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Lazada joins WEF-led coalition to train some 20 Million Digital Entrepreneurs by 2020

Partners World Economic Forum (WEF) in Growing Digital Skills in ASEAN Workforce

Singapore, November 20 – Lazada has joined hands with the World Economic Forum (WEF) to train some 20 million people, including merchants, Small and Medium Enterprises (SMEs) over the next two years, so that they can better seize opportunities in the digital domain and capitalise on the eCommerce wave.

This pledge is part of the WEF “ASEAN Digital Skills Vision 2020” initiative to upgrade the digital skills of the ASEAN workforce. The WEF has called on companies to make a collective pledge to hire and train workers as well as develop the wider digital ecosystem, with specific commitments by 2020:

- Train 20 million ASEAN SME workers;
- Raise US\$2 million in contributions to providing scholarships for ASEAN technology students;
- Hire directly 200,000 ASEAN digital workers;
- Engage 20,000 ASEAN citizens by allowing them to visit leading technology companies during “Digital Inspiration Days”
- Offer 2,000 internship opportunities for ASEAN university students;
- Train 200 ASEAN regulators; and
- Contribute to shaping the curricula at 20 ASEAN universities.

Long-Term Vision to Grow Vibrant eCommerce Ecosystem

Lazada joined the initiative with other industry peers as early champions for a more digital workforce in Southeast Asia. Taking part in the WEF pledge is part Lazada’s group-wide mission to support and groom eight million eCommerce entrepreneurs and SMEs in Southeast Asia by 2030.

Lucy Peng, Chairwoman and Chief Executive Officer of Lazada Group, said taking part in the WEF pledge is one of the key levers to create an inclusive and sustainable eCommerce ecosystem to support Southeast Asia’s economic growth. “Sellers want to go beyond trading on a platform. They want to create their own universe in the digital world to reach out and connect with Internet-savvy and increasingly mobile consumers,” she said.

“We are championing our seller communities by using our technology and logistics infrastructure to enable them ride the eCommerce boom and flourish into sustainable businesses,” Peng added.

As the region's leading online shopping and selling platform with the reach of the Alibaba economy, Lazada is currently at 400,000 sellers strong with thousands of brand partners and more than 100 logistics partners.

"We want to build an inclusive commerce in Southeast Asia," says Gladys Chun, Lazada Group's General-Counsel and Head of Government Affairs. "SMEs form the backbone of our Southeast Asia economy, it is imperative that the growth engine that fuels future regional development is given the right tools and training to succeed. At Lazada, we are invested in not just growing our own business but cultivating the entire eCommerce ecosystem by enabling sellers unlock their digital potential."

Lazada empowers SMEs digitise their businesses and allows them to tap into Lazada's robust logistic network to facilitate the transfer of goods across countries. It has also offered comprehensive tools and training programmes to equip sellers with the right skills to attract and gain access to more customers.

About Lazada Group

Launched in 2012, Lazada is the number-one online shopping and selling destination in Southeast Asia –present in Indonesia, Malaysia, the Philippines, Singapore, Thailand and Vietnam. As the pioneer of the eCommerce ecosystem in Southeast Asia, Lazada has 400,000 sellers and 3,000 brands serving 560 million consumers in the region through its marketplace platform, supported by a wide range of tailored marketing, data, and service solutions. With more than 300 million SKUs available, Lazada offers the widest range of products in categories from beauty, fashion, and consumer electronics to household goods, toys, sports equipment and groceries. Focused on delivering an excellent customer experience, it offers multiple payment methods including cash-on-delivery, comprehensive customer care and hassle-free returns through its own first and last mile delivery arm supported by approximately 100 logistics partners. Lazada Group is majority owned by Alibaba Group Holding Limited (NYSE: BABA).