



Bring Southeast Asia eCommerce
Opportunity to Crossborder Sellers

2017. 8. 10

- **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

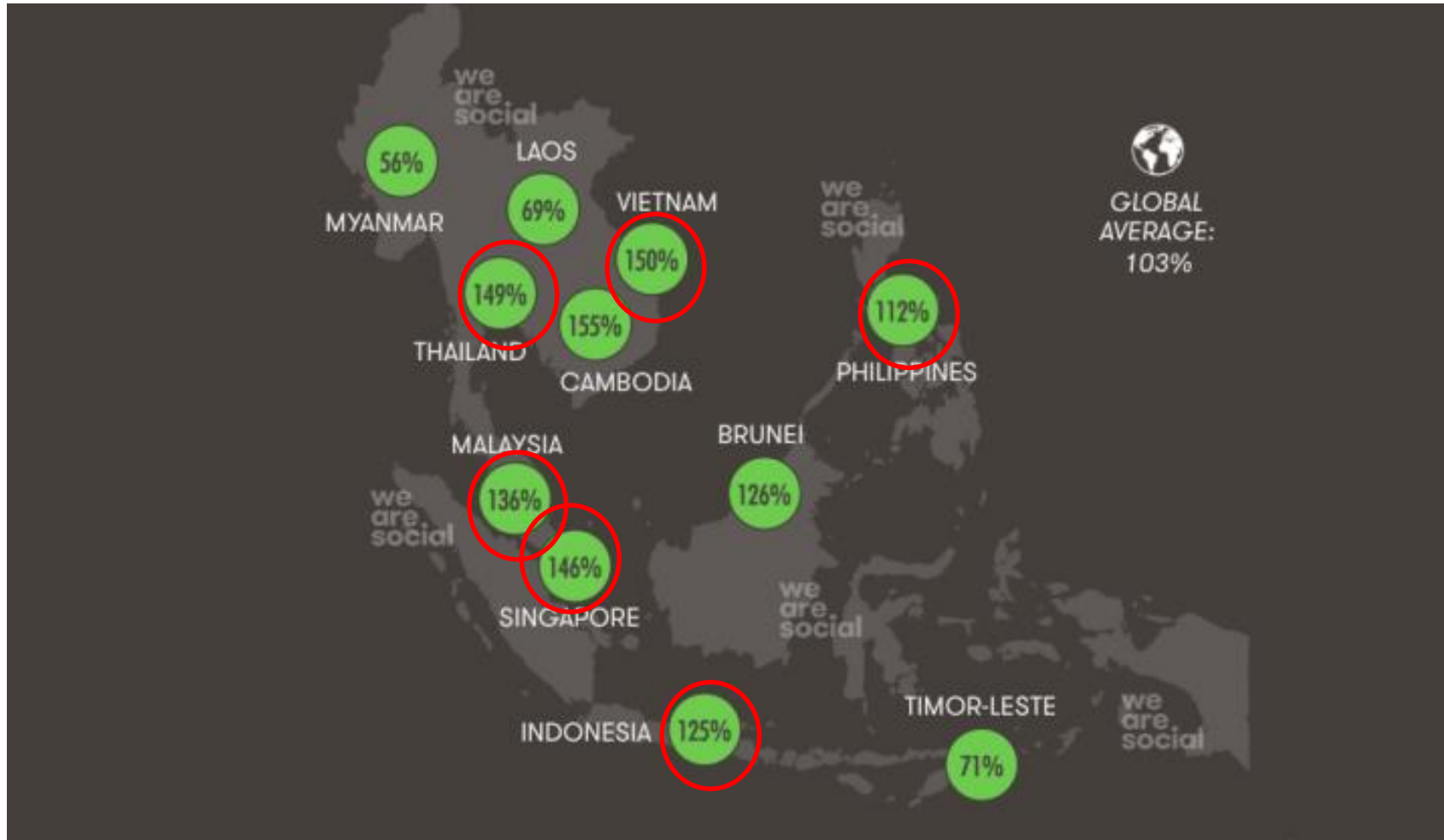
Rapid urbanization tier 3/4 cities growth
260M internet users, mainly on mobile devices

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

Lazada Group Business Overview

Celebrated our 4th anniversary in March 2016



COMPANY OVERVIEW

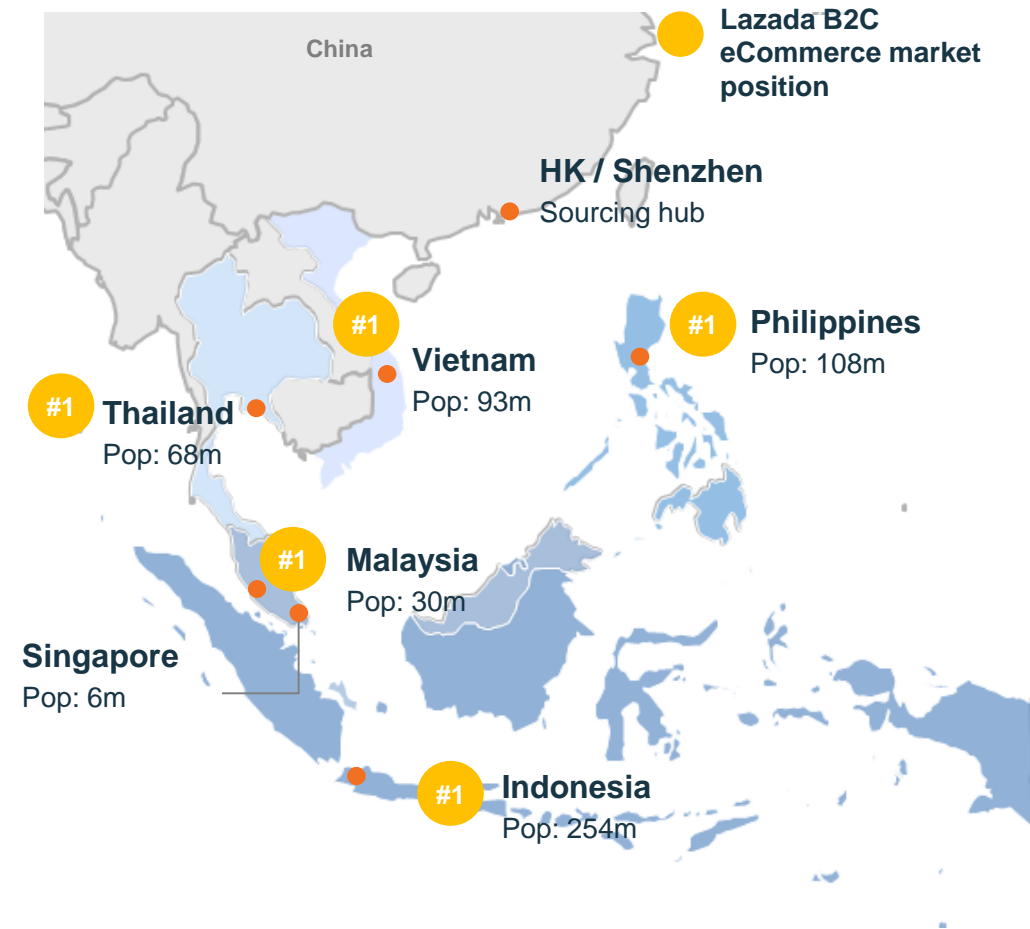
- **The leading** online shopping and selling destination in Southeast Asia
- **Widest** footprint in the region
 - Launched in 5 markets in March 2012: Indonesia, Malaysia, the Philippines, Thailand and Vietnam
 - Launched in Singapore in May 2014
 - Headquartered in Singapore
- One-stop shop to access ~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 merchants to drop off their parcels at the LGS sortation centers.



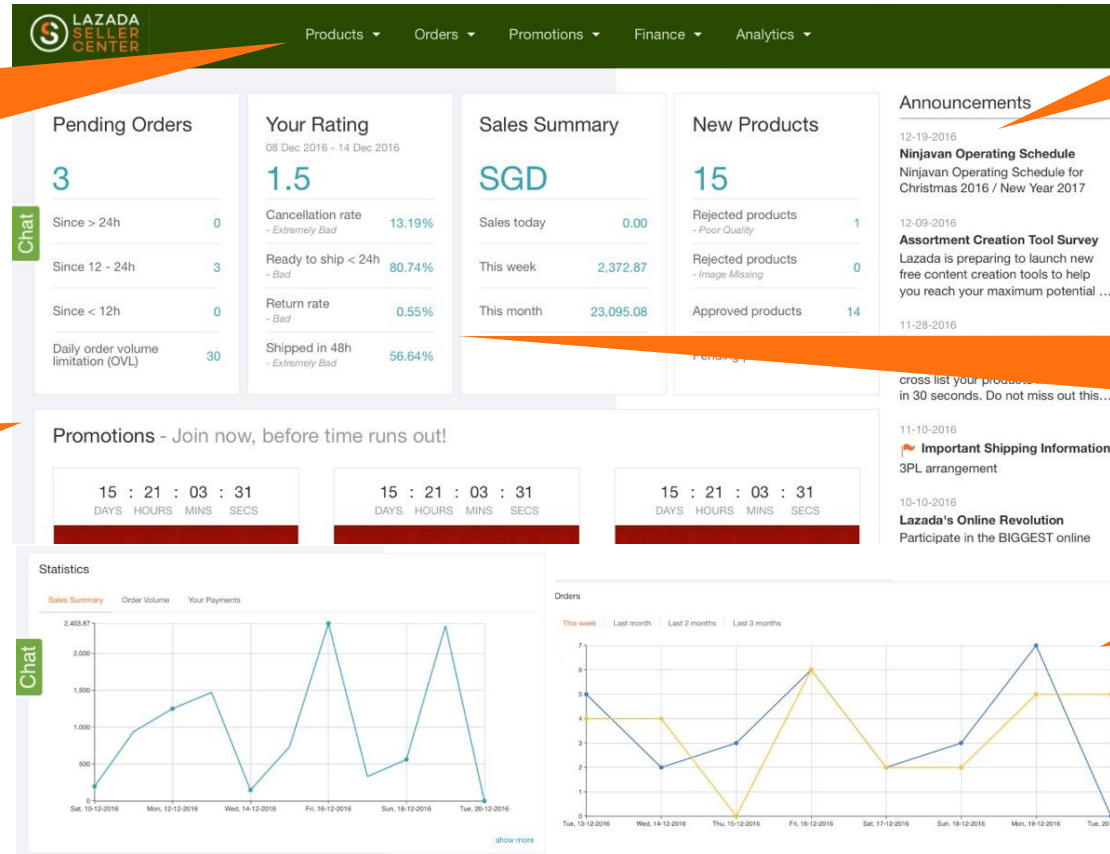
Lazada's Seller Centre

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 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

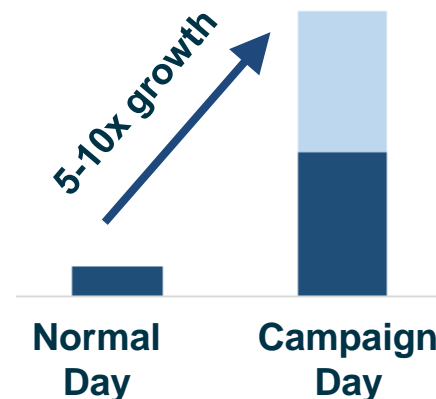


On-going Local Campaigns



Typical Campaign Sales Uplift

Daily Revenues



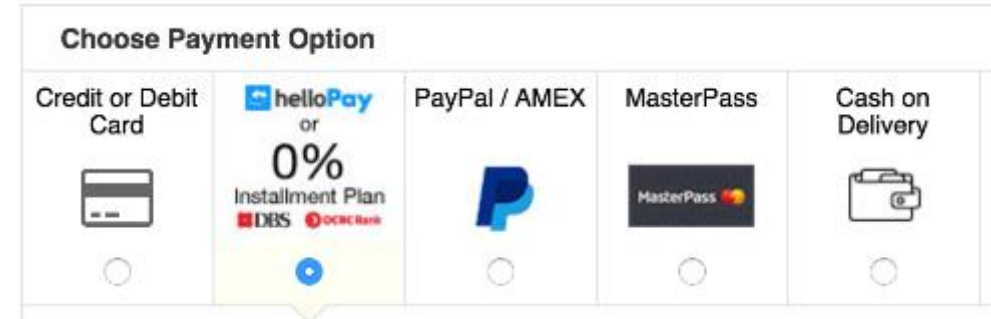
Source: Company Information

Customer 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



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How to sign up on Lazada?

What are the steps to create your shop?

1 Application Form

- Go to www.lazada.com/sell.
- Click "Become A Seller Now" and complete your application form
- Upload a valid corporate **Business Registration** document.
- Sign e-contract

2 Activate Seller Center

- You will receive emails entitled "**Registration for Seller Center**" from the 6 Market Places in SEA.
- Reset your password to activate your **Seller Center account** respectively.

Note: VN Seller Center will be created but won't be verified to go live. Please wait for the invitation.

3 Pass the test; Upload SKUs and get at least 1 approved

- You will receive an email entitled "**Welcome to Lazada**"
- You **must view the videos and pass the test (> 50%)**; besides, you can choose to attend the optional onboarding live webinar.
- Upload SKUs in your MY Seller Center, follow the requirement and have at least 1 SKU **approved by Lazada Quality Control**.

4 Payment Provider Sign Up* Wait for account verification

- You will receive an email entitled "**Lazada - Sign up and Link your Crossborder Payment Provider**".
- Sign Up to our payment provider by providing the **required documents**.

**This step is not mandatory to go live but highly recommended.*

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

- Submit your request under Enquiry Form
- Select "New Seller Registration Status" for "topic of your question"
- 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

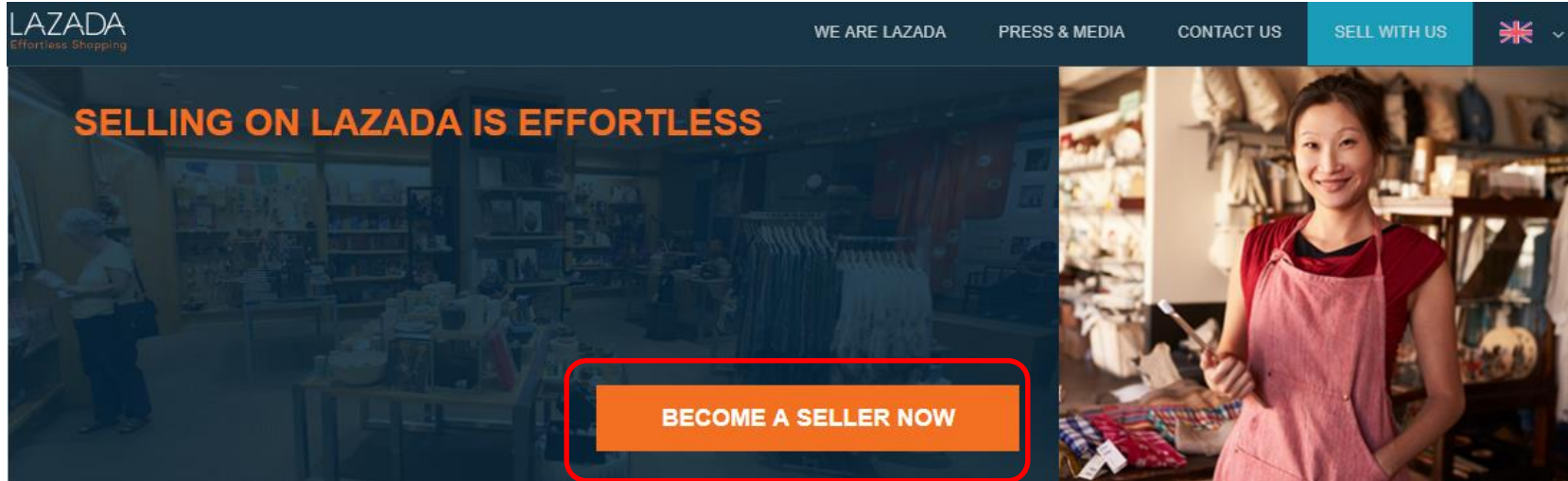
Venture with issue 遇到问题的国家
All



How to sign up on Lazada?

Step 1 - 2. Complete the application form

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



Become a Seller

1 2 3
Create a Seller Account Fill in Seller Information Document & Contract

Step 1-Create a Seller Account

* I'm based in

* Phone Number

* Shop name

Your shop name will be displayed to customers on Lazada site.

shop URL

* Email

This email will be used for your seller center login

* Password

At least 8 characters, including 1 letter, 1 number and 1 symbol.

* Confirm Password

* Validation

2 Reset SC password

LAZADA SELLER CENTER Malaysia English

Dear Sellers,
Welcome to Lazada Seller Platform

[Visit Lazada University today.](#)

You will no longer be lost and helpless while selling! Watch tutorial videos and access relevant documents when needed.

You can even sign up for some personal coaching!

GET IT ON Google play

Download Lazada Seller Center App today on google play. Never lose a business opportunity again when you are away from your computer.

Login

Submit

[Forgot Password?](#)

How to sign up on Lazada?

Step 3 - 4



3

3.1 Pass the test (> 50%)

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.

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

LAZADA SELLER CENTER

Malaysia English

Products Orders Promotions

Home > Products > Add Products

1

2

3

Create from an Existing Product or Category

☐ Existing Products ☒ Search for your Product's Category

Search for your Products Category. Search

4

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

Payoneer

Your registration with Payoneer is pending, click the following button if you have not complete yet.

Continue registration

World First

Click the button to register a World First account.

World First ID

Register

[Click here to know about World First.](#)

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

Pass the test > 50%

2

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

Agenda



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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

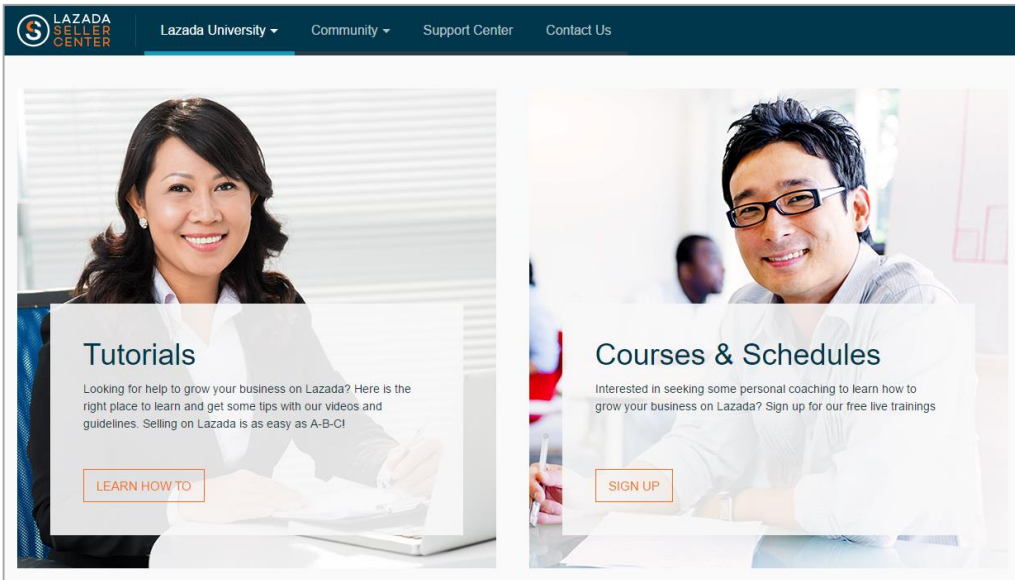
Payment provider account must be successfully integrated into Seller Center before seller can receive the payment

Selling on Lazada

Lazada University & HK PSC



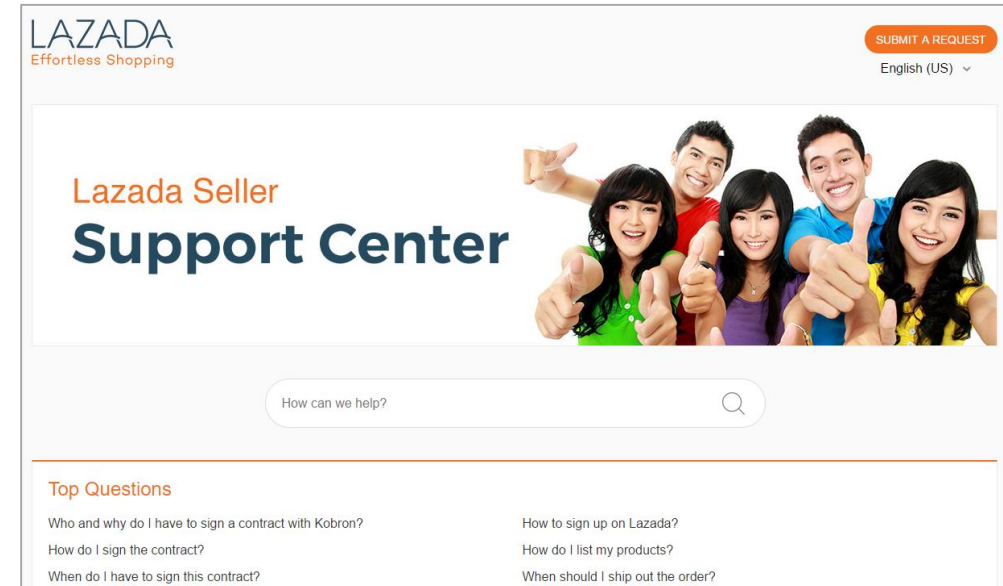
Lazada University



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

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



...direct impact on your sales

6

Less cancelations & lost parcels

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

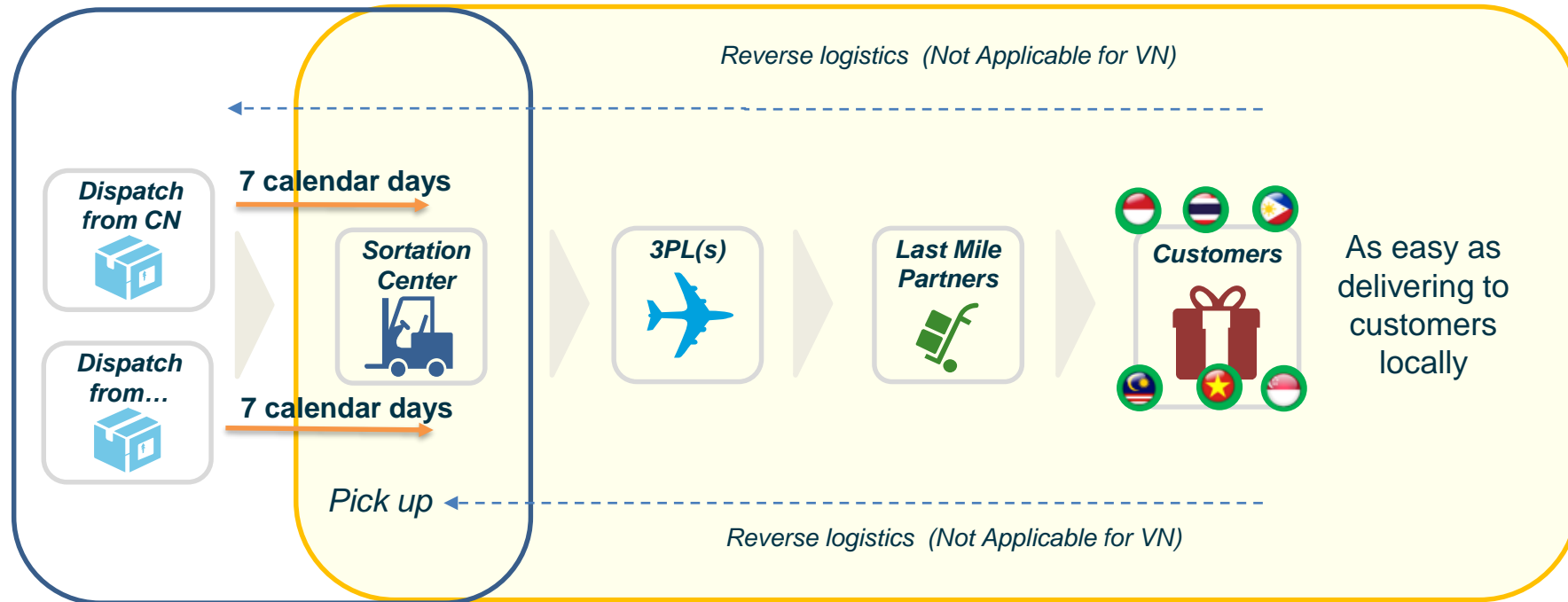
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Increased sales

- 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, Yiwu, Zhejiang Province
浙江省义乌市陆港国际物流园，申通电商大楼2楼

Selling on Lazada

Payout solution: Payoneer and World First



Management Tools

Online



Mobile



Seller's Payment Provider Account

Payoneer

WORLDFIRST



Seller's Local Bank Account



- ☐ 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

World First Registration Requirement:

1. There has been trading for six months from any marketplace AND
2. have regular flows of US\$5,000 per month or total of US\$50,000 from any marketplace.
3. Proof of transactions from any marketplace is required.

- ☐ Sellers can withdraw funds at any time to their local bank accounts in local currency.

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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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