

Press Release**Lazada Appoints James Dong as Vietnam Chief Executive Officer**

Vietnam, 1 July 2019 – Lazada Group has announced the appointment of James Dong as CEO of Vietnam, in addition to his current role as CEO of Thailand. This appointment will enable more cross-country collaboration and synergies, and help further accelerate the Group’s strategy in Vietnam.

Vietnam remains an important growth market for Lazada, and the leading Southeast Asia eCommerce company will grow its investment locally to further technology and logistics infrastructure developments, as well as elevate the consumer shopping experience.

“James Dong has displayed an impressive track record of growth at Lazada Thailand. His experience, dedication and talent make him more than up to this task, and we are confident that he will make significant contributions and replicate this kind of success in Vietnam,” said Pierre Poignant, Chief Executive Officer, Lazada Group.

The appointment of James Dong follows a year of strong momentum for Lazada Thailand across business, innovation and talent culture – made possible under James’ leadership. His team in Thailand has also pioneered many of the Group’s *shoppertainment* innovations in the past year.

“I feel privileged to have the opportunity to lead Lazada Vietnam and work with a team of extraordinary and passionate people,” said James Dong. “Vietnam continues to present a huge opportunity for Lazada. I am confident that we will win in the market by engaging a young population, leveraging the quick pace of trends and through continuous application of our strong technology and logistics foundation”.

James Dong succeeds Max Zhang in the role of Vietnam CEO. Zhang will remain a part of the Alibaba Group.

“We would like to thank Max for all his contributions in the past 18 months and wish him all the best as he continues his journey within the Alibaba Group,” said Poignant.

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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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