

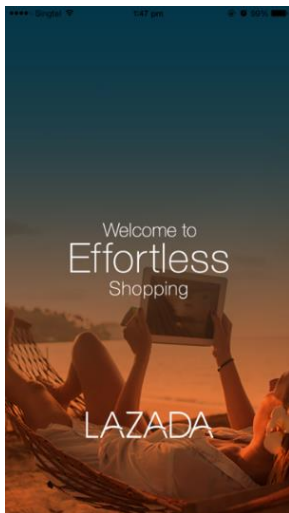
FOR IMMEDIATE RELEASE



Lazada boosts effortless shopping on-the-go with new and enhanced mobile app

- Lazada's total app downloads have surpassed 20 million in Southeast Asia
- More time spent, more screen views and more purchases
- Introduces mobile shopping benefits with exclusive in-app promotions of up to 70% off

Singapore, 5 Oct 2015 – Lazada is making online shopping even more effortless with the launch of its new mobile app. Key updates include a new home page and menus, as well as improved navigation.



Improved experience and convenience

The app has been completely redesigned with customer experience and convenience in mind. It is easier than ever to use and makes discovering new products simpler, thanks to category tabs which strategically sort according to the needs of the user. A brand tab has also been added to cater to shoppers looking for specific brands.

The refreshed app offers customers more exciting promotions than ever before with flash sales, deals of the day and special offers.

The order status function has also been improved to help customers better track and manage orders.

The free Lazada app is available on both [Android](#) and [iOS](#) platforms, and is compatible with iOS 7 and above.

App well-received by customers

The Lazada app has been featured among the 'Best New Apps' in the Apple app store in the first week of launch and it is currently ranked in the top three free shopping apps on Google Play.

Early results of the comparison with the previous app show that user engagement is significantly higher on the new app. Users spend more time and view more pages per session, and these convert to more purchases, validating an improved shopping experience.

Sohil Gilani, Chief Product Officer, Lazada Group, said: "The enthusiastic mobile adoption by Southeast Asian consumers is truly inspiring and pushes us to innovate rapidly. Our new app design allows users to discover products in a simpler way, and simultaneously stimulates with endless engagement. The goal is not only to help users find what they are looking for, but also to present unexpected items that they would be thrilled to buy. We are achieving this through an intelligent search feature, curated merchandizing and a high degree of personalization."

Since Lazada launched its first app in June 2013 followed by the iOS app in January 2014, total mobile app downloads in Southeast Asia have surpassed 20 million. Mobile has also overtaken desktop as the shopping platform of choice, representing almost 60% of Lazada's Gross Merchandize Value (GMV).

New app, new deals: 'Party in your pocket'

With all the compelling benefits of mobile shopping and users' affinity to the new app, Lazada wants to encourage more consumers to enjoy the experience.

It will host a new app celebration sale between the 8th to 15th October, 2015 [Note local dates: TH, VN, PH, ID 8-14th / SG 6-11th / MY Oct 13-15th – local team to reconfirm internally] The campaign 'Party in your pocket' will offer consumers exclusive in-app promotions with savings of up to 70% daily, featuring category best-sellers, international products and new arrivals. It will also offer voucher treats exclusive to the app.

Best promotions to look out for include special prices for hot products such as the iPhone 6S and Lenovo A7000+ [Local team to insert your best deal products].



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ABOUT LAZADA GROUP

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

Launched in March 2012, Lazada Group has grown rapidly to approximately 6,000 FTEs. The company has an online footprint of 5 million daily visits to its sites and mobile apps, and the largest Facebook following in Southeast Asia with more than 13 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 features a wide product offering in categories ranging from consumer electronics to household goods, toys, fashion and sports equipment.

Lazada offers brands and merchants a marketplace solution with simple and direct access to about 550 million consumers in six countries through one retail channel.

Lazada Group also operates Lazada Services, a provider of logistics services, and helloPay, an easy-to-use online payment platform that provides consumers with a secure way of shopping online.

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