

Press Release

Lazada Group Announces Chun Li as Lazada Indonesia CEO

- *Bringing over 30 years of experience to lead the next chapter of Lazada's growth journey in Indonesia*
 - *Adding to his regional role as the Co-President of Lazada Group*

Jakarta, 12 July 2019 – Lazada Group, Southeast Asia's leading eCommerce platform, today announced the appointment of Chun Li as CEO of Lazada Indonesia. Chun Li will lead the strategic development and growth of Lazada in Indonesia, while maintaining his current regional role as the Co-President of Lazada Group.

An experienced leader with strong business acumen and sharp technology vision, Chun Li has contributed immensely to Lazada Group's growth and evolution since he joined the Group two years ago. As Co-President, he was the architect behind Lazada Group's technology platform and organisation transformation, bringing world-class technology platform and high-impact innovations to the Group. This new appointment is an acknowledgement of Chun Li's leadership, capabilities and passion, as he steps into an additional strategic role to make a difference and accelerate progress in Indonesia.

Pierre Poignant, CEO of Lazada Group said, "The appointment of Chun Li as CEO builds on our strong growth momentum and reinforces our continued commitment to Indonesia. With extensive experience leading teams and a deep understanding of the technology landscape in high-growth eCommerce companies, we believe Chun Li is well placed to take over the steering wheel in Indonesia as we write the next chapter of Lazada's growth and impact in this important market."

Chun Li, Co-President of Lazada Group and CEO of Lazada Indonesia said: "Lazada has evolved from a shopping platform to be an eCommerce platform and lifestyle destination that enables progress for customers, sellers and brands across Indonesia and the region. I am excited to be leading the next growth journey of Lazada in Indonesia at such a transformational time in the nation's digital economy."

Chun Li added that he will focus on leveraging Lazada's eCommerce expertise, data-driven solutions, technology and logistics network – powered by the Alibaba ecosystem – to empower seller and brands and uplift the shopping experience, while continuously making Lazada an employer and brand partner of choice.

Chun Li brings a wealth of experience as a veteran technology executive with over 30 years of experience in eCommerce and global supply chain management. Prior to joining Lazada Group, Chun Li had held the title of Chief Technology Officer for Alibaba Group's B2B business unit as well as executive positions at eBay and PayPal. He holds Dual Bachelors' Degrees in Mechanics and Economics Law from Peking University, and a Master's Degree in Mechanical Engineering from The Ohio State University.

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

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