



PRESS RELEASE

Lazada Pioneers Certainty Delivery with Region-wide Launch of LazMall Guaranteed Services

Consumers can look forward to faster and more reliable deliveries within cities and hassle-free, automatic compensation for untimely deliveries

Singapore, 2 December 2019 – Leading Southeast Asia eCommerce platform Lazada Group has initiated the first region-wide delivery guarantee service that promises delivery certainty on Lazada LazMall purchases, backed by compensation for late delivery.

LazMall Guaranteed Delivery has been rolled out in Malaysia, Thailand, Indonesia, Vietnam and the Philippines and is designed to provide LazMall customers with greater assurance of an even faster and more reliable delivery, and hassle-free compensation if the delivery date is not met.

This service is built upon the largest e-commerce logistics network in the region, which currently supports over 50 million annual active users on Lazada.

The region-wide availability of LazMall Guaranteed Delivery is a showcase of Lazada's advanced supply chain infrastructure and logistics capabilities, which offers smart inventory solutions powered by machine learning. With a wholly-owned network of warehouses and fulfilment centres in major cities across our markets, Lazada's close loop logistics capacity is leading in deliveries, handling 70% of all last mile deliveries across the markets.

"Providing this guarantee not only reflects our confidence in the logistics infrastructure that we've developed in each market, but also our dedication in providing premium shopping experiences with logistics capabilities," explained Pierre Poignant, Chief Executive Officer at Lazada Group.



"Busy, deadline-driven lifestyles today mean that some things get done at the last minute. We are changing consumer expectations of logistics, being the first to provide certainty in our delivery services, meeting the lifestyle needs of our consumers who want peace of mind and not worry about whether their items will arrive on time."

First-ever eCommerce platform in Southeast Asia to offer compensation for late deliveries

This service supports the two other existing promises from LazMall – **'100% Authentic'** and **'15-Day Returns.'** Together, these services assure shoppers of high-quality, genuine products, an industry-leading 15-day easy return policy, as well as a reliable delivery service that is now guaranteed to arrive on time.

LazMall is the region's leading virtual mall, boasting over 7,000 brands and authorized distributors, with hundreds of thousands of products made available to customers across Southeast Asia.

How 'LazMall Guaranteed Delivery' works

Customers can identify LazMall Guaranteed Delivery sellers by the following two icons.  / . A tick indicates that the delivery will start from the next day, while 24h indicates that the delivery will be made within the next day.

LazMall Guaranteed Delivery covers a curated selection of products available on LazMall, including popular items in the electronics, mother and baby, and home appliances categories.

Once an order is made from LazMall sellers covered by LazMall Guaranteed Delivery, customers will see a stated delivery date on the Order Confirmation page. If a delivery is not made by the date provided, Lazada will compensate customers to make things right.

Customers do not need to file a claim for compensation and the compensation amount, which varies in each market, will be automatically credited to the customer in their wallet, or provided as a voucher. LazMall Guaranteed Delivery will roll out in Singapore soon.

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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.

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GUARANTEED DELIVERY



**PROVIDES
DELIVERY CERTAINTY
FOR BUYERS**



**ONLY ECOMMERCE PLAYER IN
SE ASIA TO OFFER COMPENSATION
FOR LATE DELIVERIES REGION-WIDE**



**BUILDS
TRUSTED SHOPPING
ENVIRONMENT**

5 THINGS TO KNOW ABOUT LAZMALL GUARANTEED DELIVERY

1

SPEED
Orders are prioritized.
It's fast, it's on time.

2

RELIABILITY
Delivery fulfilled within
promised lead time.

3

COMMITMENT
If late, we compensate.*

4

CONSISTENT
Buyer experience

5

EXCLUSIVE
Only available
on LazMall

*Compensation for customers if the promised maximum delivery date is not met.

LOOK OUT FOR THESE ICONS



**STANDARD
GUARANTEED
DELIVERY**

- Fast delivery guaranteed by a certain date.
- Delivery dates vary by sellers.



**24 HOUR
GUARANTEED
DELIVERY**

- Delivery is guaranteed same day or within the next day.

*Terms & Conditions apply.