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## **Lazada Marketplace sees rapid growth, now accounting for more than 65% of Lazada's overall sales**

- Fastest growing part of the business, with sales turnover doubling in the past 12 months
- Lazada Marketplace now accounts for more than 65% of Lazada's overall sales
- Number of third party sellers on Lazada Marketplace has increased from 478 last November to close to 8,000 today

**SINGAPORE, 5 NOVEMBER 2014** – Lazada, the largest online shopping mall in Southeast Asia, has seen rapid growth of its online Marketplace platform for third party sellers. Launched across the region in late 2013, Lazada Marketplace now accounts for more than 65% of the company's overall sales revenue. One of the fastest growing parts of the business for Lazada, the number of third-party sellers has increased dramatically from 478 in November 2013 to close to 8,000 in November 2014.

The growth can be attributed to a rising interest in e-commerce, with SMEs, distributors and brands tapping on existing online shops to access an established customer base and infrastructure. Lazada Marketplace offers retailers instant access to millions of new customers with over two million visits a day. On top of secured payment options, a wide-distribution network and customer care support, retailers also receive marketing analytics from a Partner Support team to enable them to sell more.

Maximilian Bittner, CEO of Lazada Group said: "Lazada Marketplace is currently the fastest growing part of our business and now accounts for more than 65% of our sales. We are seeing overwhelming demand for this service, driven by the fact that we can fulfil all customer service needs on behalf of our partners. Our Marketplace provides an ideal selling platform in the region, both for established international brands looking to enter Southeast Asia for the first time and for smaller, upcoming local brands wanting to increase their visibility in local markets and drive sales."

Apart from managing their catalogue and product listings directly on the Sellers Center online platform, sellers can tap on the Lazada University to equip themselves with marketing tools in order to help increase their visibility online and maximise their profits.

Lazada Marketplace merchants sell a wide range of products across 13 categories including health & beauty, home & living, fashion, mobiles & tablets, consumer electronics, home appliances and sports and outdoors, among others. Fashion is one of the fastest growing categories on Lazada Marketplace with the widest assortment of products currently available, with Health & Beauty having the second largest assortment of products.

Key brands that sell their products via Lazada Marketplace include Xiaomi, Bose, Philips Lighting and Kenwood Delonghi. Lazada Marketplace also attracts a number of smaller, upcoming brands in the region that wish to utilise the platform to help them grow their businesses faster.

Third party sellers which have benefited from using Lazada's Marketplace include Channel B, an electronics retailer based in Jakarta. Channel B joined Lazada Marketplace in January 2014 with 40 products, and were turning over IDR 410,000,000 (US\$34,000). By May Channel B had increased the number of products to 370 and was generating revenue of IDR 2,300,000,000 (US\$ 190, 000) thanks to the access to Lazada's extensive customer base. Ibu Shim-Shim, CEO of Channel B said: "Lazada Marketplace has totally transformed my business. I now have access to hundreds of thousands of customer in Indonesia that I would never have been able to tap into on my own, as a small growing business."

In Singapore, MC2 focused on electronics at their stores located in Bedok Mall, Funan IT Mall, Sim Lim Square and Westgate. Since joining Lazada Marketplace, the company has increased its revenue by S\$25,263 in the past quarter alone selling Asus, Lenovo, Acer and Dell laptops online.

Leslie Lim, Marketing Director of MC2 said: "Before joining Lazada Marketplace, we focused on our offline retail outlets and differentiated ourselves via our professional and knowledgeable sales staff. We now believe that online and offline go hand in hand as they support one another. Having a strong presence in both channels, particularly a strong online platform such as a Lazada, is the key to success in this market."

Lazada's best performing third party seller in Malaysia this year was Tupper Cabinet, a Malaysia based company which sells DIY cabinets. The business has increased its sales by 30% since joining

Lazada Marketplace. Mr Hong Woon Chao, CEO of Tupper Cabinet said: “We thank Lazada very much for giving us the chance to sell our products with them. We have already seen 30% growth in our sales and know that this platform has great potential for us to grow even further. We see a bright future and long term relationship with Lazada. We plan to use Lazada Marketplace to help us to grow our business internationally.”

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### **About Lazada Marketplace**

Lazada Marketplace is an online platform for businesses to leverage Lazada as Southeast Asia’s largest online shopping mall, with operations in Indonesia ([www.lazada.co.id](http://www.lazada.co.id)), Malaysia ([www.lazada.com.my](http://www.lazada.com.my)), 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 late 2013, Lazada Marketplace has more than 6,000 merchant partners with over 1,500 established brands. On top of access to Lazada customers and over 2 million daily visitors, merchants enjoy a secure payment system, a wide distribution network and customer care support. Lazada’s Partner Support team also provides merchants with online marketing expertise, support and best-in-class analytics.