



Bring Southeast Asia eCommerce
Opportunity to Crossborder Sellers

2017. 7. 5

- **Why selling on Lazada?**
- **How to sign up on Lazada?**
- **Selling on Lazada**
- **Seller successful stories**



eCommerce is booming in Southeast Asia





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

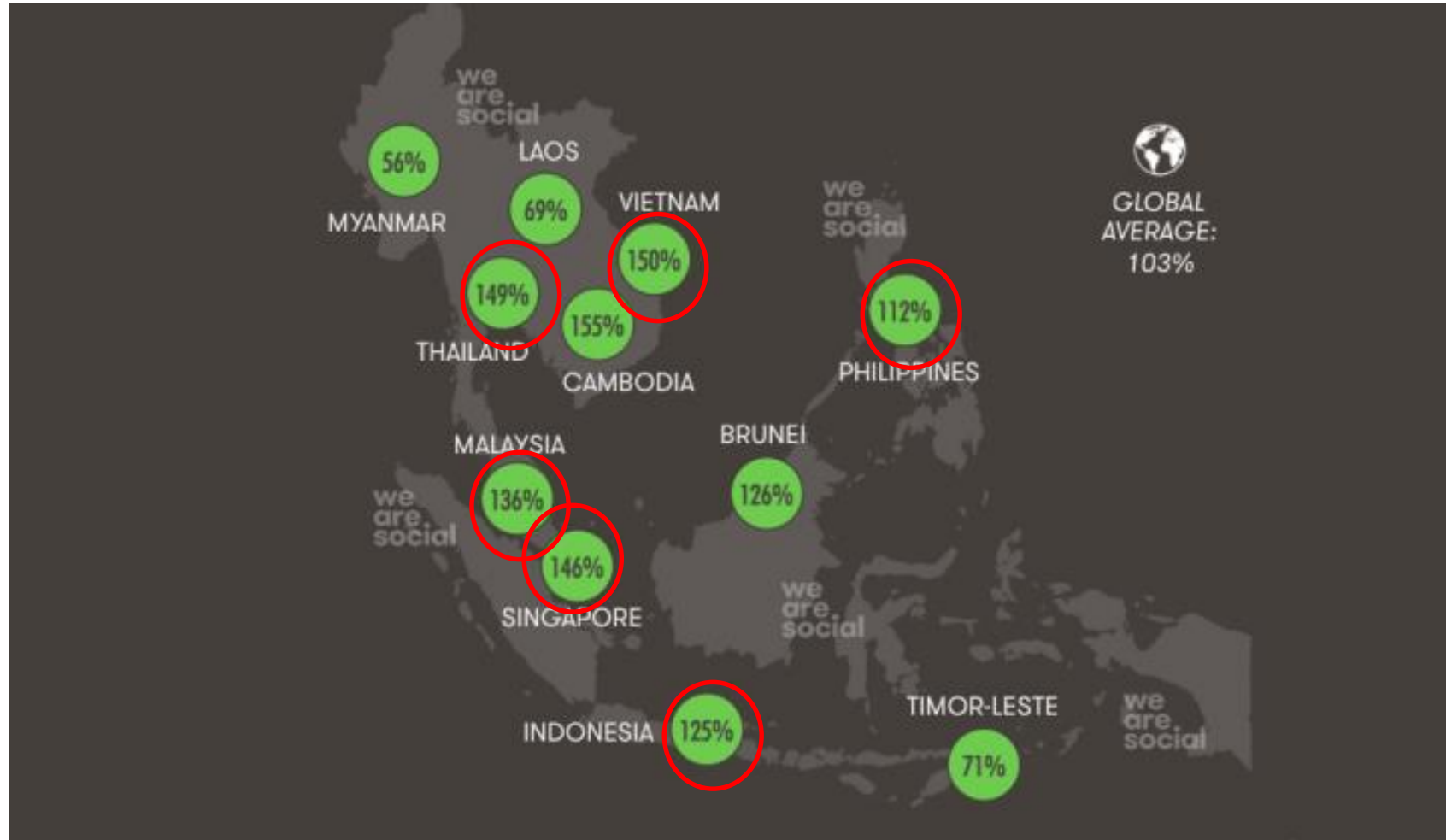
Rapid urbanization tier 3/4 cities growth
260M internet users, mainly on mobile devices

Mobile is leapfrogging

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

A Mobile-First Market

SEA Higher than Global Average



Source: We are social

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Lazada Group Business Overview

Celebrated our 4th anniversary in March 2016



COMPANY OVERVIEW

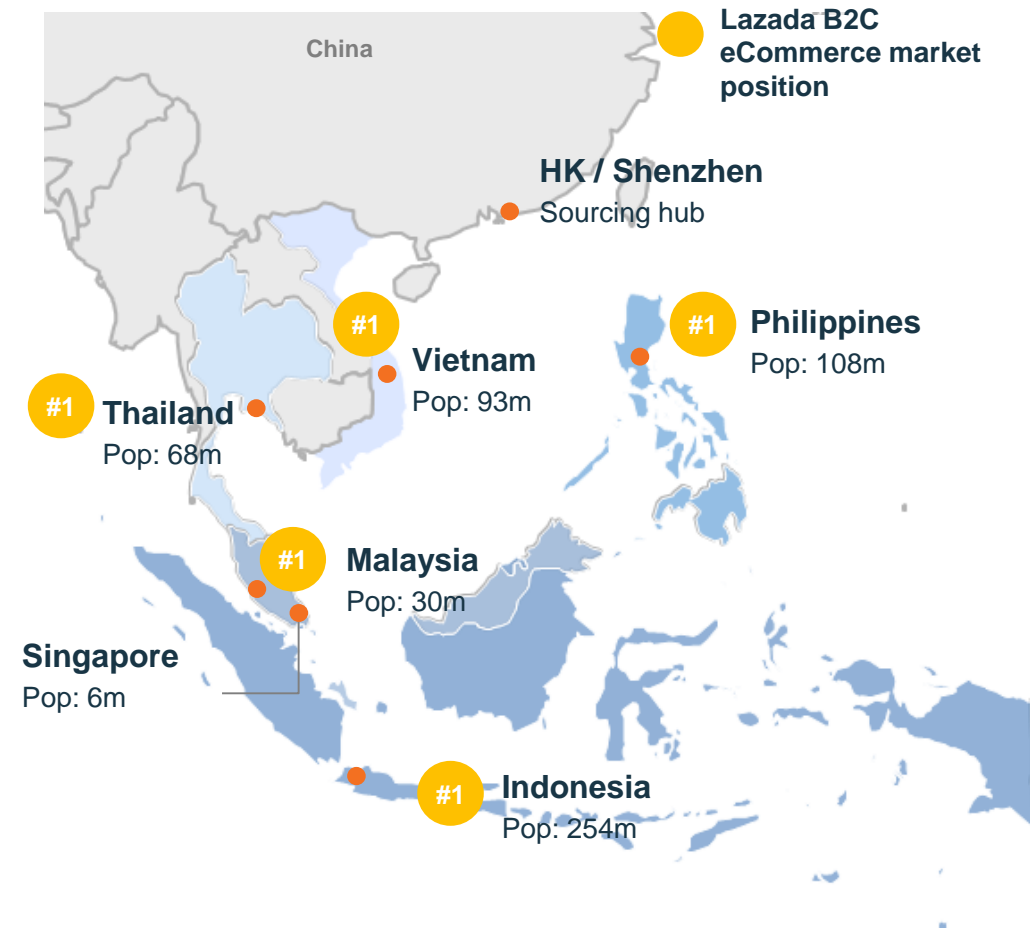
- **The leading** online shopping and selling destination in Southeast Asia
- **Widest** footprint in the region
 - Launched in 5 markets in March 2012: Indonesia, Malaysia, the Philippines, Thailand and Vietnam
 - Launched in Singapore in May 2014
 - Headquartered in Singapore
- One-stop shop to access ~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

Majority
investor



Source: Company Information, IMF Database

LAZADA PRESENCE



Lazada Group – Crossborder Overview



Meeting the **growing popularity and demand of international goods** in Southeast Asia

Scalable solution for sophisticated sellers to **access six markets** with one contract

Centralized account management via Seller Center

Comprehensive customer support, including **customer service in local languages** at free of charge

Superior logistics capabilities enable Chinese merchants to drop off their parcels at the LGS sortation centers in Shenzhen or Yiwu

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



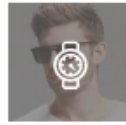
Groceries



Sports & Outdoors



Baby & Toddler



Watches, Sunglasses
& Jewellery



TV, Audio/ Video
Gaming, Gadgets



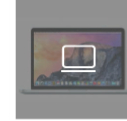
Media, Music & Books



Fashion



Toys & Games



Computers & Laptops



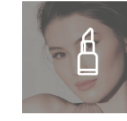
Cameras



Mobiles & Tablets



Travel & Luggage



Health & Beauty



Home & Living



Home Appliances

Source: Company Information



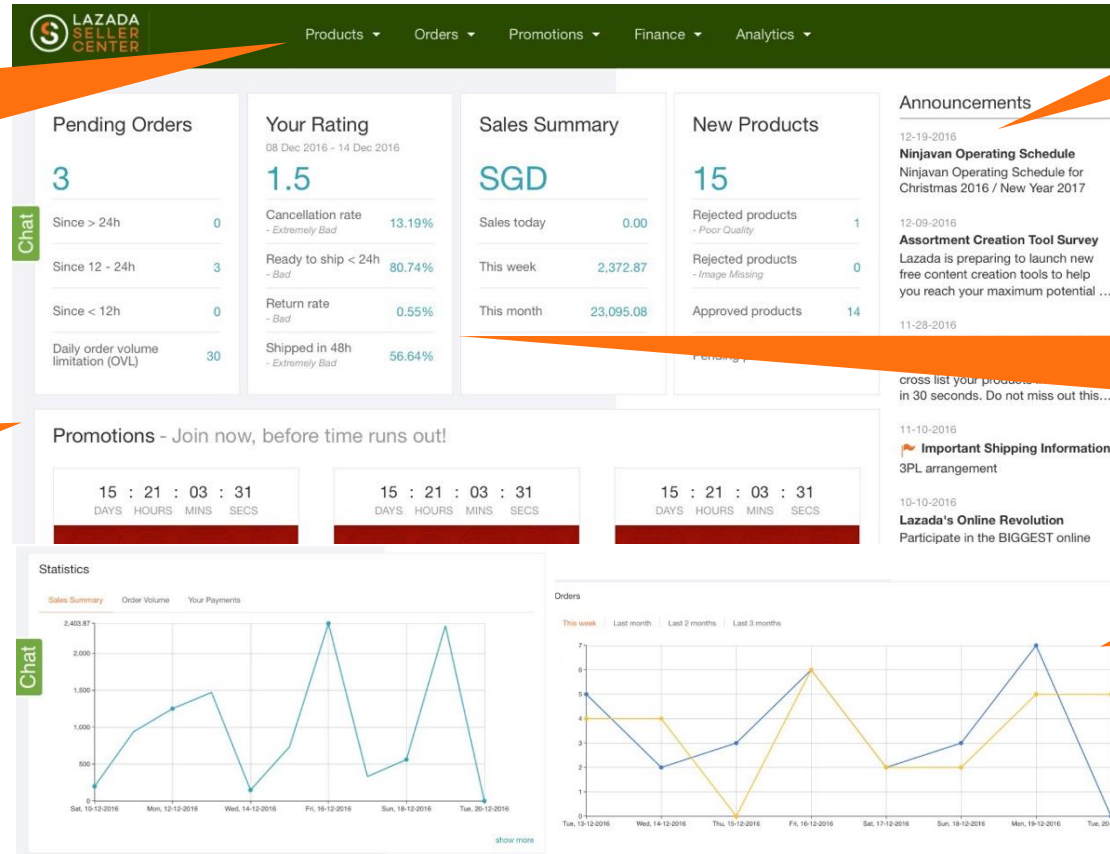
Lazada's Seller Centre

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

Source: Company Information

Marketing through leading applications



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

Source: Company Information, AppAnnie

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 birthdayGreat 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

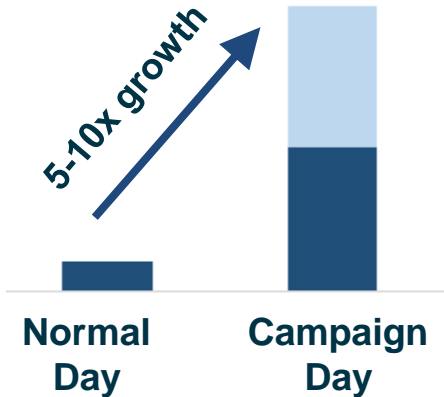


On-going Local Campaigns



Typical Campaign Sales Uplift

Daily Revenues

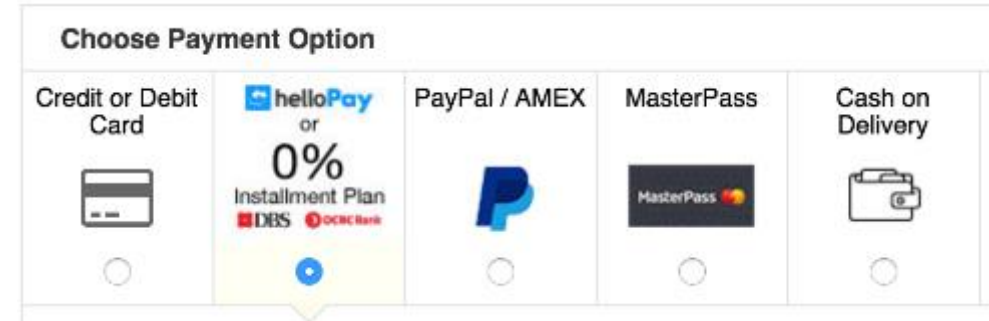


Source: Company Information

Payments

Lazada offers a wide variety of reliable payment options

- Unsophisticated, with a significant of the payments through cash
- Approximately **70%** of residents do not have access to traditional banking services
- Credit Card penetration in some markets is below **5%**
- To offer the best online shopping experience, Lazada offers multiple payment methods:
 - Cash on Delivery
 - Credit/Debit Card
 - Paypal/AMEX
 - MasterPass
 - HelloPay



Agenda



- Why selling on Lazada?
- How to sign up on Lazada?
- Selling on Lazada
- Seller successful stories



How to sign up on Lazada?

What are the steps to create your shop?

1 Application Form

- Go to www.lazada.com/sell.
- Complete your application form and upload a valid corporate **Business Registration** document.
- Sign e-contract

2 Activate Seller Center

- You will receive an email entitled "**Registration for Seller Center**".
- Reset your password to activate your **Seller Center account**.

3 Get Trained

- You will receive an email entitled "**Get trained and pass the test**".
- You can either (1) attend a **live webinar** or (2) watch **interactive videos and pass our short test**

4 Payment Provider Sign Up*

- You will receive an email entitled "**Lazada - Sign up and Link your Crossborder Payment Provider**".
 - Sign Up to our payment third party by providing the **required documents**
- *Note that this step is not mandatory to go live but highly recommended*

5 1 SKU approved

- You will receive an email entitled "**Upload your first SKUs**".
- Upload 1 SKUs in your Seller Center account, follow the requirement and have at least 1 SKU **approved by Lazada Quality Control**.

If you have any questions during the registration process, please contact [HK PSC](#)

1. Submit your request under Enquiry Form
2. Select "New Seller Registration Status" for "topic of your question"
3. Select "All" for "Venture with issue"

Forms

- Seller Sign up Form
- Sign-up for LGS
- Add a brand
- Returns Claim
- Content Grouping Request
- Seller Center API Support

Enquiry Form

Enquiry Form

Sell across Southeast Asia with **Lazada!**

Lazada Enquiry Form (Lazada查詢表格)

What's the topic of your question? 問題关于? 질문의 주제는 무엇인가요?*

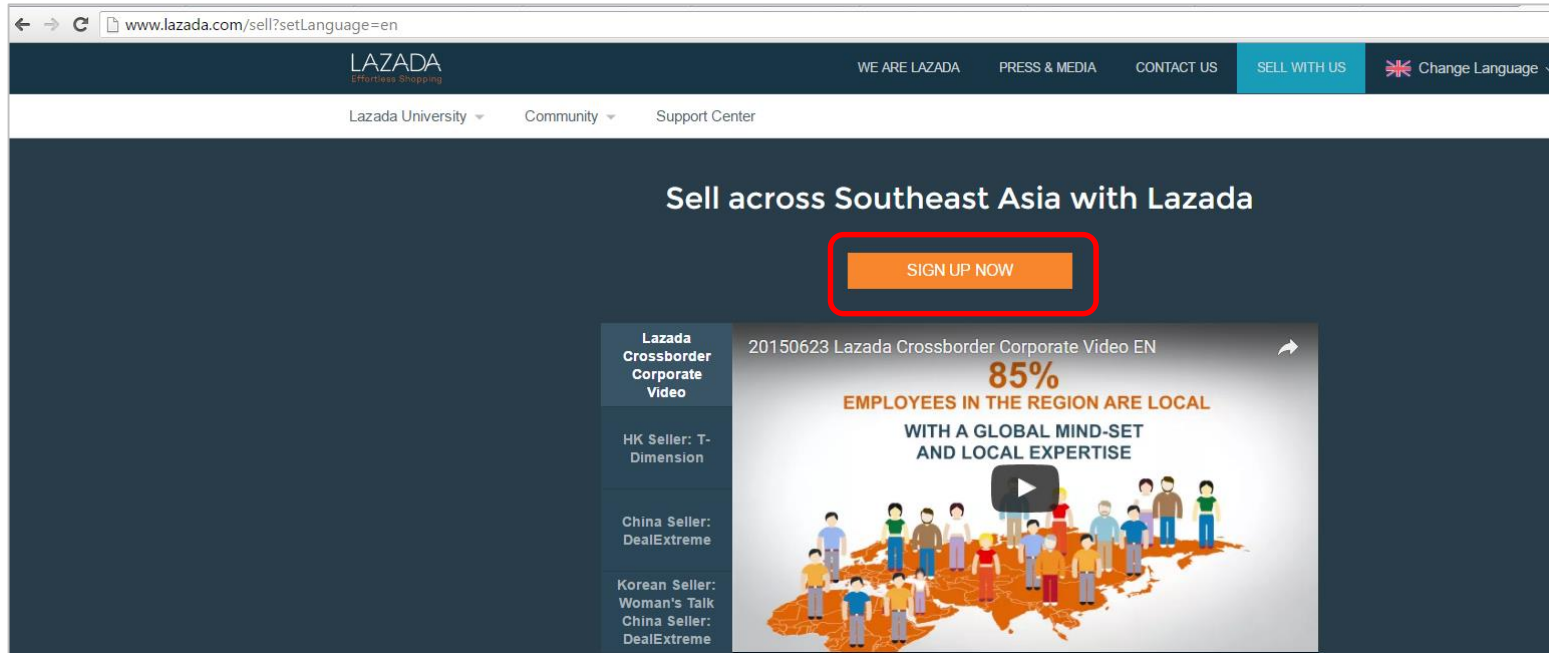
New Seller Registration Status 新賣家註冊狀態

Venture with issue 遇到问题的商家

All

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



2

Just reset SC password

3

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

Please register for 'Module A2 (English) New Seller Mandatory Onboarding Workshop'

(This session is in English / 이 세션은 영어로 진행됩니다.)
How to join Webinars: https://gallery.mailchimp.com/e227ab55d3e953b052134bfa8/files/HK_EN_How_to_Join_Webinar
Lazada University: <http://www.lazada.com/sell/university/tutorials/?setLanguage=en>

Webinar Topics:

1. Content Creation
2. Order Management & Seller Ratings
3. Payment and Payout
4. Q&A

Note

1. Download Open Office (free) : <https://www.openoffice.org/download/>
2. Use your laptop/desktop, not your mobile phone.
3. Prepare headphones.
4. If you can't hear the presenter, log out and "join" with another web browser i.e. Internet explorer, Google Chrome.

[Contact Organizer](#)

Part 1: Content Creation

1. What cannot be listed on Lazada?*

- Counterfeit products.
- Dangerous products.
- Items prohibited by local applicable law.
- All of the above.

2. Who is the legal owner of the product listed on Lazada?*

- The Seller is the legal owner of the product until it has been successfully delivered to the Customer. Moreover, the Seller needs to make sure that product is in good condition and comply with applicable Law and regulations.
- The Customer is the legal owner from the moment that the order has been placed.
- Lazada is always the legal owner of the product. In any case Lazada needs to make sure that product is in good condition and comply with applicable Law and regulations.
- The customer becomes the owner of the product as soon as it is shipped with the logistic carrier.

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)



How to sign up on Lazada?

Reasons seller won't go live

If your shop is still not live after MY SC activation, please check the following points:

1

To attend the online training (live webinar or video self learning + test with at least 50% of correct answers)

2

To upload SKUs in your MY Seller Center , and make sure at least 1 SKU pass QC

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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

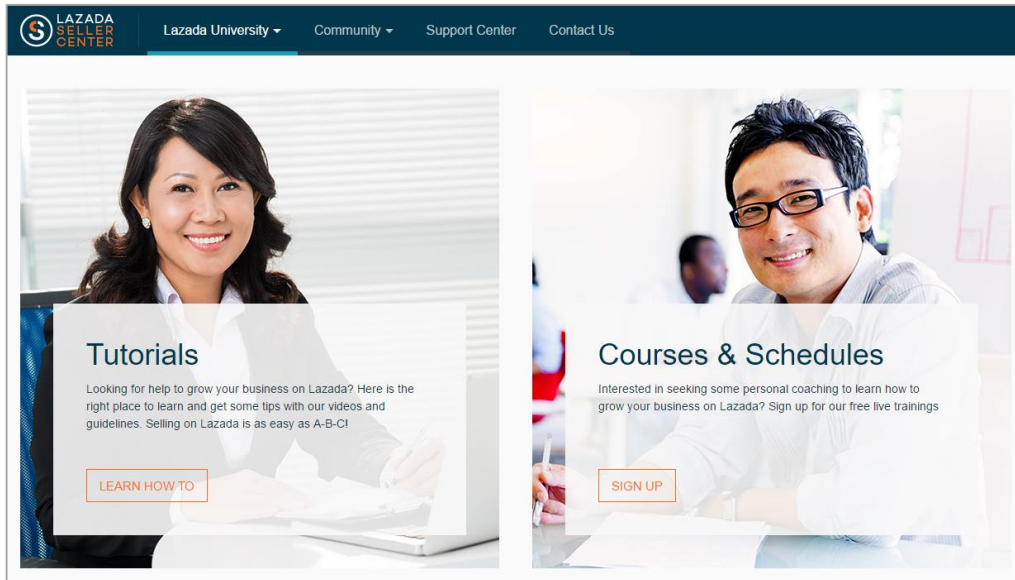
Payment provider account must be successfully integrated into Seller Center before seller can receive the payment

Selling on Lazada

Resources: Online learning platform



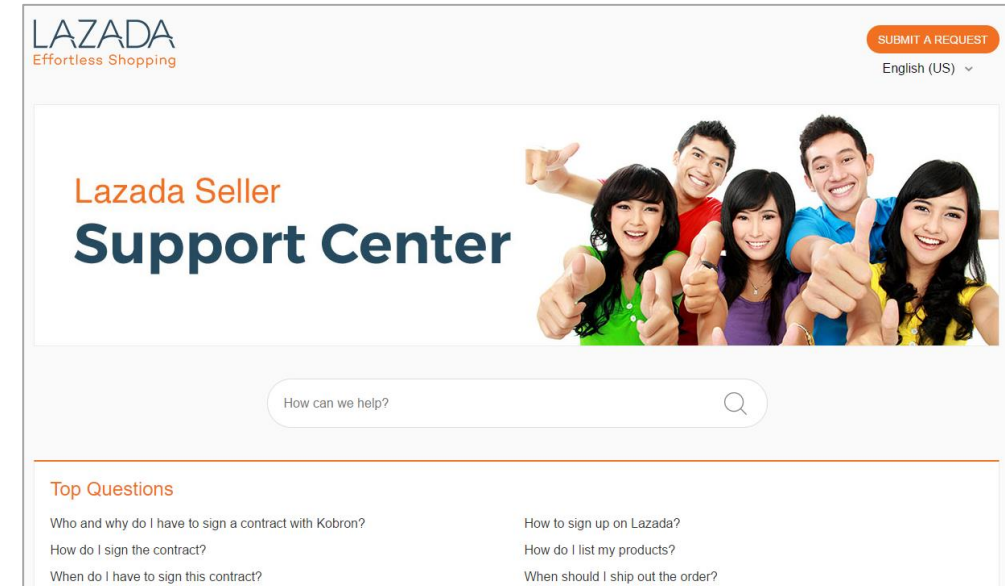
Lazada University



Training Materials: You could watch the video and PDF to learn by yourself.

Training Sessions: Register and attend to the free online sessions we provide.

HK PSC



Top Questions: Quickly help you solve the common asked questions.

Request Form: If you questions are not solved, please submit your request here.

- Go to Lazada University, to learn, to grow!
- Lazada University website: <http://www.lazada.com/sell/university>



Selling on Lazada

Logistics: 100% Geographical reach in Southeast Asia

PARTNERSHIPS WITH

100

**LOGISTICS
PLAYERS**

TO DELIVER ORDERS TO
OUR BUYERS

ABOUT

85%

OF ORDERS ARE SHIPPED WITHIN TWO WORKING DAYS
OF ORDER PLACEMENT

GEOGRAPHICAL REACH OF

100%

IN ALL MARKETS, INCLUDING REMOTE ISLANDS IN INDONESIA
AND THE PHILIPPINES



Source: Company Information

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Selling on Lazada

Logistics: Lazada Global Shipping



The benefits of using “Lazada Global Shipping” (LGS) and...

1

Significant improvement on **LEAD TIME** with daily injection in Southeast Asia

2

Competitive rate cards through **CONSOLIDATION** and **LOCAL FULFILLMENT VOLUMES**

3

IMPROVED CONTROL by managing hand over and volume allocation through in house managed sorting facilities at origin and destination

4

MODULAR APPROACH enabling more **FLEXIBLE** and **SCALABLE** management of partners to handle peaks and valleys and other unknowns diverse team with



...direct impact on your sales

6

Less cancelations & lost parcels

- Higher % of success delivery
- Lower % of cancelled / non delivered items

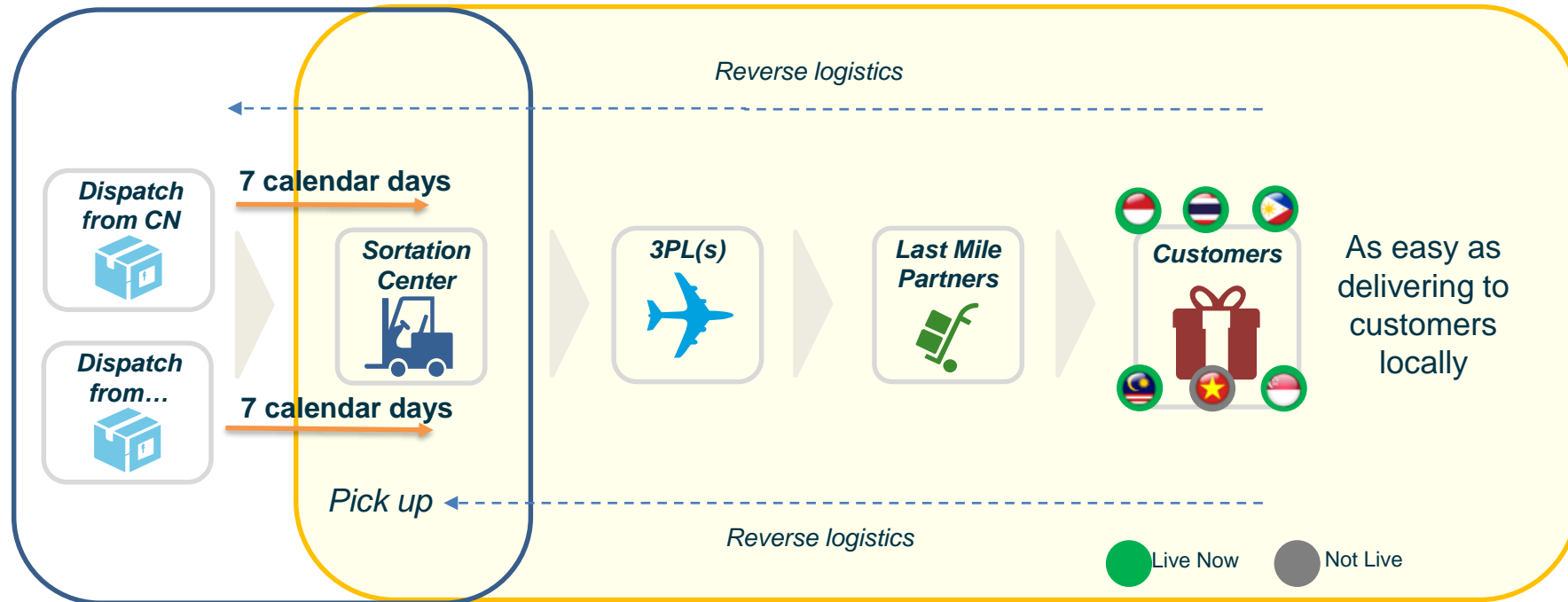
7

Increased sales

- Shorter lead time lead to higher customer satisfaction level (NPS) and better shop ratings
- Customers sort by delivery time and are more likely to find your products with shorter delivery times
- LGS seller are eligible for special sales opportunities, e.g. flash sales

Selling on Lazada

Logistics: Lazada Global Shipping



Sellers can drop off and/or request pick up for all orders based on dispatching country

Selling on Lazada

Logistics: Lazada Global Shipping



Hong Kong Sortation Centre



Unit B, 6/F, Roxy Industrial Centre, 58-66 Tai Lin Pai Road, Kwai Chung, Hong Kong
香港葵涌大連排道58-66号乐声工业中心6楼B单位

Shenzhen Sortation Centre



Floor 3, Zone 1A, Block B, DEDI Industrial Park, Fuyuan Road, GaoXin Development Zone, FuYong Street, BaoAn District, ShenZhen, CHINA
深圳市宝安区福永塘尾高新开发区福园一路德的工业园B栋3楼

Yiwu Sortation Centre



2/F, Shentong Ecommerce Building, Lugang International Logistics Park
陆港国际物流园, 申通电商大楼2楼

Selling on Lazada

Payout solution: Payoneer and World First



- For now, there are two options as Lazada's payment solution: Payoneer and World First
- Lazada will payout to your payment account on weekly basis
- Sellers can withdraw funds at any time to their local bank accounts in local currency.

Management Tools

Online



Mobile



Payoneer

WORLDFIRST

**Seller's
Payment Provider
Account**



**Seller's Local Bank
Account**

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Seller successful stories

Our crossborder sellers' journey to grow with Lazada

Consumer Electronics



Watches



Korean Health & Beauty



LAZADA

is your gateway to Southeast Asia, one of the world's **largest** and **fastest growing** markets.



Thank you



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