



PRESS RELEASE

Lazada's 11.11 redefines the retail experience in Southeast Asia

Innovation continues to fuel rapid growth in the internet economy

Singapore, 24 October 2019 – Lazada's flagship 11.11 shopping festival this year continues to redefine the region's retail experience with new Shoppertainment features and fun ways to collect vouchers through social interactions – all enabled by Lazada's world-class technology and leading logistics network.

Lazada, Southeast Asia's leading eCommerce platform, was first to bring the shopping festival concept to the region in 2012 and continues to drive retail innovation across its six markets.

"The 11.11 Global Shopping Festival is an important annual celebration to break new ground and accelerate the region's progress in eCommerce, which is now the largest sector of the internet economy expected to grow to US\$300 billion by 2025. We are proud to see that Lazada has made 11.11 one of the key industry growth drivers, changing the way people shop and the way merchants do business," said Lazada Group CEO Pierre Poignant.

"Today, as Alibaba Group's Southeast Asia flagship platform, Lazada is the fastest-growing eCommerce player with more than 50 million annual active consumers and over 100 per cent year-on-year order growth in the past three quarters¹. This is just the beginning as eCommerce is only at three per cent penetration of Southeast Asia retail."

Lazada's 11.11 shopping festival kicks off on 1 November with daily activities and incentives for consumers to explore brands and products, pre-order or add items to their carts, or just be entertained.

Shoppertainment creates new integrated ways for brands to connect with consumers

This 11.11 provides brands and sellers more ways to reach consumers through new formats and channels. Each country's top "Must-Buy List" will be featured on Lazada's livestreamed gameshow GUESS IT! King, to be held on 4 November across all six markets. New in-app game LazCity Wonderland enables consumers to build and explore a virtual city of LazMall brands with special brand vouchers.

Lazada is also working with its partners to introduce offline to online innovations such as Stamp Hunt, which enables consumers to head to partners' offline stores to scan QR codes and earn rewards. Brands will also co-present Lazada's Super Show in Malaysia, Indonesia, the Philippines, Thailand and Vietnam on 10 November. The variety show will be livestreamed and, in most countries, broadcast on national TV. It will mark the debut of an interactive Voucher Rain segment, where viewers use their Lazada app to collect exclusive 11.11 vouchers in real-time.

11 days, 11 fun ways to collect vouchers with family and friends

For the first time, Lazada is rolling out a countdown playbook of daily activities starting 1 November, with gamified Group Missions to make shopping a truly social event. There are 11 fun ways to unlock opportunities and earn vouchers as a group – from adding to cart to playing games such as our first in-app facial recognition game Moji-Go. The estimated number of vouchers to be collected by consumers this 11.11 is over 50 million.

LazMall, Lazada's virtual mall, will also showcase several 11.11 brand exclusives. These include co-branded online storefronts and activations with L'Oréal Paris and Maybelline that will take shoppers on a virtual ride to Paris and New York, and a limited-edition Mamypoko packaging design in Thailand and the Philippines featuring Lazada's mascot Lazzie.

"LazMall is now home to 60% of Forbes' top 100 consumer brands, and we strive to empower more brands and sellers to embrace innovative ways to connect with consumers," said Lazada Group Co-

¹ Past three quarters ending June 2019



President Jing Yin. “Lazada’s 11.11 is all about creating a sense of seasonality, festivity and new traditions in the region. This is the annual online shopping event that both consumers as well as brands and sellers anticipate and prepare for every year.”

Southeast Asia’s leading logistics infrastructure

Logistics is the backbone of Lazada’s 11.11 shopping festival that wraps up the end-to end consumer experience. Over 30 fulfilment centres across 17 cities are ready to manage peak-order volumes, with over 75% of parcels sorted in-house by Lazada. Its extensive network of collection points across the region will also be activated for ease of parcel pick-up and wallet top-up at select locations.

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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 is Alibaba Group’s Southeast Asia flagship platform, powered by its cutting-edge technology infrastructure.

For additional information about Lazada Group please go to our digital media kit [here](https://drive.google.com/drive/folders/11Jav_7UK684DB-wpVKq3mPcYGSzTapDL?usp=sharing) (https://drive.google.com/drive/folders/11Jav_7UK684DB-wpVKq3mPcYGSzTapDL?usp=sharing) Please note materials in this folder are for reference and reporting purposes only and should not be disseminated or circulated.

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