

Lazada launches three initiatives to empower local communities Standing strong with Malaysians to combat COVID-19

- *Cameron Highlands vegetable farmers & more sustain business as they go online on Lazada*
- *Three NGOs join LazadaForGood to facilitate donations in support of front liners and those in need*
- *Lazada Malaysia pledges its support to eCommerce and online sellers' community*

KUALA LUMPUR, 31 March 2020 – With a strong call to combat COVID-19, Lazada Malaysia spares no efforts in helping the local communities by launching three initiatives recently. Leveraging its technologies and logistics edge, the eCommerce platform aims to help local agricultural businesses to digitalise and to match urban demand for fresh produce and groceries during the MCO. In addition, Lazada partners with three non-governmental organisations (NGO) to facilitate the donation of funds through digital giving in support of front liners and those in need. The company also pledges its long-term support to eCommerce entrepreneurs and small-medium enterprises (SMEs) in Malaysia.

Lazada helps to connect vegetable, poultry farmers and fishermen to buyers

A group of Cameron Highlands farmers started selling their vegetables online since Thursday last week after Lazada created a special sales and delivery service to help them salvage their produce from being discarded. Aside from vegetables, others that were forced to dump their produce due to transport issues included fruit growers and fishermen.

“It was frustrating that we had to discard our produce due to difficulties in securing transport services to bring the goods to other states during the movement control order (MCO)”, said Jay Mu of Woon Chin & Sons Agriculture.

“Lazada read about Cameron Highlands farmers who had to throw away their fresh produce due to supply chain issue during MCO. We immediately reached out, figured out the tech and logistics, and got them onto the Lazada platform in less than 48 hours,” said Leo Chow, Chief Executive Officer, Lazada Malaysia.

Over the weekend, the farmers had sold 1.5 tonnes of vegetables each day from Friday to Sunday. Responding to the high need for fresh produce and groceries during the MCO, Lazada created a special [‘Cameron Farmers’](#) section, alongside its [MyFishman](#) for seafood supplies and [Mymarket2u](#) for other grocery needs to fulfil customer’s demand since early February.

“We are happy to see that through our platform, the affected farmers, fishermen and SMEs are able to maintain their source of income, without worrying about rental and utility overheads, or even manpower needed for delivery fulfilment. It is encouraging to see the success of Cameron Farmers store, which further affirmed our commitment to helping more stakeholders of the eCommerce ecosystem during this time,” added Leo.

Lazada onboards three NGO partners to raise funds to fight COVID-19

Lazada has onboarded Mercy Malaysia, Malaysian Red Crescent Society and UNICEF onto Lazada's digital giving platform LazadaForGood, to help our fellow countrymen in the frontlines and those in need of aid. Through the platform, Malaysians can support local communities and causes in need through direct donations where they are assured of secure online payments.



“We are grateful that our NGO partners have placed their trust in Lazada. We stand together, committed to serving and empowering the Malaysian community in all the ways that we can. The only way to truly fight this pandemic is through our collective efforts, and as one country,” Leo added.

The three NGO partners:

1. **Mercy Malaysia** – an international non-profit organisation focused on providing medical relief, sustainable health-related development, and risk reduction activities for vulnerable communities
2. **Malaysian Red Crescent Society** – A voluntary humanitarian organization that seeks to promote humanitarian values, as well as provide service and public education in disaster management, as well as healthcare in the community. It is part of the International Red Cross and Red Crescent Movement
3. **UNICEF** - The United Nations Children's Fund is a United Nations agency responsible for providing humanitarian and developmental aid to children worldwide

Proceeds from all public’s donation will be matched with an additional contribution of RM415,000 (USD100,000) by Lazada Malaysia to support these organisations’ on-ground work which covers funding to purchase medical equipment and protective gears for medical front liners, funding to support vulnerable groups like B40 who are affected by loss of jobs and providing manpower to reach out and support vulnerable groups mentally affected by COVID-19.

The public can access the [LazadaForGood](#) page and start donating from 1 April 2020 by these simple steps:

- Open the Lazada website or launch the Lazada app
- Click ‘Add to cart’ a donation item to donate*
- Click ‘Check out’ to complete your donation
- You’ll receive an official donation receipt via email

**All proceeds go directly to the NGO partners. Lazada does not benefit from any of the remittances made on the LazadaForGood Platform.*

Lazada pledges to support online sellers and eCommerce community in Malaysia

Lazada echoes the Malaysian government’s economic stimulus mission and pledges to support close to 25,000 eCommerce entrepreneurs and small-medium enterprises (SMEs) in Malaysia during the pandemic.

“The eCommerce industry and Lazada Malaysia plays an integral role in protecting jobs while bolstering Malaysians’ confidence, and stimulate the nation’s economic growth,” Leo added.

Through its ongoing partnership with the Ministry of Domestic Trade and Consumer Affairs (MDTCA) in August last year, Lazada is committed to rollout new trade activities and training programs to increase the adoption of eCommerce amongst local SMEs, and support the Government's "Buy Malaysian" campaign with more initiatives coming along in the following quarters.

The public can start donating to support LazadaForGood NGO partners from 1 April 2020 onwards at [LazadaForGood](#).

###

About LazadaForGood

LazadaForGood is Lazada's ongoing efforts to drive long term social impact to fulfill our core mission of accelerating progress in Southeast Asia through technology and commerce. We envision progress can be achieved through digital giving; community building; empowering entrepreneurship; promoting gender equality in our workplace and on our platform; and applying innovation to environmental sustainability challenges. LazadaForGood aims to achieve these goals together with all our stakeholders as we do our part for a better world.

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 payment 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.

Media Contact

Lazada Malaysia

Jeremy Ng

E: jeremy.ng@lazada.com.my

T: 016 – 961 9652