

Ramadhan Hype at Home with Lazada's Shoppertainment Lazlive

- *Lazada presents LazLive's #BerkahAdadiRumah Shoppertainment livestream excitement for more than 290.000 minutes of informative content about all things Ramadan*
- *Help to onboard seller online and increase Service Marketplace access for competition-ready*

Jakarta, 17 April 2020 – Celebrate Ramadan and Hari Raya Idul Fitri holiday with Lazada, with more than 5.000 hours full of informative content entertainment activities through LazLive's #BerkahAdadiRumah Shoppertainment livestreaming that can be enjoyed directly from home. In cooperation with two of the biggest telecommunication providers, Telkomsel and XL subscribers can enjoy Shoppertainment livestream on Lazada' LazLive free of data charge.

This year, #BerkahAdadiRumah Shoppertainment on LazLive will air every Monday to Friday at 10:30 – 11:30 am and 4:30 – 5:30 pm, while sellers' streaming starts from 9 am. Thus, consumers can enjoy a Ramadan and Idul Fitri atmosphere with friends and family and still comply to the *Pembatasan Sosial Berskala Besar* policy. In #BerkahAdadiRumah Shoppertainment, everyone can obtain sorts of new ideas to enjoy Ramadan at home, from outfit of the day inspirations, home decoration and cooking ideas a la famous chef that can be easily done by making purchases on our crazy flash sale everyday at Lazada with free delivery charge.

"This Ramadan will be different in comparison to other past Ramadans. We want to accompany our customers with entertainment and attractive inspirations through #BerkahAdadiRumah Shoppertainment every day on LazLive, says Monika Rudijono, Chief Marketing Officer, Lazada Indonesia. "During this Ramadan, we can watch #BerkahAdadiRumah Shoppertainment about cooking for break fasting and check on recommended cooking utensils available on Lazada's platform or even shop Sahaor needs for the following morning. For sport-enthusiasts who makes time to do workouts, maybe while mirroring yoga instructions on LazLive, you get inspired to have your own yoga mat or new sport equipments."

Livestream moments this year will be combined with livestream from Lazada's partners and sellers from all over Indonesia. Today, there are more than 2.500 independent sellers who has done livestreams in Lazada, and every day hundreds of sellers do livestreams.

In addition, Lazada continues to spread the spirit of giving in this periode through BAZNAS, Lazada's digital giving partner, for donations to prevent the spread of COVID-19 or for *zakat*.

"In situations like this, we have to stand hand in hand and support each other. LazLive viewers will also contribute in donation just by watching #BerkahAdadiRumah Shoppertainment livestream and Lazada will give additional donation alongside the number of LazLive viewers every day, that will be given to BAZNAS to prevent the spread of COVID-19," add Monika.

Maintaining business sustainability and sharing hopes for sellers

With the change of consumer behavior that swifts to online platform, Lazada helps sellers maintain business and shares new hope to onboarding sellers to the eCommerce industry.

"Registration process to become Lazada sellers only takes a minute and is free of charge," says Monika. "New sellers can directly access Lazada's logistic facilities, from storing to shipping products; observing and analyze complete information online about business conditions through *metrics* provided by Lazada to adapt with market condition and develop business faster as well as training access throughout the year for 24/7 from wherever they are."

While for every seller, Lazada provides Service Marketplace service, a dedicated portal provided to help sellers perform an end-to-end selling at Lazada. Service provided varies from store decorating service, product photo service, online store management system, chat service to KOL providence for sellers' livestream. Other than that, Lazada also has access to develop their business by providing business loans through Lazada's financial partners. Since 2017, almost 1.000 sellers already received loan of total more than IDR 70 billion.

Monika says, "Our goal is to support the growth and business sustainability in Indonesia through eCommerce and create Lazada's technology as an enabler. One area that we support is through business loan in collaboration with several banks and fintechs, among them Koinworks and Alumak."

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

Lazada has achieved Platinum Award as Indonesian Consumer's Choice of Best eCommerce for Business to Customer (B2C) category from idea in 2016. Lazada also obtained awards from Wow Brand for Best eCommerce Brand from Marketeers in early 2017. Lazada Indonesia was given The Best Campaign award by LINE as an Official Account. In early 2018, Lazada succeed in obtaining three awards at once from Marketeers as Branding Campaign of the Year for Above the Line Category, Branding Campaign of the Year for Digital Category & Brand of the Year 2018 for eCommerce and Marketplace category.

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