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Lazada Group announces annualized GMV of US\$1.3 billion ahead of Southeast Asia-wide birthday campaign

Singapore, 14 March 2016 – Lazada Group cements its position as the number one online shopping and selling destination and the eCommerce authority in Southeast Asia with another year of assertive growth. In conjunction with its fourth birthday in March, the company announces US\$1.3 billion of annualized Gross Merchandise Value (GMV) across its six countries – Indonesia, Malaysia, the Philippines, Singapore, Thailand and Vietnam.

Lazada's performance has been underpinned by mobile and assortment growth, and by its commitment to build its own logistics operations to improve customer experience.

Mobile contribution to GMV hit 60% at the end of 2015 as more customers embraced shopping on mobile devices. Lazada's Android and iOS apps reached almost 30 million cumulative downloads in the same period as new innovative features and exclusive incentives attracted new users.

Shoppers on Lazada enjoyed access to a selection of 16 million local, international and exclusive products. This is a whopping 900% jump from Q1 to Q4 2015 as Lazada grew its marketplace base to almost 40,000 sellers.

Both customers and sellers benefitted from Lazada's focus on expanding its logistics capabilities. As of end 2015, it operated a footprint of 10 fulfillment centers, over 80 distribution hubs, and a last-mile delivery fleet of more than 2,000 vehicles. It also partnered with over 100 third-party logistics companies in the region.

Maximilian Bittner, Chief Executive Officer, Lazada Group attributes the company's growth to the rising adoption of online shopping in the region, and to the support from its customers and partners.

"Where we are today is the outcome of a four-year journey to change consumer behavior, and we're proud to keep landing at the top. We constantly take in feedback from our customers, sellers and partners, and challenge ourselves to do better. This year, we want more people in the region to be able to enjoy the experience of online shopping. We have an exciting birthday campaign this month that will bring the benefits of online shopping – good value, convenience, choice – to make consumers happy as we celebrate our achievements with them," said Maximilian.

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The Lazada 2016 birthday campaign

Lazada will be throwing its largest birthday party online with all consumers invited to join. The Lazada Birthday Sale will warm up with early deals from 7 March, culminating to the main event from 15-18 March. There will be daily deals, flash sales, curated brand and category offers, and special partners' promotions. Shoppers will have fun playing the *Super Jackpot Party Game* onsite or on Lazada's Android and iOS apps to unlock secret deals and win shopping vouchers. Free shipping is available for more than two million products from overseas.

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 over 5,500 employees. 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 about 15 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 Express, a provider of logistics services, and helloPay, an easy-to-use online payment platform that provides consumers with a secure way of shopping online.