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## **Home Shopping Network Giant CJ O Shopping to Launch Flagship Store on Lazada**

*Partnership to bring quality South Korean products to Southeast Asia*

Singapore, 14 October 2016 – South Korea's largest TV home shopping network CJ O Shopping Co. Ltd. will launch a flagship store on Lazada's online marketplace to offer quality South Korean products to the 560 million consumers in Southeast Asia.

The flagship store will enable CJ O Shopping to expand the reach of its products and introduce its house brands in categories such as cosmetics into Southeast Asia. As a consequence, Lazada's customers will have access to a larger selection of "Made in Korea" products, including renowned lifestyle, beauty and fashion brands, and other items currently sold on CJ O Shopping's network.

Lazada is the leading online shopping and selling platform in Southeast Asia, operating in Indonesia, Malaysia, the Philippines, Singapore, Thailand and Vietnam. The partnership will kick off in Malaysia followed by Thailand, before launching in other countries.

"CJ O Shopping plans to become the biggest online distributor of South Korean products in Southeast Asia," said Ms. Jeong Nim Jin, Executive Vice President of CJ O Shopping, during a signing of the memorandum of understanding (MOU) on 07 October 2016 with Stein Jakob Oeie, President of Lazada Group.

"Lazada is the answer," she continued. "We see huge potential in this region, and we are confident of a first-mover advantage."

"We decided to partner with CJ O Shopping because of its proven track record of supplying quality South Korean products," said Mr. Oeie. "With this partnership, we will further strengthen Lazada's assortment by adding unique ranges of Korean products and at the same time ensure that CJ O Shopping can further grow its business in Southeast Asia through our platform."

### **About CJ O Shopping**

CJ O Shopping, founded in December 1994, is South Korea's first registered TV home shopping company.

It is also the first South Korean company that expanded TV home shopping business overseas. Starting with China in 2004, CJ O Shopping is now operating in 9 countries worldwide including Vietnam, Thailand, Malaysia, and the Philippines, where it is securing the No. 1 TV home shopping position in Vietnam and Thailand.

Through its Korean style TV home shopping model, also known as 'shoppertainment', it is leading the 'Korean Wave' in home shopping by introducing a variety of South Korean branded products to the world.

### **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 easy 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 sellers a marketplace solution and an ecosystem of partners providing direct access to about 560 million consumers in six countries online.

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