

## NEWS RELEASE

### **Lazada extends record-breaking streak with USD 250 million GMV haul in the grand finale sale of Online Revolution**

Singapore, 18 December 2017 – Southeast Asia’s leading eCommerce company, Lazada Group, wrapped up its month-long Online Revolution campaign by crushing the region’s online sales record. The 12.12 grand finale sale rang in USD 250 million in Gross Merchandise Value (GMV), more than doubling last year’s sale. It also shattered the 11.11 record of USD 123 million, set only a month ago.

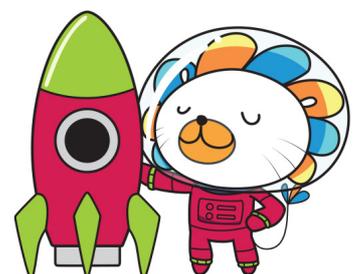
The massive sales volume is a clear sign that the month-long Online Revolution campaign, in its 6th year, is Southeast Asia’s biggest shopping phenomenon that has grabbed the attention of millions of consumers and provided them unprecedented access to products they want, love and need. Lazada customers came from all over Southeast Asia – from big cities like Bangkok and Jakarta to far-flung locations like Alabel in the Philippines, Jayapura in Papua Indonesia and Điện Biên province in Vietnam. Due to the spikes in volume, Lazada had to charter flights to Indonesia and Thailand to deliver goods ordered from international merchants. About 50,000 local marketplace sellers also saw massive sales increases.

This year, Lazada became the first eCommerce platform in Southeast Asia to combine eCommerce and offline entertainment by hosting live interactive TV shows featuring popular celebrities and interactive games on leading channels in Indonesia and Thailand. These events, which were live-streamed on Lazada TV, entertained and introduced brands and products to consumers in these markets, and also generated large spikes in traffic and app downloads.

Lazada constantly pushes the limits to better serve its customers and sellers to win in the region’s crowded eCommerce industry. To feature unique products and offers, it has entered into several exclusive partnerships with world renowned brands like Apple, Xiaomi and Unilever. Furthermore, through the recently launched Taobao Collection service, it is offering a curated selection of international fashion, tech and lifestyle items. By investing heavily in its fulfilment operations, including warehouses and delivery hubs across the region, the company is continuously improving the shopping experience by reducing delivery lead times. Supported by the expertise of Alibaba, Lazada is also deploying cutting edge technology solutions, that range from search and personalization to logistics optimization, to ultimately benefit both customers and sellers on the platform.

“Our record-breaking performance during our Online Revolution campaign is a testament to the hard work our team has put in, but also that of our sellers, brands, logistic providers and other business partners, over the last 6 years” said Lazada Group Chief Executive Officer, Max Bittner. “The Online Revolution has just begun and it will continue to benefit consumers as well as the entire eCommerce ecosystem” he added.

ENDS



**About Lazada Online Revolution**

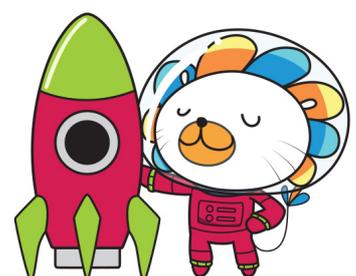
Online Revolution is the biggest shopping event in Southeast Asia. It was started on 12 December 2012 (12.12) to introduce consumers to the convenience and value of shopping online, sparking a 'shopping frenzy' that has grown it into a highly-anticipated annual event. Every year, more and more consumers from capital cities to remote villages shop from a wide range of deals from international and local brands previously not available to them. Last year, shoppers ordered two million items in just the first day of the event. This year, the highlights of Online Revolution will be on 11.11 (11 November) and 12.12 (12 December). Themed 'Shop the Universe', shoppers in six countries can look forward to millions of products from around the world – from branded cosmetics, apparel and fashion accessories, to TVs and other nifty electronics, household essentials and even pet food – at 'out-of-this-world' prices.

**About Lazada Group**

Launched in 2012, Lazada is the number-one online shopping and selling destination in Southeast Asia – present in Indonesia, Malaysia, the Philippines, Singapore, Thailand and Vietnam. As the pioneer of the eCommerce ecosystem in Southeast Asia, Lazada helps more than 135,000 local and international sellers as well as 3,000 brands serving the 560 million consumers in the region through its marketplace platform, supported by a wide range of tailored marketing, data, and service solutions. With over 250 million SKUs available, Lazada offers the widest range of products in categories ranging from consumer electronics to household goods, toys, fashion, sports equipment and groceries. Focused on delivering an excellent customer experience, it offers multiple payment methods including cash-on-delivery, comprehensive customer care and hassle-free returns through its own first and last mile delivery arm supported by more than 100 logistics partners. Lazada Group is majority owned by Alibaba Group Holding Limited (NYSE: BABA).

Media contact:

[press@lazada.com](mailto:press@lazada.com)





11.11 **ONLINE** 12.12 **REVOLUTION**™  
SHOP THE **UNIVERSE**  
lazada.com

### Lazada revolutionises online shopping in Southeast Asia

12.12 **THE BIGGEST ONLINE SHOPPING SALE OF THE REGION**

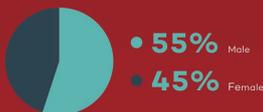
**USD 250mil** **>2x**  
In GMV Last year's sale

**167mil** **~50k**  
Visits from consumers on the platform Local sellers saw massive sales

**Flights chartered** ✈️  
to handle spikes in volume to Indonesia and Thailand

### WHO BENEFITED FROM THE SALE?

GENDER



GENERATION



**5** Furthest places where parcels were shipped to:  
 • Alabel, Philippines • Điện Biên Province, Vietnam  
 • Jayapura, Papua • Mae Hong Son, Thailand  
 • Indonesia • Sarawak, Malaysia

### UNIQUE PRODUCTS AND OFFERINGS

**3,000 brands**

Including exclusive tie-ups with world renowned brands



**1,830,201 items**

Ordered from international sellers



### DID YOU KNOW?

#### MOST POPULAR ITEMS THAT COST UP TO US\$12

- LiveUp 60 day FREE trial
- Wet toilet tissue
- Baby wipes

#### MOST BOUGHT-ITEMS FOR THOSE BORN IN THE YEAR OF MONKEY, ROOSTER, DOG

- Mobile Top-ups
- Petrol Gift Cards

#### MOST POPULAR 2-HOUR TIMEBELTS

- Midnight
- 8pm and 9pm ('primetime' evening)

