



PRESS RELEASE

Lazada's Record-Breaking 11.11 Performance Reflects the Region's Vibrant Internet Economy

Singapore, 12 November 2019 – Southeast Asia's leading eCommerce platform Lazada concluded yet another record-breaking 11.11 Global Shopping Festival, with close to 10 million more users and more than double the number of selling sellers across the region compared to last year.

26 brands recorded sales of over US\$1 million across the region in 24 hours on Lazada. In addition, more than 4,000 sellers achieved over US\$ 10,000 in sales.

"The increased awareness of 11.11 means that more brands and sellers have come on board and shoppers have greater choices in what to get, and we're glad that 10 million more shoppers have chosen Lazada as their key destination during the world's biggest shopping festival. The record-breaking performance of Lazada's 11.11 signals a strong Southeast Asia consumer market, and reflects the vibrancy of the internet economy," said Pierre Poignant, Lazada Group's Chief Executive Officer.

11.11 also marks the annual showcase of Lazada's leading infrastructure as it handles peak orders. This year, the fastest delivery in the region was made in just 80 minutes in Malaysia, and over 1.5 million items were shipped from Lazada warehouses across Southeast Asia within 24 hours. 11.11 also saw increased wallet adoption with 1 in 3 Lazada Malaysia buyers using the wallet as their payment of choice.

Homegrown SMEs across the region registered strong performance, including Ellips, the first Indonesia brand to participate in this year's Tmall 11.11 Shopping Festival under the Lazada – Tmall Global Partnership. Thailand fashion seller Copper leveraged Lazada's social commerce engine to achieve 100x sales compared to a normal day. Malaysia's Desa Project, a programme inspired by the Taobao Village model and which helps rural Malaysian farmers start their eCommerce journey selling heritage produce, sold out its entire inventory during 11.11.

Lazada's Shoppertainment strategy continued to redefine the shopping experience during 11.11. This year, Lazada's 11.11 shopping festival kicked off on 1 November with daily activities and a series of new Shoppertainment features for consumers to explore brands and products, pre-order or add items to their carts, or just be entertained. Its gameshow Guess It! is now Southeast Asia's most watched in-app livestream programme, attracting over 1 million views in one single episode on 4 November 2019. In 11.11 category trends, the "Baby Economy" continued to rise in Southeast Asia with diapers, milk powder and toys like Lego among top FMCG brands on Lazada across the region.

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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 the Southeast Asia flagship platform of the Alibaba Group powered by its cutting-edge technology infrastructure.



10 HIGHLIGHTS OF LAZADA'S BIGGEST ONE DAY SALE

Strong Internet Economy

- ~10M increase in total users YoY
- >2X numbers of selling sellers

Enabling Merchant Growth

- 26 brands with >US\$1M sales in 24 hours
- More than 4000 sellers >US\$10K sales in 24 hours

Empowering local SMEs through digitalisation and globalisation

- Promoting Heritage Products: DESA Project (MY) sold out entire inventory
- Supporting Social Commerce: cappezz 100x sales compared to normal day (TH)
- First Indonesian Brand on TMall 11.11: ellips >40x sales compared to normal day (ID)

Leading Infrastructure

- 80mins Fastest delivery in Malaysia
- >1.5M items shipped from Lazada warehouse within 24 hrs (SEA)

Strong Wallet Usage

- Lazada Wallet 1 in 3 of our buyers in Malaysia used Wallet

Shopping Fun Facts

- Continued rise of the "Baby Economy" with diapers, milk powders and toys like Lego among top FMCG brands across the region

GUESS-IT! Guess It! is now SEA's most watched in-app livestream programme, with over 1M views

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