast Asia's leading eCommerce platform, today announced the launch of its new **Lazada Membership Programme**, a next-generation loyalty ecosystem designed to go beyond conventional rewards and elevate online shopping experiences. Blending **premium service standards, trusted guarantees and curated lifestyle benefits**, the new four-tier programme redefines what customer loyalty means for modern shoppers in the digital era.

Unlike traditional points-based reward systems focused solely on discounts, the Lazada Membership Programme adopts a holistic approach to customer engagement, focusing on enhancing user satisfaction and deepening loyalty through **personalised privileges, tiered benefits, brand partnerships, best-in-class guarantees and lifestyle perks**.

A Tiered Ecosystem to Reward Loyalty and Engagement

Launched across Lazada's six Southeast Asian markets, the programme features **four progressive tiers, Classic, Silver, Gold, and Diamond**, designed to reward users based on their activity on the platform. Tier status is recalibrated monthly, determined by a user's total spending, frequency of visits, and participation in key sales events over the past six months.

While all members enjoy access to exclusive category and shipping vouchers, and birthday rewards and point multipliers, higher tier members gain exclusive access to a curated suite of premium lifestyle and after-sales services that go beyond discounts.

"Lazada's new membership programme is part of our long-term commitment to enhancing customer experience and driving sustainable growth through authentic engagements," said a Lazada spokesperson. "This addresses the shift in customer loyalty and engagement within the industry. Thus, we are moving away from the sales-driven playbook to create a loyalty framework anchored in service, trust, and value."

Service-Led Differentiation for High-Value Shoppers



What sets Lazada's membership programme apart is its emphasis on **end-to-end customer support and buyer protection**. Beyond price incentives, members can expect **priority delivery services**, smoother dispute resolution, and even VIP-level after-sales support, depending on their tier. This holistic offering underscores Lazada's customer-centric strategy to build **long-term trust and retention**.

To further foster member engagement, Lazada will introduce **gamified upgrade opportunities**, allowing shoppers to accelerate their progression to higher tiers through campaign participation and platform interactions.

Exclusive Partnerships Offering Brand Discounts and Lifestyle Rewards

To offer more value-add for members, Lazada has established select brand partnerships to provide exclusive discounts. In Singapore, partnerships with brands such as Hugo Boss, Marc Jacobs, Chloe, Calvin Klein, Philosophy and Lancaster will provide **up to 10% discount off for over 1,000 SKUs**.

In addition, Lazada has expanded the remits of this membership programme with lifestyle benefits from Grab and iQIYI, creating a truly consumer-centric rewards programme. iQIYI, which operates official Lazada stores in Malaysia, Thailand, Indonesia and Singapore, brings added value to members through premium entertainment access.

Lazada's platinum members in Thailand, Malaysia and the Philippines who are new to GrabUnlimited will enjoy an additional 1-month free GrabUnlimited membership, on top of the existing free trial for new users, unlocking members-only savings on meals, rides, and exclusive partner deals. In Malaysia, Thailand, Philippines, Singapore and Indonesia, Platinum members will also enjoy 2 weeks iQIYI VIP subscription with free streaming, exclusive premium content and early access to new releases.

"As the digital economy matures, membership is no longer about just driving conversions. It's about creating a high-trust environment where shoppers feel recognised, rewarded, and retained," added a Lazada spokesperson. "Our membership programme is designed to reflect this shift, rewarding our most engaged shoppers with differentiated experiences that build long-term trust. Going forward, this programme will play a central role in shaping our user operations and partner strategy."

For more information about the Lazada Membership Programme, please visit [here](#).

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About Lazada Group

Lazada Group is Southeast Asia's pioneer eCommerce platform. For the last 13 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.

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