

NEWS RELEASE

Forget about 11.11! Seize your last chance to shop in 12.12 Final Sale

SINGAPORE, 7 December 2017 – Missed out on the 11.11 Single's Day sales? No worries. You have one last chance during the 12.12 Final sale, the grand finale of Lazada's Online Revolution shopping spree.

The leading eCommerce firm in Southeast Asia is marking the end of the month-long shopping festival with not one, but three days of blockbuster deals from 12 December for shoppers to get what they want and need for themselves and loved ones for Christmas and the year-end festivities.

3 days, 3 reasons to come back and buy, buy, buy.

Day 1: Irresistible brands you want, love and desire – Choose from Lazada's range of some 3,000 renowned brands that offer top quality products at unbelievable prices. They include beauty and fashion brands like NYX, Jack & Jones, and even Clinique and Clarins. Also keep an eye on cool lifestyle brands like Triumph, Ray-Ban, Fitbit, and Xiaomi. Their "stores" on Lazada will offer exclusive deals and even the highly popular "mystery boxes" that cannot be found anywhere else.

Day 2: Everyday favourites you can't do without – Grab these trendy must-haves that will make your daily routine even more enjoyable. You will be spoilt for choice when browsing through products offered by Lazada's local and overseas sellers, as well as, Taobao Collection, which is selected from the world's largest online marketplace. They include men's and women's shirts, blouses, watches, and Bluetooth headsets.

Day 3: Last chance deals and promotions you better not miss – You snooze, you lose. With more than 24 million deals offering up to 90 per cent discounts and bi-hourly flash sales, scoop up everything at rock-bottom prices and brag to your friends about the huge savings you racked up.

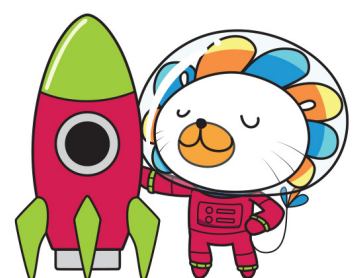
Lazada going all out for SEA customers

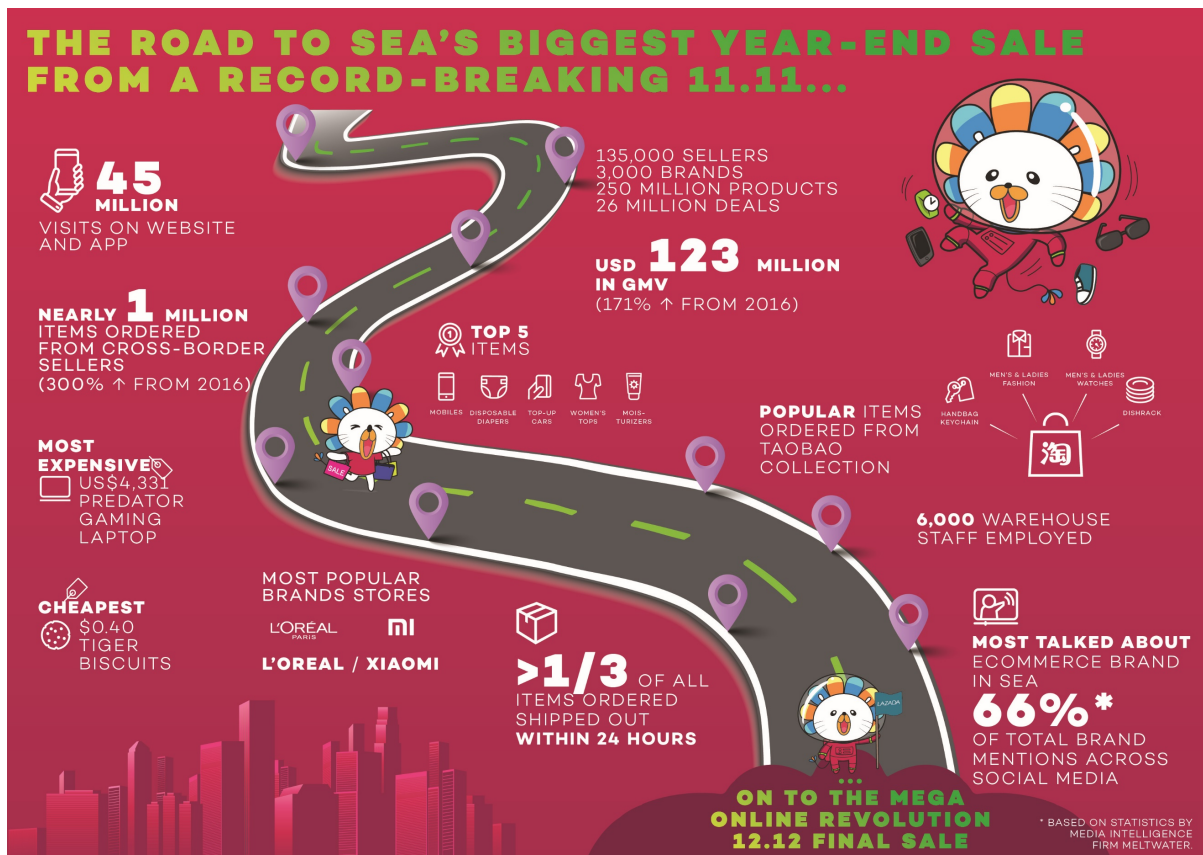
To meet the expected surge in demand, Lazada is bringing together some of its 135,000 sellers to increase their stocks and ramp up operations. Lazada has also been helping to equip many of them through online tutorials or workshops on data analytics, to expand their business and attract more visitors ahead of the campaign. These efforts are to ensure that sellers have the tech know-how to provide the best customer experience to consumers in Southeast Asia.

At the same time, Lazada also beefed up delivery services to get items in customers' hands quickly and reliably. Besides running 130 of its own delivery centres across six countries, Lazada also works with more than 80 delivery companies like SingPost, Pos Malaysia, and Indonesia's JNE, allowing it to deliver to every corner of the region. Lazada is also trying innovative ways to better reach out to customers with new transport modes like sampans (wooden boats) and eco-friendly vehicles.

6 years on, Online Revolution 2017 set to be the biggest-ever

First launched by Lazada in 2012, the Online Revolution campaign has boomed to become Southeast Asia's hottest and biggest year-end shopping phenomenon that has gripped the attention of more than 100 million of consumers in the region and get them to spend online. What used to be a 1-day event exploded into an annual month-long campaign.





This time, Online Revolution is on track to become the biggest yet. The three-day spending spree, which starts on 12.12 (12 December), is likely to eclipse the fiery start of the campaign, during which Lazada smashed its sales record and rang up USD123 million in Gross Merchandise Value (GMV). That represented a 171% year-on-year growth.

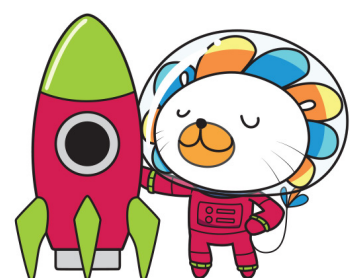
Lazada's group chief executive officer Max Bittner said: "We had a record-breaking start to our Online Revolution campaign and are all fired up to make 12.12 an even bigger and more exciting grand finale. Lazada is revolutionizing the online shopping landscape in Southeast Asia with a shopping event that is getting more and more middle-class consumers to adopt online shopping, and offering them the easiest way to get access to the most number of products at the best prices."

ENDS

Click [here](#) to download infographic.

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).

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