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Lazada reached US\$1 billion of annualized GMV during its third year anniversary

- Lazada reached US\$1 billion of annualized GMV in March, just three years after launch
- Celebrated third year anniversary with three-day long campaign receiving close to 25 million visits

Singapore, 6 April 2015 – Launched in March 2012, Lazada, a part of Lazada Group, operates the leading online shopping and selling destination in Southeast Asia with presence in Indonesia, Malaysia, Philippines, Singapore, Thailand and Vietnam. Just three years after its launch, Lazada has reached US\$1 billion of annualized GMV in March.

This performance is testament to the company's focus on providing customers with an effortless shopping experience with mobile and web access, multiple payment methods including cash-on-delivery, extensive customer care and free returns, and retailers with simple and direct access to approximately 550 million consumers in six countries through one retail channel.

Lazada recently celebrated its third-year anniversary with a campaign that ran from 24 to 26 March and drew close to 25 million visits to its sites and mobile applications. Shoppers were treated to three days of bargains including storewide discounts and hourly flash sales, and some 300 thousand customers ordered almost 700 thousand items.

With a special focus on the mobile and social consumer, the company saw more than 200 thousand mobile application downloads over the three-day period, contributing to over nine million downloads to date. It also added more than 50 thousand new Facebook fans, bringing the total fan count to over 11 million across all six markets.

"We are very proud of the success of the last three years, and are very grateful to our customers and retailers in the region for their ongoing support. We will continue to improve our shopping experience to be synonymous with effortless shopping and be the one-stop shopping and selling destination in Southeast Asia," said Maximilian Bittner, CEO of [Lazada Group](#).

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About Lazada Group

Lazada Group operates Southeast Asia's number one online shopping and selling destination, with operations in Indonesia (www.lazada.co.id), Malaysia (www.lazada.com.my), Philippines (www.lazada.com.ph), Singapore (www.lazada.sg), Thailand (www.lazada.co.th) and Vietnam (www.lazada.vn).

Operationally launched in March 2012, Lazada Group has grown rapidly to include approximately 4,000 employees across Southeast Asia. The Company has an online footprint of more than four million daily visits to its sites and mobile apps, and the largest Facebook following in Southeast Asia with over 11 million fans.

Lazada is pioneering eCommerce in the region by providing customers with an effortless shopping experience with multiple payment methods including cash-on-delivery, extensive customer care and free returns. Lazada provides brands and merchants with simple and direct access to approximately 550 million consumers in six countries through one retail channel.

Lazada features an extensive product offering in categories ranging from consumer electronics to household goods, toys, fashion and sports equipment.

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