

Lazada's RedMart Supports Healthcare Frontliners with Latest Initiative



Dear Media,

Healthcare workers have been working tirelessly round-the-clock to fight the coronavirus outbreak. In recognition of their hard work and commitment to delivering care to patients during these extraordinary times, **RedMart, the grocery arm of Lazada, will be rolling out a new initiative to support the well-being of healthcare frontliners by providing them and their family priority access to delivery slots, so they can have essential groceries delivered conveniently to their home.**

In partnership with the Ministry of Health (MOH), this pilot priority service will be available to all healthcare workers serving in **Tan Tock Seng Hospital and National Centre for Infectious Diseases from 12 April**. To access the priority slots, healthcare workers will need to register their interest via a secure form, submit their credentials and access will be granted to those who fit the eligibility criteria. Enrolment is on a first-come-first-serve basis. We will be including additional public hospitals to this pilot service in due time.

Once successfully enrolled, they will have access to priority slots released at 10am daily. RedMart has also embarked on increasing its workforce with over 500 persons in the warehouse and delivery teams to serve more customers during this time.



MEDIA ALERT

This initiative comes on the back of their recent collaboration with other Singapore companies to assemble 5,000 care packages for healthcare workers fighting the coronavirus outbreak. The packages were delivered to 12 hospitals and polyclinics to show support to our silent heroes.

If you would like a commentary from James Chang, CEO of Lazada Singapore, please kindly reach out and we will be happy to facilitate this process. Thank you.