

FOR IMMEDIATE RELEASE



## **Lazada redesigns mobile app for shoppers**

*User-focused and best-in-class mobile shopping experience now in hand*

**Singapore, 14 June 2016** – Lazada has redesigned its mobile app to elevate the experience for its shoppers. The new version of the app is packed with user-friendly features in an intuitive and stylish mobile environment; enabling shoppers to easily find and buy what they love. The Lazada app version 5.0 is available on both the [Android](#) and [iOS](#) platforms today.

Eugene Chistyakov, Chief Technology Officer, Lazada Group, says, ““In the mobile-first culture of Southeast Asia, we continue making significant investments in perfecting our mobile shopping experience. The new design provides pleasing engagement our shoppers, allowing them to ‘window shop’ endlessly and buy effortlessly when ready. This app has been built around the needs, and from the inputs, of our savvy customers – it’s a fine balance of form and function.”

The stable and responsive 5.0 version of the mobile app has the following key features:

### **Design that’s pleasing**

With clean layout, contemporary design, and elements of delightful micro-animations, the app draws users in and leaves them with an enjoyable experience. Aligned with the design guidelines by Google and Apple, the mobile app weaves in new nifty features based on best-in-class user experiences, yet feels familiar.

### **Navigating the largest store made easy**

With clear menu and tabs, exploring and shopping in Southeast Asia’s largest online store becomes intuitive. Users can shop by brand or by category. When on the product detail page, shoppers can view more product images with a swipe of a finger. The app also has quick tabs for easy access to commonly used features.

### **Smart search**

Discovering what you seek through the millions of products on Lazada is faster and more accurate with the sort and filter tools for search results. The image search capability of the app has also been improved to show results that are more relevant to shoppers’ needs.

### **Helping shoppers make better-informed decisions**

The product detail page has also been enhanced to be more informative. Shoppers will see more details about the product, read reviews, and compare options offered by different sellers before deciding on their purchase.

The mobile platform has become a key driver of Lazada’s eCommerce business. At the end of March 2016, Lazada recorded a mobile contribution of more than 60% to its GMV in the region as more customers embraced shopping on mobile devices. Since the launch of the app in 2013, the app has reached almost 30 million downloads in just 2 years at the end of December 2015

The Lazada mobile app is award-winning. It was accorded with the ‘top developer’ badge on the Android platform in late 2015 in recognition of Lazada’s commitment to quality and innovation. In the same year, it won AsiaOne People’s Choice Awards 2015 - Top 3 E-Retailers in Singapore, and the Best Online Shop App at the Indonesia Cellular Award 2015. In 2014, it was awarded the gold standard in the Reader’s Digest Most Trusted Brand Award in the Philippines. Lazada also offers another mobile app, Seller Center App, dedicated to help Lazada’s seller partners manage their online business.

- End -

### **About Lazada Group**

Lazada Group operates Lazada, Southeast Asia's number one online shopping and selling destination, with presence in Indonesia ([www.lazada.co.id](http://www.lazada.co.id)), Malaysia ([www.lazada.com.my](http://www.lazada.com.my)), the Philippines ([www.lazada.com.ph](http://www.lazada.com.ph)), Singapore ([www.lazada.sg](http://www.lazada.sg)), Thailand ([www.lazada.co.th](http://www.lazada.co.th)) and Vietnam ([www.lazada.vn](http://www.lazada.vn)).

Launched in March 2012, Lazada is pioneering eCommerce in the region by providing customers with an effortless shopping experience with multiple payment methods including cash-on-delivery, extensive customer care and free returns. Lazada features a wide product offering in categories ranging from consumer electronics to household goods, toys, fashion and sports equipment.

Lazada offers brands and merchants a marketplace solution with simple and direct access to about 560 million consumers in six countries through one retail channel.

---