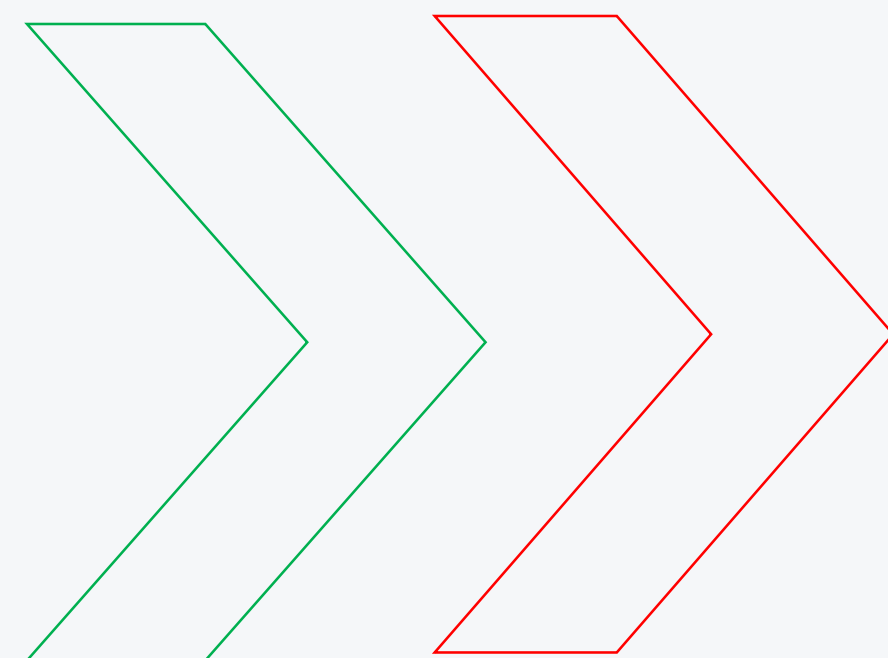


Esportare >> in Digitale



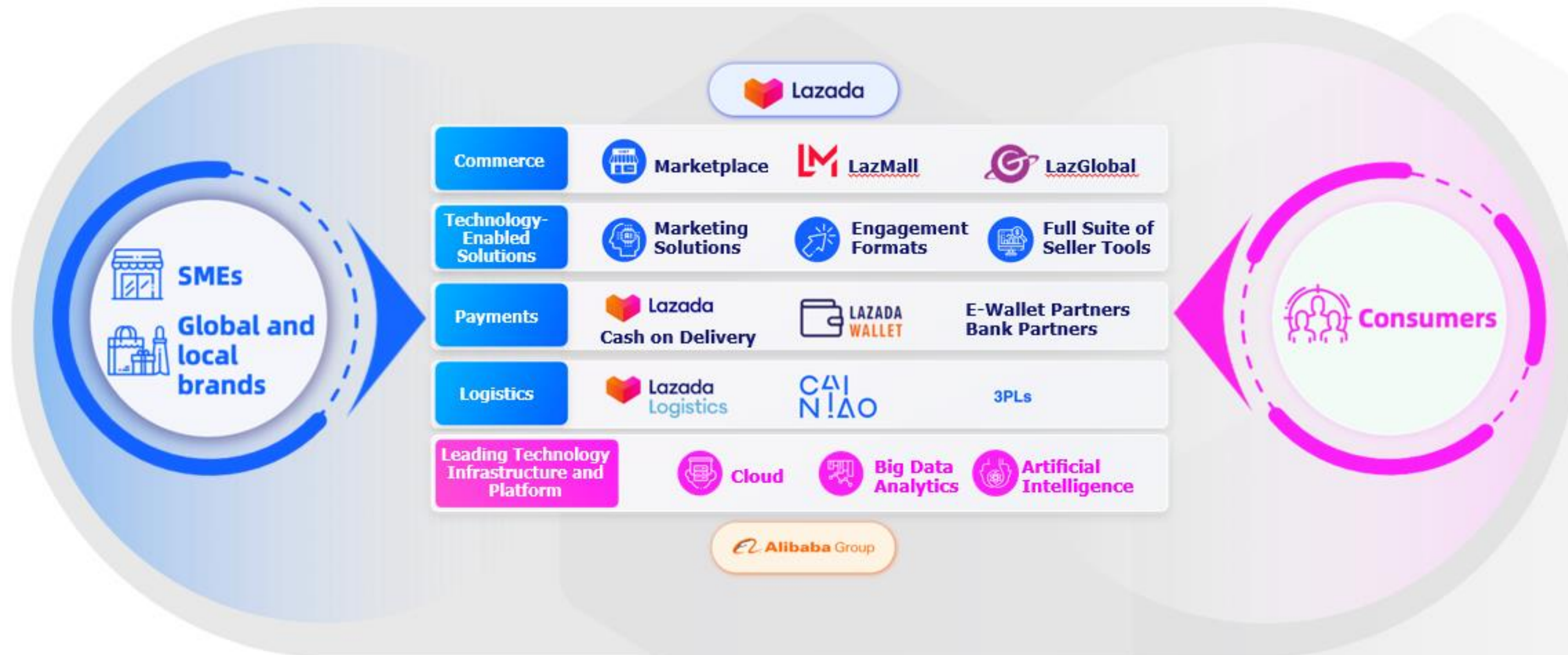
FOCUS SINGAPORE —

I settori di maggior successo e i comportamenti del consumatore online

Luca Barni, SVP Lazada Singapore



Our Comprehensive E-commerce Platform

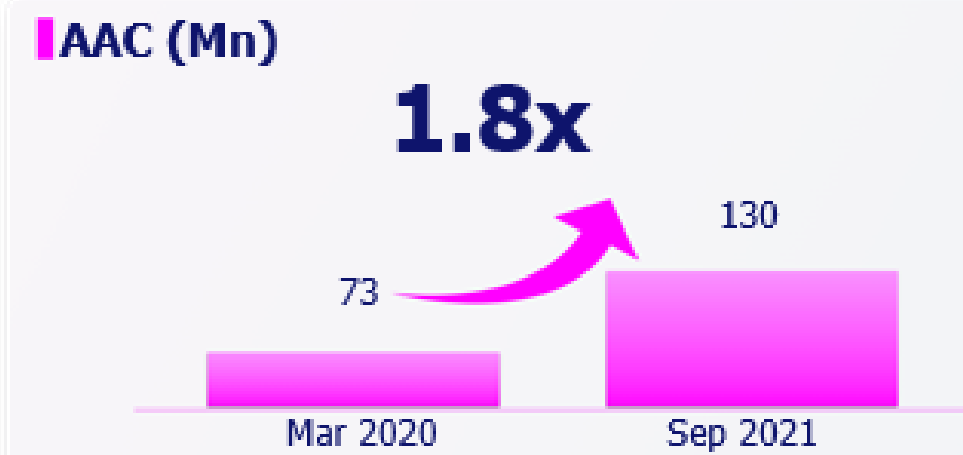


From Alibaba Investor Day Deck



We Have Achieved Rapid Growth at Scale

Large and expanding buyer base



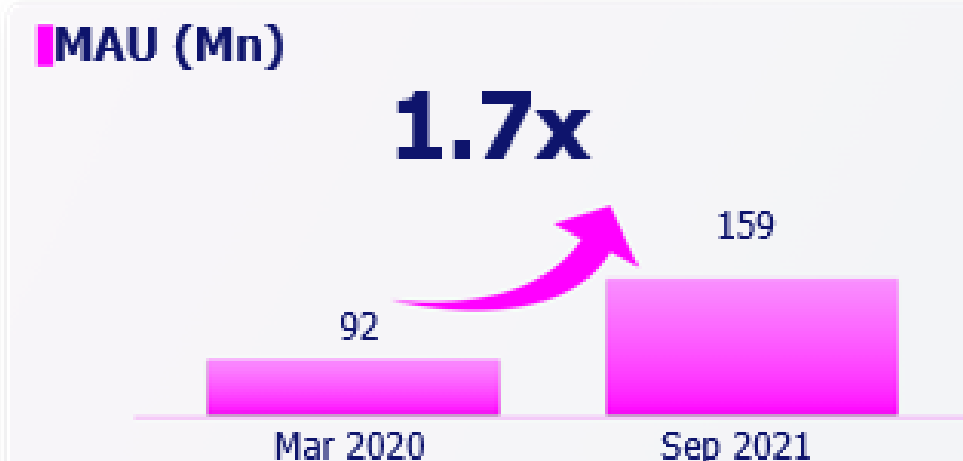
Significant Scale

US\$21Bn
LTM Sep 2021 GMV

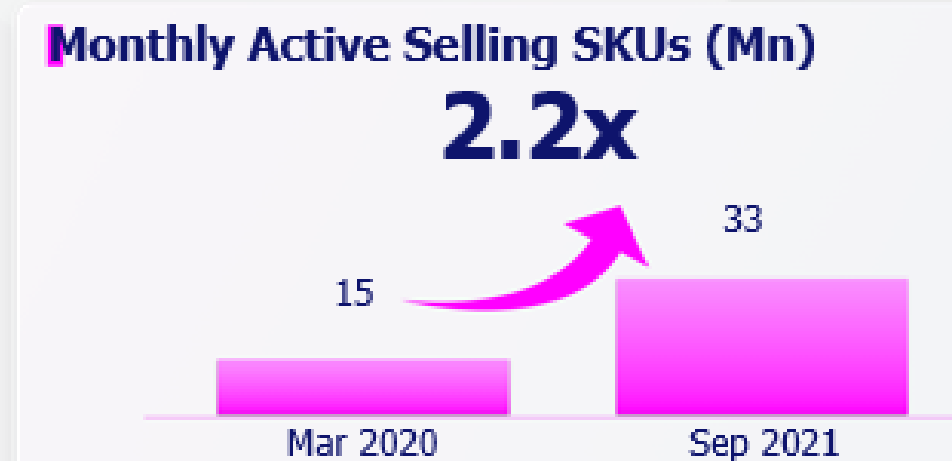
Rapidly Growing Seller Base



...With Robust and Quality Growth



60%+
NMV Growth(1)

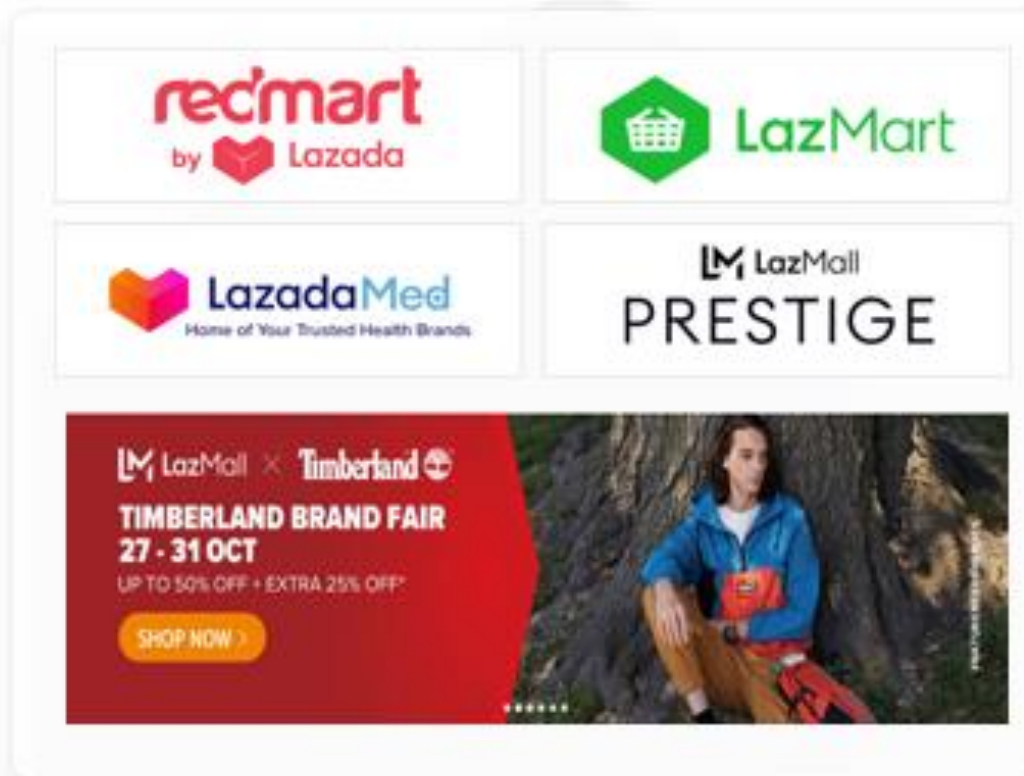
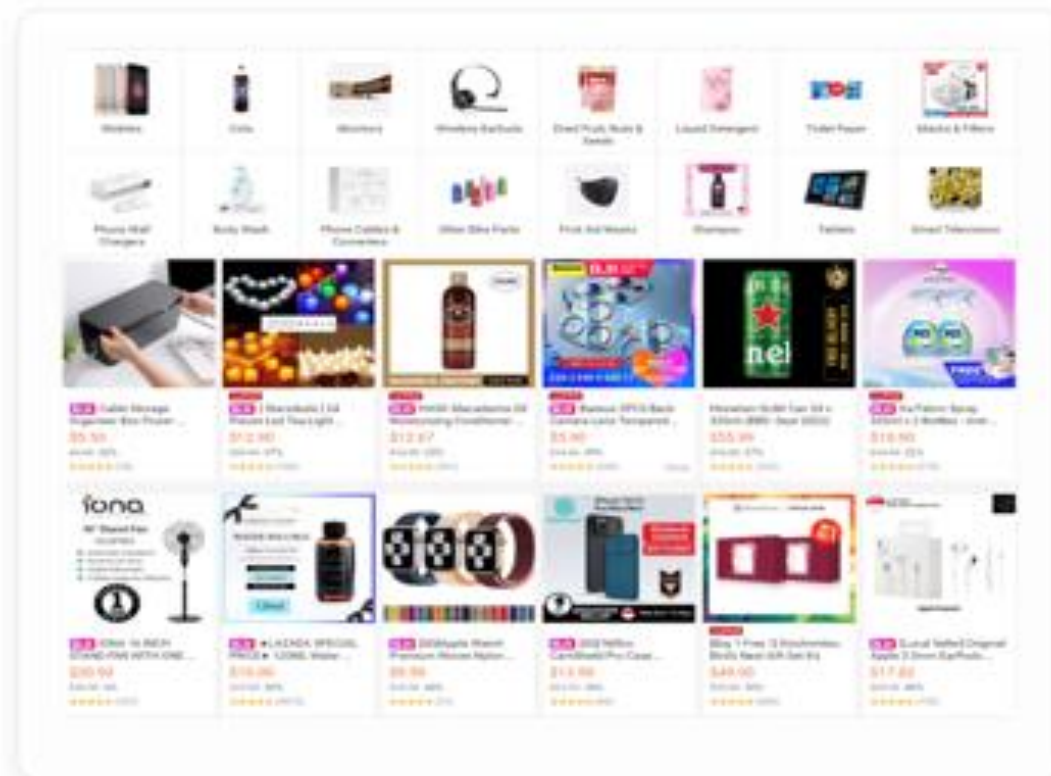


Note:
1. Growth of Net Merchandize Value According to Lazada Business Analytics for the Twelve Months Ended September 30, 2021; We Consider NMV To Be the Best Proxy for our Underlying Growth

From Alibaba Investor Day Deck



Buyers - comprehensive offerings for buyers



-  Engaging in-app experience
-  Mega campaigns and flash sales
-  Authentic and quality products
-  Value to price
-  Abundant assortment
-  Easy to shop
-  Best-in-class logistics services
-  Comprehensive payment solutions

From Alibaba Investor Day Deck



Engaging users with livestreaming & gamification

Laz LIVE



Closed Loop for in-App

The Only E-commerce platform In Southeast Asia offering the "See-Now-Buy-Now" feature



Showcase Products Real-Time



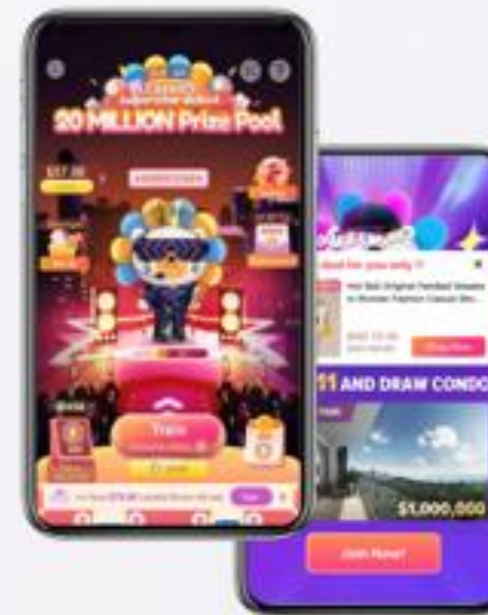
Reach Out to New Consumers To Build Loyalty



Tap Into Consumers' Behavior Patterns

> **18Mn Views** (1)
On Lazlive On 11.11 In 2021

+ **187%** (2)
YoY GMV Growth From Use of LazLive on 11.11 in 2021



Campaign Games
Engaging Games To Win Prizes

Goal: Traffic Amplifier
Drive Traffic to More Brands

In-Game Brand Exposure
Leverage Game Scene for Partnerships With Brands & Sellers



Coins Games
Games To Earn Points for Vouchers

Sense of Surprise
Incentivize Users to Places Orders

Channel For Viral Marketing
Expand the Popularity of Businesses Through Messaging & Sharing

Note:

1. In-App Page Views Through LazLive Channel, on 11.11 Campaign, 2021 According to Lazada Business Analytics for November 11, 2021

2. Increase in GMV Guided From LazLive Channel, on 11.11 Campaign 2021 Over 11.11 Campaign 2020, According to Lazada Business Analytics for November 11, 2021 and November 11, 2020

From Alibaba Investor Day Deck



Our Perspectives Towards the Market



From Alibaba Investor Day Deck

Esportare >> in Digitale



Grazie



CONTATTI —

Luca Barni, SVP Lazada Singapore

luca.barni@alibaba-inc.com

luca.barni@lazada.sg