**Lazada’s 11.11 is Back with the Biggest One Day Sale**

**that Continues to Redefine the Shopping Experience**

*Revealing 11 billion worth of vouchers, millions of deals nationwide, and incredible discounts from sellers and brands on everything from beauty essentials to dream cars*

*Redefining the in-app shopping experience with new Shoppertainment features*

**Jakarta, 5 Nov 2019 –** 11.11, the most anticipated festival for savvy shoppers in Indonesia is here and Lazada is ready to make this year’s the biggest one day sale festivity yet. Delivering 11 billion worth of vouchers, 11 million worth of exclusive deals, an incredible assortment across multiple categories, new *shoppertainment* features, and an end-to-end shopping experience – all enabled by Lazada’s world-class technology and leading logistics network. Lazada’s 11.11 is not just about getting the best deals but also about redefining the shopping experience for Indonesia’s customers.

Lazada, Southeast Asia’s leading eCommerce platform, was first to bring the shopping festival concept to the region in 2012 starting with 12.12 in Indonesia, and continues to drive retail innovation across its six markets, with 11.11 as its flagship shopping festival.

**“**11.11 for us is all about creating a sense of seasonality, festivity and new traditions in the region and in Indonesia. This is the annual online shopping event that both consumers as well as brands and sellers anticipate and prepare for every year,” says Monika Rudijono, Chief Marketing Officer of Lazada Indonesia, during the 11.11 Lazada Press Conference, at Ritz Carlton, Jakarta (5/11).

With a wider selection and more sellers and brands than ever before, Monika added that this year’s 11.11 will further supercharge Lazada’s triple-digit year-on-year growth in orders across the region, further strengthening Lazada’s position as the lifestyle destination and platform of choice for customers, brands, and sellers.

**Shoppertainment brings more fun ways to shop, play and stay during 11.11**

On the eve of the biggest one-day sale, the Lazada Super Show will be livestreamed on the Lazada App and broadcast ‘live’ on SCTV on November 10th, 2019 at 22.30 to midnight. The star-studded variety show will be a countdown to the biggest one-day sale and will mark the debut of an interactive Voucher Rain segment, where viewers can use their Lazada app to collect exclusive 11.11 vouchers in real-time.

Consumers can also look forward to new LazGames including Moji-Go, Lazada’s first ever in-app facial recognition game, and LazCity Wonderland which enables consumers to build virtual cities and collect special brand vouchers. Lazada’s in-app livestreamed gameshow GUESS IT! King returned yesterday on 4 November 2019, and has set a new livestreaming record for Southeast Asia with more than 1.1 million views in a single four-hour episode and featuring our Must-Buy products and local personalities. In Indonesia alone, we achieved over 634,000 views.

For the first time, Lazada has also rolled out a countdown playbook of daily activities since the 1st of November, with Group Missions to make shopping a truly social event and fun ways to unlock opportunities, earn vouchers and win a total of over IDR 700 million worth of prizes, including daily prizes of IDR 11 million and the grand prize of 111 million on 11.11.

“Lazada strives to be a lifestyle destination, pioneering *Shoppertainmen*t in the region to build an engaging shopping experience for consumers that goes beyond transactions. We care about how our customers spend their time on our app, and are continuously introducing new features that enhance user engagement and better deliver the end-to-end shopping experience,” said Monika Rudijono.

**Unbeatable Savings for Must-Buy Products and Exclusive Deals**

Lazada is home to hundreds of leading international and local brands ranging from beauty, fashion, home and living, and automotive categories, all of which will deliver numerous exclusive deals available only on Lazada during 11.11. This year’s 11.11 also features Lazada’s recently launched Style Space, an in-app fashion channel that connects Indonesian customers to their favorite local designers.

“Indonesians have embraced 11.11 as the smart way to check off their shopping must – buy and stock up on all of their essentials – whether it’s to kickstart their dream business, for a well-deserved holiday, for the kitchen, or to purchase their dream car, all of which are available on our Lazada marketplace and virtual mall LazMall. During Lazada’s 11.11 festival, we will deliver unbeatable deals and access to exclusive new products across all categories from merchants and brands on LazMall,” said Haikal, Bekti Anggora, SVP Traffic Operations, Lazada Indonesia.

***Best end-to-end shopping experience***

Lazada aims to bring the best end-to-end shopping experience with free shipping deals available throughout 11.11. During the biggest one-day sale of the year, Lazada’s ecosystem in Indonesia will be activated to manage peak-order volumes, with 9 fulfilment centers across 5 major cities, 2 sorting centers, 74 last-mile hubs, over 8,000 couriers in our LEX network and an extensive network of Collection Points across the nation.

For added convenience this 11.11, Lazada shoppers can choose from more than 100 PopBox self-service parcel pick-up locations at multiple Collection Points in the Jabodetabek area as their delivery destinations instead of home or office addresses. Additional PopBox collection points cities across Java and Bali to be launched soon after.

“By controlling the logistics and supply chain, we are uniquely positioned to level up the end-to-end online shopping experience with the support of our leading infrastructure,” said Ferry Kusnowo, Chief Customer Experience Officer, Lazada Indonesia.

With the full power of its logistics, technology and payments ecosystem, Ferry added, Lazada continues to redefine the online shopping experience year on year, from pre-purchase to the in-app experience to after they receive their packages. Lazada expects to set new records yet again this 11.11.

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**About Lazada Indonesia** - Founded in 2012, Lazada Group is the leading eCommerce platform in South East Asia. We are accelerating progress in Indonesia, Malaysia, the Philippines, Singapore, Thailand and Vietnam through commerce and technology. With the largest logistics and payments networks in the region, Lazada is a part of our customers’ daily lives in the region and we aim to serve 300 million shoppers by 2030. Since 2016, Lazada is the Southeast Asia flagship platform of the Alibaba Group powered by its cutting-edge technology infrastructure.

Lazada Indonesia itself won the Platinum Award as the best e-Commerce choice of Indonesian consumers in the Business to Customer (B2C) category from IDEA in 2016. Lazada also won the Wow Brand award as the best Brand for e-commerce from Marketeers in early 2017. Lazada Indonesia was also asked by Line as an official account with the best campaign. Early in 2018 Lazada managed to get 3 awards at once from Marketeers as: Branding campaign of the year for Above the Line category, Branding campaign of the year for Digital category & 2018 Brand of the year for E-commerce and marketplace categories.