



Welcome to Lazada

08-01-2017



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The E-commerce Industry

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Lazada at a Glance

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How Lazada's Marketplace Works

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How to be a Lazada Seller



Southeast Asia's E-Commerce market to surpass US\$25 billion by 2020 despite market challenges, finds Frost & Sullivan

NEWS PROVIDED BY
Frost & Sullivan
Aug 31, 2016, 02:41 ET



Southeast Asia is the next e-commerce wonderland: DHL eCommerce CEO Charles Brewer

Globally, online sales represent approximately 9 per cent of retail sales whilst in Asia it is over 10 per cent, so Asia is a significant market for the company, says Brewer
By Sami Abudheon K

23 Nov, 20



SOUTHEAST ASIA, LAZADA OFFER BIG POTENTIAL, SAYS ALIBABA'S TSAI

TOM BRENNAN | MAY 24, 2016

Sumatra

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Southeast Asian economies are reaching a stage

Clash of e-commerce titans in South-east Asia

It's looking forward to seeing how winners will differentiate themselves when it comes about Lazada. South-east Asia's largest e-commerce site, Alibaba's Taobao, will continue to be a force in Singapore. PHOTO: SUPPLIED

On The Straits Times

Top 10 talked about stocks

RANK	STOCK	PRICE
1	DBS Bank	+18%
2	OCBC Bank	+21%
3	Singapore Press	+25%
4	Singapore Airlines	+19%
5	SL Properties	+15%

Untapped eCommerce Opportunities

Only 3% Online Retail Penetration Rate



- SEA: The world's fastest growing internet region.
- Expected to grow to more than US\$200 billion by 2025
- eCommerce is the fastest growing at a whopping 32% annually

HUGE POTENTIAL FOR GROWTH (ECOMMERCE SALES AS PERCENTAGE OF TOTAL RETAIL, %)

CHINA

14% - 293 billion

USA

14% - 270 billion

SEA

3% - 6 billion

3 Mega Trends in Southeast Asia



Booming macro environment

Strong GDP growth 5.5% p.a. by 2020.
Young population 60% of SEA population will remain younger than 35 years old in 2020

Rising adoption of online shopping

Rapid urbanization tier 3/4 cities growth
260M internet users, mainly on mobile devices

Mobile is leapfrogging

Increase in smartphone penetration
with low-cost Android mobile phones and tablets (US\$50-100)



Brick and mortar stores in the US are closing



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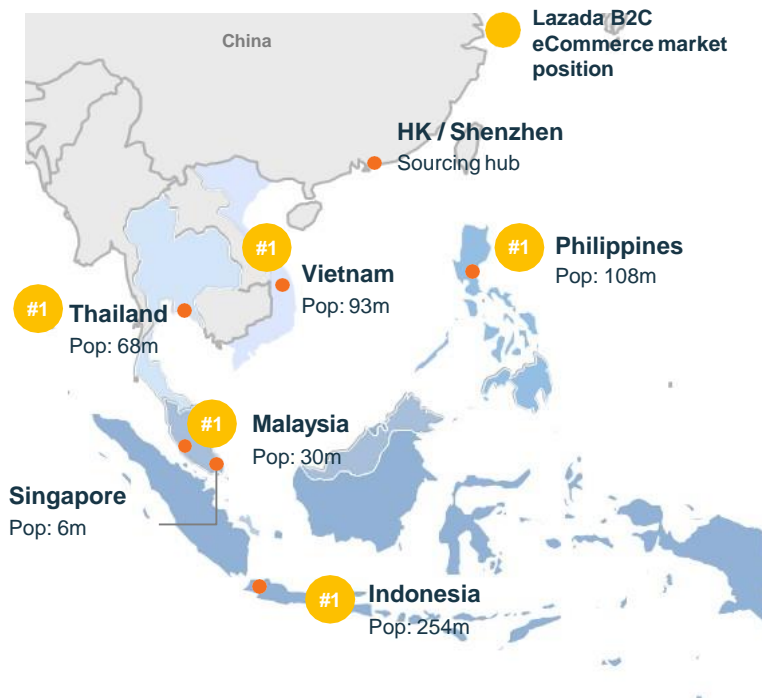
How to be a Lazada Seller

COMPANY OVERVIEW

- **The leading** online shopping and selling destination in Southeast Asia
- **Widest** footprint in the region
 - Launched in 5 markets in March 2012: Indonesia, Malaysia, the Philippines, Thailand and Vietnam
 - Launched in Singapore in May 2014
 - Headquartered in Singapore
- One-stop shop to access ~30 million products, sourced locally and internationally, across more than 15 categories
- Created an **end-to-end ecosystem** enabled by **best-in-class logistics** and payment capabilities
- Backed by the world's largest retail commerce company – Alibaba Group



LAZADA PRESENCE



Lazada is the clear e-commerce market leader

● Lazada B2C e-commerce market position



- One-stop selling and shopping platform
- End-to-end ecosystem
- Regional HQ in Singapore with local offices
- 2 Technology Hubs: Vietnam & Russia

~550m addressable population

Our milestones



2012

- Launched in Indonesia, Malaysia, Philippines, Thailand, and Vietnam
- First Online Revolution



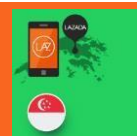
2013

- Lazada Express
- Android App
- Marketplace
- Online Revolution 11/11 – 12/12



2014

- Crossborder Operations
- iOS App



2015

- Cebu Warehouse

2016

- Alibaba Investment
- SM on Lazada





Alibaba-backed Lazada partners with Unilever to capture Southeast Asia's online retail growth

Uptin Saiidi | @uptin
3 Hours Ago



For Mr Bittner and Mr Sigismondi (far right), the alliance will allow Lazada and Unilever to exploit emerging trends more readily while seeking out ways to overcome key logistical issues and other e-commerce challenges. PHOTO: DIOS VINCOY JR FOR THE STRAITS TIMES

Brands and shops leverage on Lazada for their online presence



Lazada – A One Stop Shop - More than 15 product categories



A wide assortment of products, from electronics to lifestyle; a one stop shop.



Automotive & Gadgets



Groceries



Sports & Outdoors



Baby & Toddler



Watches, Sunglasses
& Jewellery



TV, Audio/ Video
Gaming, Gadgets



Media, Music & Books



Fashion



Toys & Games



Computers & Laptops



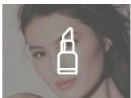
Cameras



Mobiles & Tablets



Travel & Luggage



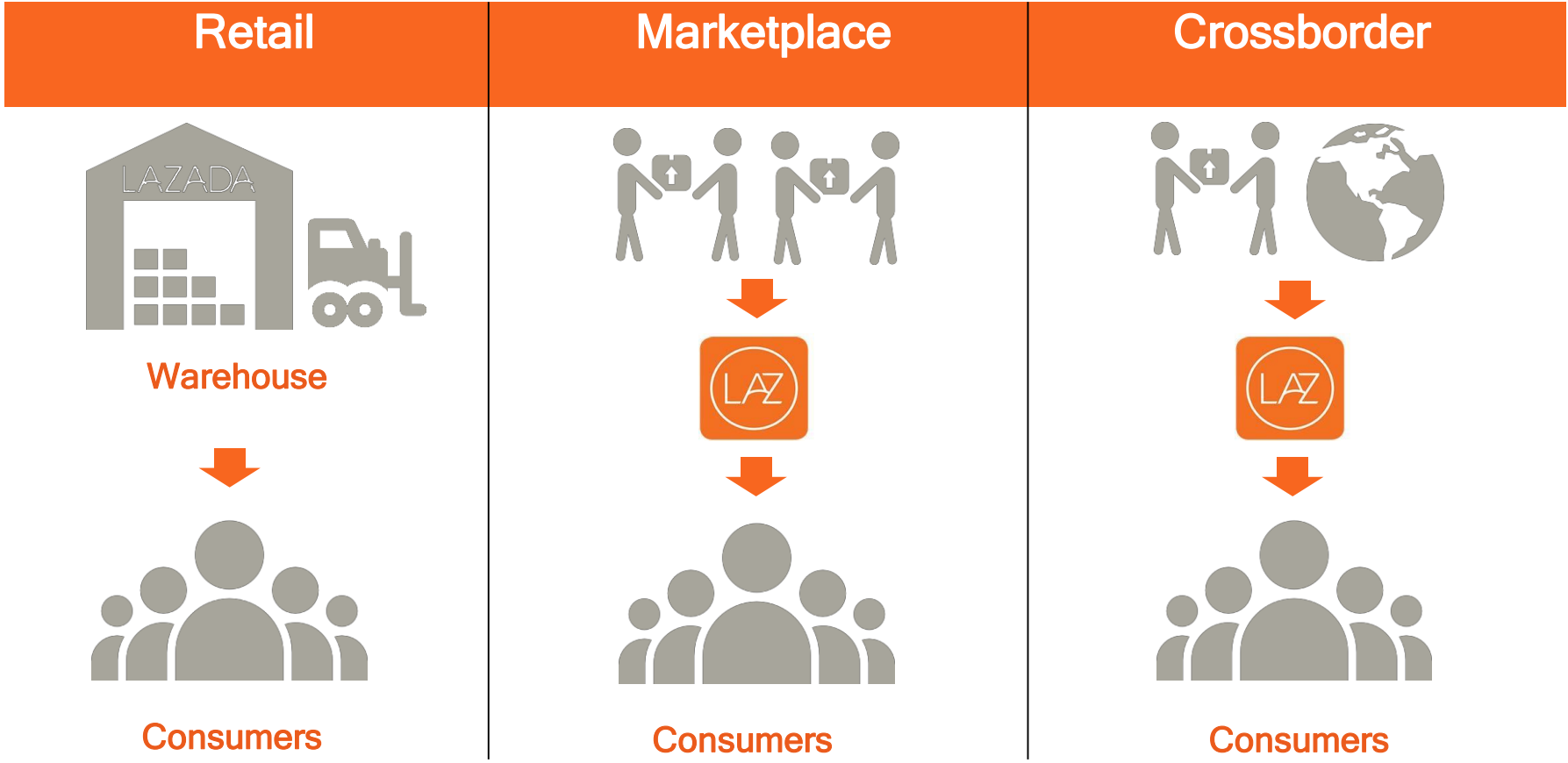
Health & Beauty



Home & Living



Home Appliances



What's in store this 2017?



4th generation warehouse
in Cabuyao, Laguna

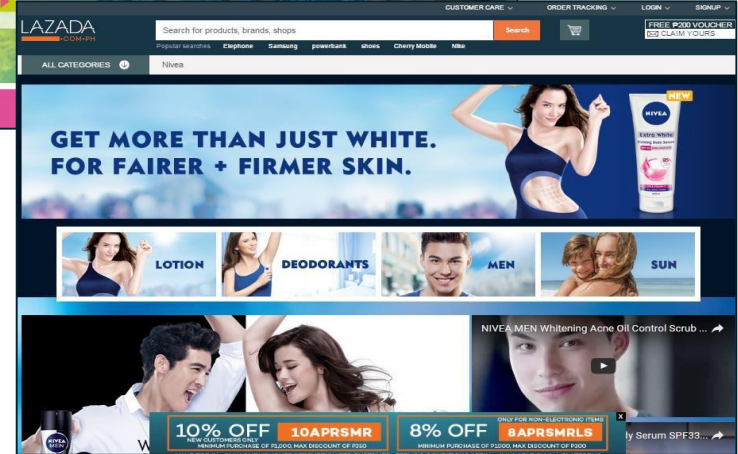
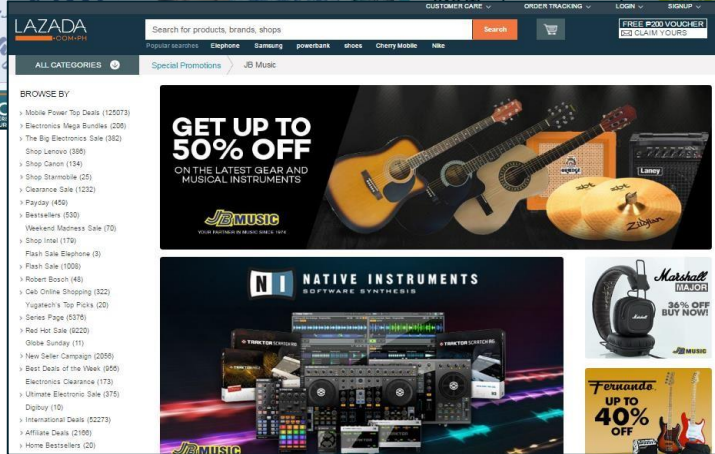
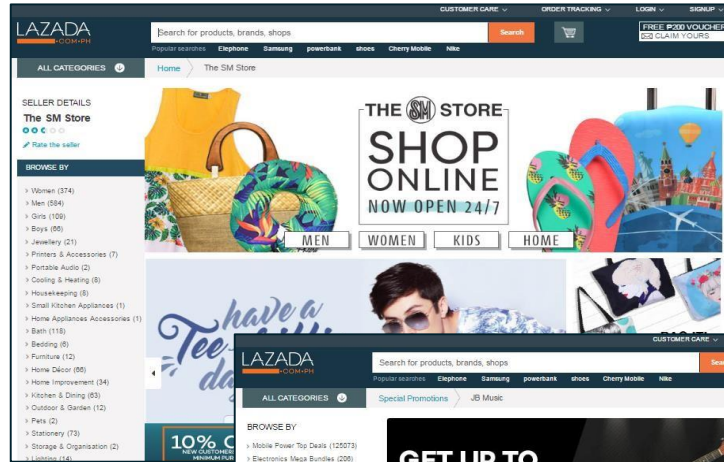


Assortment explosion



Digital goods and services

Trusted Online Marketplace by Brands



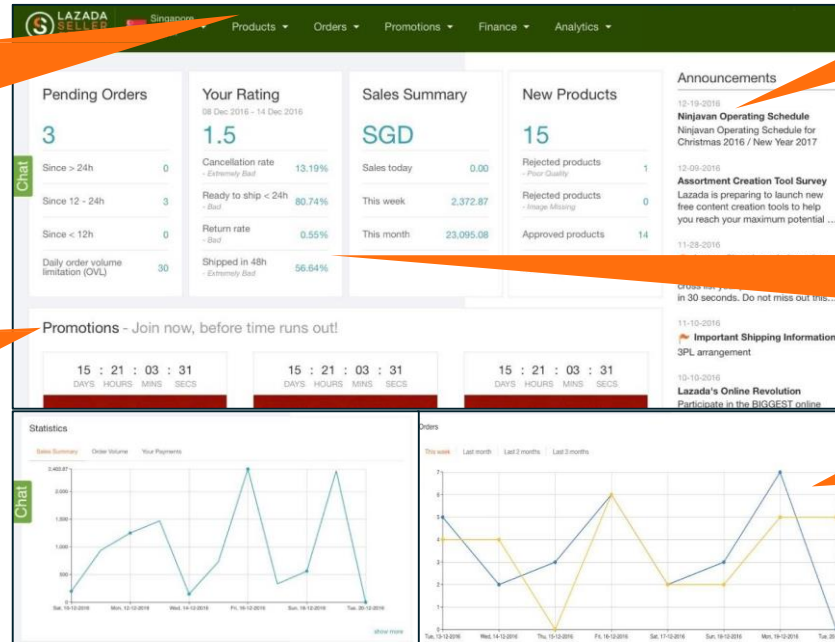
Lazada's Seller Centre

Enabling sellers to make the best decision

ILLUSTRATED SELLER DASHBOARD

A multi-functional and powerful tool that empowers and informs sellers on their business with Lazada.

Ensuring sellers don't miss out on business opportunities



Keeping local sellers updates on the latest news in the eCommerce ecosystem

Alerting the seller to what's pertinent to their business; enabling them to sell better with Lazada

Helping sellers to track their business performance with Lazada



MARKET LEADING MOBILE PLATFORM...

- Improved customer engagement
- Awarded by Google Play
- “Top Developer App”.
- Featured on Apple App store's Shopping Category

DURING ONLINE REVOLUTION 2016



- ❑ Best-in-class Android and iOS applications optimized site for all major browsers
- ❑ Innovative mobile marketing leveraging chat apps

Marketing – examples of large campaigns benefiting Sellers and Brands

5 Major Regional Campaigns per Year

Tet / Lunar New Year	February: <ul style="list-style-type: none"> Celebrate the lunar new year in SEA
Lazada Anniversary	March: <ul style="list-style-type: none"> Celebrate Lazada's birthday Great deals for customers
Ramadan	June: <ul style="list-style-type: none"> Celebrate Ramadan with Lazada
Superbrands	July: <ul style="list-style-type: none"> Onsite showcase of Lazada's best brands
Online Revolution	November-December: <ul style="list-style-type: none"> Biggest sale of the year with mega days on 11/11 and 12/12

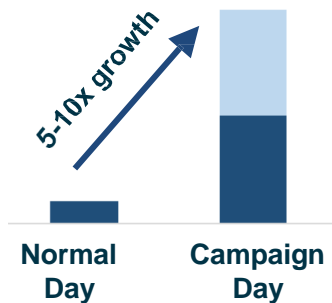


On-going Local Campaigns



Typical Campaign Sales Uplift

Daily Revenues





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Drop Shipping



-
- You **get notified on Seller Center & via email** re: customer orders
 - You **pick and pack** your products
 - You prepare all necessary documents
 - Click **“Ready to Ship”**
 - The **LEX picks up** the items
 - Order Status on Seller Center changes to **“Shipped”**
 - The **customer receives** the item
 - Order status changes to **“Delivered”**

Fulfillment by Lazada (FBL)



- You **deliver** the products to *Lazada warehouse* or **Request** for pick-up.
- **Monitor** your FBL stocks and orders on Seller Center.
- **Lazada will pick and pack** your products.
 - Order Status changes to “**Ready to Ship**”
- The **3PL picks up** the items from Lazada warehouse.
 - Order Status changes to “**Shipped**”
- The **customer receives** the item
 - Order status changes to “**delivered**”.





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Join the largest online marketplace in 3 steps!



Step 1:
*Register &
Submit*
Documents



Step 2:
Complete the
*Onboarding
Training*

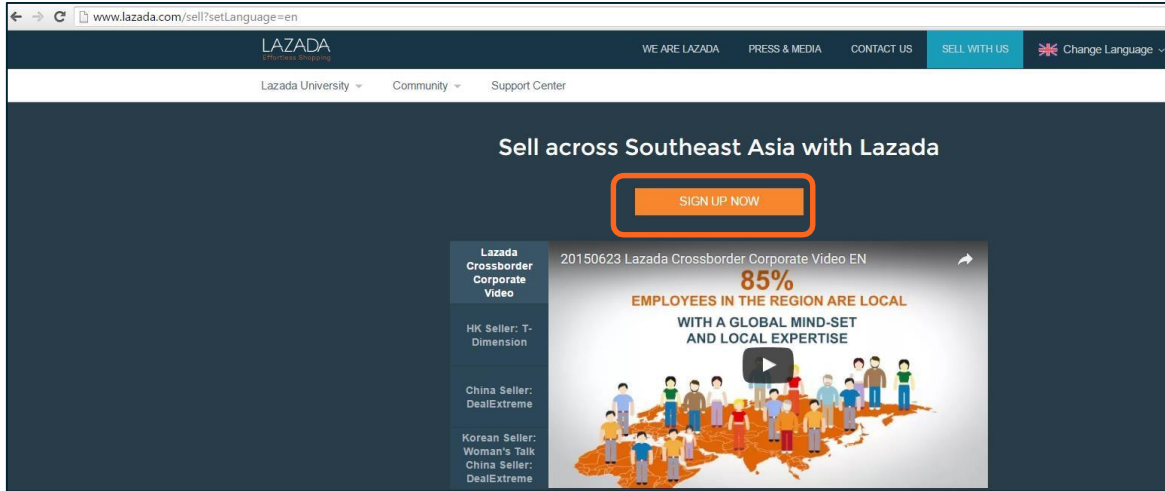


Step 3:
Post your items &
start selling!



How to sign up on Lazada?

Step 1. Complete the application form



1. CONTACT INFORMATION

Name*

Email*

QQ email address

Phone*

Registered Address (where your business registration is from)*

Street

City

Country*

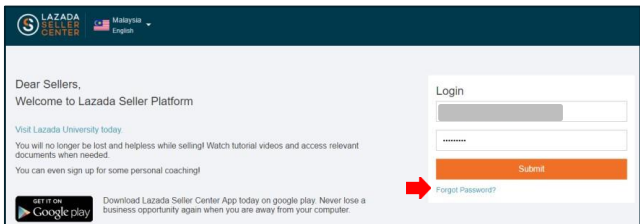
- Fill in online signup form in English at <http://www.lazada.com/sell>

How to sign up on Lazada?

Step 2 - 5

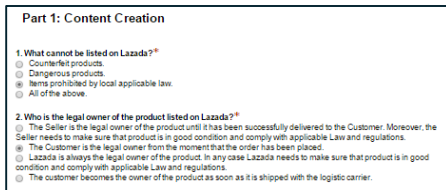
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Just reset SC password



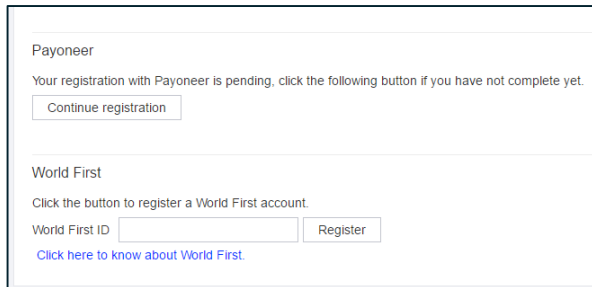
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a) Join our online **webinar** or,
b) Watch **videos** and **pass the test** ($\geq 50\%$)



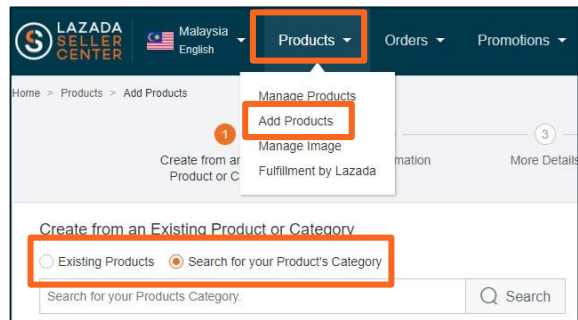
4

Sign Up to Payoneer or World First as a **corporate** account and wait for approval (5-7 days)



6

Upload **SKUs** following content guideline; at least 1 SKU be approved (usually 3 working days)





Selling on Lazada

4 steps to sell and grow on Lazada

1 Listing

Upload your products by single or mass upload following content guideline. Be aware of our products and category requirement

2 Selling

After uploading your products, customers can see them first on www.lazada.com.my. Learn how to promote your products

3 Shipping

You have to ship out orders within 48hrs. LGS only for all crossborder sellers

4 Get Paid

Payment provider account must be successfully integrated into Seller Center before seller can receive the payment



Sign up now at

https://sellercenter.lazada.com.my/seller/register/registration_open

Thank you



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