

# Shopee - Company Profile

## Shopee

## Shopee Company Profile Shopee is a prominent e-commerce platform operating primarily in Southeast Asia and Taiwan, and also in select markets in Latin America. It is a subsidiary of Sea Limited, a global consumer internet company headquartered in Singapore.

### 1. Basic Information \*

\*\*Founded Year:\*\* 2015 \* \*\*Founders:\*\* Forrest Li (Founder of Sea Limited, parent company of Shopee) \* \*\*Current CEO:\*\* Forrest Li (Chairman and Group CEO of Sea Limited, overseeing Shopee)

\* \*\*Headquarters Location:\*\* Singapore, Singapore \* \*\*Number of Employees:\*\* Approximately 62,700 (for parent company Sea Limited as of December 31, 2023) \* \*\*Website:\*\* shopee.sg \* \*\*Contact:\*\* support@shopee.sg | +65-6805-6000

### 2. Company Overview

Shopee operates a mobile-first online marketplace connecting buyers and sellers across a wide range of product categories. The platform provides integrated payment, logistics, and digital wallet services, fostering a secure and engaging shopping experience. Shopee's mission, aligned with its parent company Sea Limited, is "to better the lives of consumers and small businesses with technology." Since its launch, Shopee has rapidly expanded its footprint, leveraging localized strategies and a robust ecosystem to become a dominant force in the region's digital economy.

### 3. Key Products and Services

Shopee offers a comprehensive suite of services beyond its core marketplace:

- \* \*\*Shopee Marketplace:\*\* The primary platform for consumer-to-consumer (C2C) and business-to-consumer (B2C) e-commerce.
- \* \*\*Shopee Mall:\*\* A dedicated portal for official brands and authorized distributors.
- \* \*\*ShopeePay:\*\* An integrated mobile wallet and digital payment solution.
- \* \*\*Shopee Xpress:\*\* Shopee's in-house logistics and delivery service.
- \* \*\*ShopeeFood:\*\* A food delivery service available in select markets.
- \* \*\*Shopee Live:\*\* An interactive live-streaming feature for product promotions and entertainment.
- \* \*\*Seller Centre & Shopee Ads:\*\* Tools and advertising solutions for merchants.
- \* \*\*Shopee Games:\*\* In-app gamification features to enhance user engagement.

### 4. Leadership Team

- \* \*\*Forrest Li:\*\* Chairman and Group CEO (Sea Limited)
- \* \*\*Gang Ye:\*\* Group President (Sea Limited)
- \* \*\*Tony Hou:\*\* Group Chief Financial Officer (Sea Limited)
- \* \*\*Zhou Junjie:\*\* Chief Commercial Officer (Shopee)

### 5. Market Position

Shopee holds a dominant market position as the leading e-commerce platform in Southeast Asia and Taiwan, measured by Gross Merchandise Value (GMV) and total orders. Its parent company, Sea Limited, has a market capitalization of approximately \$35-40 billion USD (as of May 2024).

\* \*\*Main Competitors:\*\* Lazada (Alibaba), Tokopedia (GoTo Group), TikTok Shop.

\* \*\*Geographic Presence:\*\* Shopee primarily operates across Southeast Asia (Singapore, Malaysia, Philippines, Indonesia, Thailand, Vietnam), Taiwan, and has a growing presence in Latin America (Brazil, Mexico, Colombia, Chile).

### 6. Recent Achievements (2023-2025)

In 2023, Shopee's parent company, Sea Limited, achieved full-year profitability, a significant turnaround driven by strategic cost optimization and a focus on core e-commerce growth. Shopee continued to reinforce its market leadership in Southeast Asia, demonstrating strong operational execution and enhanced logistical efficiencies through Shopee Xpress. The platform has also focused on expanding its Shopee Live features and payment services like ShopeePay, integrating them more deeply into the user experience and ecosystem.