Pierre Poignant, CEO of Lazada Group

September 23-24, 2019 Hangzhou, China

Lazada - Southeast Asia’s Ecommerce Leader and Driver for Global Growth

Pierre Poignant, CEO of Lazada Group
01 Lazada is SE Asia’s Leading Ecommerce Platform

02 Long-term Competitive Advantages Driving Value Creation
Lazada is SE Asia's Leading and Fastest Growing Ecommerce Platform

Highest Number of Active Consumers

> 50mn
Annual Active Consumers in SE Asia

Fastest Growing SE Asia Ecommerce Platform

Three Consecutive Quarters >100% YoY Order Growth

June Quarter 2018

June Quarter 2019

128%
Lazada is Built on Strong Fundamentals for Long-term Success

Most Comprehensive Offerings

- Highest Number of Product Listings of > 200mn
- Across 6 Core Markets

Strong User Engagement

- Daily Active Users > 100%
- June Quarter 2019

Leading Logistics Network

- Same or Next Day Delivery 89%
- From Lazada Fulfillment Centers

Notes:
1. Product listings on Lazada as of July 2019
2. YoY growth in June Quarter 2019
3. From warehouse to metro areas handled by Lazada Logistics (LEX) excluding public holidays and weekends in July 2019

Lazada is Built on Strong Fundamentals for Long-term Success
01 Lazada is SE Asia’s Leading Ecommerce Platform

02 Long-term Competitive Advantages Driving Value Creation
Languages spoken in SE Asia

Underbanked Population in SE Asia

Share of GDP in Indonesia spent on Logistics

Inefficient Logistics Industry

Low Online Payments Penetration

Cash Payments to ewallets

Fragmented Retail Landscape

World Class Technology & Solutions for SMEs & Brands

Not a Single Unified Market

Localized Business

Notes:
2. KPMG, Opening the door to the unbanked and underbanked in SE Asia 2016
3. ASEAN SME Policy Index 2018
Parcels sorted by Lazada

75%

Handled by Lazada

Delivered by Lazada

70%

Own Last Mile Coverage

Notes:
1. Parcel volume sorted by Lazada in July 2019
2. Geographical coverage of Lazada’s last mile delivery network as of July 2019
Future Commerce Infrastructure | Turning Payment Challenges into User Growth Engine

Own Last Mile Enables Cash-On-Delivery

91% of people in SE Asia do not have a Credit Card (1)

Lower Barriers for New Buyers

83%
First Time Buyers using Cash-On-Delivery (2)

Driving Lazada eWallet Adoption

Markets with Lazada eWallet, Powered by Ant Financial Technology

Notes:
1. IMA Asia, February 2019
2. In July 2019, excluding Singapore and Malaysia
In-App games available in our LazGame portal

>150mn Daily Search Queries served in 5 Local Languages

Personalized Shopping Feed

In-App games available in our LazGame portal
Lazada is SE Asia’s Most Comprehensive Ecommerce Ecosystem

- **Local Marketplace**: Empowering SMEs to Build Scalable Online Businesses
- **LazMall**: Online Mall for Global and Local Brands
- **Retail**: Unique Supply Chain and Customer Experience
- **Cross Border**: Long-tail Assortment Leveraging Alibaba’s Global Network

Note: 1. Category mix by order volume across all Lazada markets and business formats in July 2019.
Strong Seller Growth

**142%**

Growth in # of Daily Active Stores

Notes:
1. Growth in number of stores with transacted sales within the day from March 2018 to August 2019
2. Growth in number of stores with US$>10k monthly GMV from March 2018 vs August 2019

Scalable Online Businesses

**97%**

Growth in # of Stores with > US$10k in Monthly GMV

Notes:
1. Growth in number of stores with annual GMV above US$10k from March 2018 to August 2019
LazMall | SE Asia’s Online Mall for Global and Local Brands

> 7,000 Brand Stores Across SE Asia

60% of Forbes Top 100 Consumer Brands on LazMall

Marketing Solutions
Data Intelligence
Fulfillment by Lazada
Intellectual Property Protection

Notes:
1. LazMall sellers across SE Asia as of 11 September 2019
2. As of August 2019
Launched National Lipstick Day Across 6 Countries

1. GMV for Lipstick Day 2019 increased 30 times from inaugural Lipstick Day in 2017 across 6 countries

2. New brand users as a percentage of total users participating in 2019.

Case Study | Estée Lauder Wins in SE Asia with LazMall and Super Brand Day

New Buyers to the Brand: 85%
Co-branded Mini-Size sets
Live Streaming

Notes:
1. Lipstick Day 2019 increased 30 times from inaugural Lipstick Day in 2017 across 6 countries
2. New brand buyers as a percentage of total users participating in 2019
Cross Border | Leverage the Full Power of the Alibaba Digital Economy

China to World

World to China
Alibaba DNA | Localized Business

90% Local staff in the Lazada Team (1)

20 Years of experience driving growth in a developing economy

>1,000 Lazada staff attended Alibaba Group training programs

Note:
1. Excluding contractors and regional headcount in July 2019

Alibaba DNA | Localized Business
THANK YOU