

## PHOTO RELEASE

### **Johnson & Johnson and Lazada Group Enter Strategic Partnership** *Joint efforts to bring more Southeast Asia brands to Chinese consumers*

Shanghai, 6 November 2019 – Johnson & Johnson Consumer Health ("Johnson & Johnson") and Lazada Group ("Lazada") today entered a strategic partnership to incubate more brands for success in Southeast Asian and Chinese markets.



*Qian Yi, General Manager of Lazada Cross-Border business, and Tim Deng, Managing Director of Johnson & Johnson Consumer Health China solidify a strategic partnership to support SEA brands to engage with Chinese consumers*

With this collaboration, the two companies will provide support to emerging Southeast Asian brands in reaching and engaging more Chinese consumers, by leveraging Johnson & Johnson's market insights as well as offline distribution channels. Moreover, by tapping into Lazada's leading ecosystem in this region, Johnson & Johnson will strengthen the connectivity of brands to the Southeast Asian market.

Tim Deng, Managing Director Johnson & Johnson Consumer Health China, said, "Johnson & Johnson Consumer Health has the inclusive end-to-end capability of incubating new brands in the cross-border eCommerce industry. This strategic partnership with Lazada serves as a gateway that will allow us to 'bring out' local Chinese brands to reach Southeast Asian consumers, while at the same time 'bring in' Southeast Asian products to inspire Chinese



consumers. In addition, we will support a vibrant ecosystem of start-ups and entrepreneurs in the Belt and Road Initiative region with access to the world-class open innovation expertise within the Johnson & Johnson global network.”

Qian Yi, General Manager of Lazada Cross-Border business, said, “As Southeast Asia’s leading eCommerce platform, we are committed to accelerating the growth of the digital economy in Southeast Asia and empowering brands and sellers. Through this partnership with Johnson & Johnson, we can utilize the consumer insights, digital marketing expertise and channel expansion model, to further strengthen the connectivity between Southeast Asian market and Chinese consumers, bringing more quality products and services from Southeast Asia to China, and eventually to the world.”

Lazada Group is now the Southeast Asia flagship platform of Alibaba Group. As of September 2019, Lazada has over 50 million annual active consumers and achieved over 100% year-over-year order growth across four consecutive quarters.

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#### **About Johnson & Johnson Consumer Health**

Johnson & Johnson Consumer Inc. is one of the world's largest consumer health and personal care products companies. Our consumer companies produce many of the world's most trusted brands, among them JOHNSON'S® Baby, NEUTROGENA® and LISTERINE®. Each one of our consumer businesses embraces innovative science to create products that anticipate consumer needs and create experiences that help them live healthy, vibrant lives.

#### **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.

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