

PRESS RELEASE

Lazada Singapore Moves Entire Warehouse Operations to SingPost's Regional eCommerce Logistics Hub



SINGAPORE, 17 May 2017 – Lazada, the leading online shopping destination in Southeast Asia, and Singapore Post Limited (“SingPost”), the country’s postal and eCommerce logistics service provider, today announced that Lazada Singapore has moved its warehouse operations to SingPost Regional eCommerce Logistics Hub in Tampines Logistics Park.

With investments by Alibaba in both companies, the move allows Lazada and SingPost to leverage on each other’s strengths to meet rising eCommerce demand in Southeast Asia. This combination of strengths in eCommerce and logistics will enable both companies to be in a leading position in the industry to serve a wider spectrum of customers, both in Singapore and the region. This also emphasises Lazada’s aim to work together with the wider eCommerce ecosystem in Singapore.

“Moving Lazada Singapore’s entire warehouse operations to the SingPost Regional eCommerce Logistics Hub is the next natural step as we seek closer integration with our partners to better serve the needs of Singapore customers,” said Alexis Lanternier, CEO of Lazada Singapore. “With the recent launch of 99SME, our local sellers have access to more than 3.5 million monthly visitors in Singapore. Moving forward, we can help them expand and sell regionally.”

SingPost Regional eCommerce Logistics Hub consolidates and integrates both warehousing and delivery hub capabilities into one building. With an integrated, end-to-end solution housed in one building, SingPost is able to provide Lazada with improved efficiency, resulting in a faster turnaround time.



Lanternier added: "This also adequately prepares us for the Great Singapore Sale starting 6 June, and we are bringing in more brands than ever before, local and global. Customers can shop more with the confidence that their orders will be processed and delivered faster."

Mr Sam Ang, Executive Vice President of SingPost, and CEO of Quantum Solutions International said: "Technology plays a big part in our Regional eCommerce Logistics Hub, increasing productivity and efficiency. This collaboration sees Lazada's eCommerce platform and SingPost's end-to-end logistics capabilities coming together and it will result in scale and efficiencies for both of us."

"Better still, these efficiencies will help the SME eTailers that are connected with the Lazada platform to strengthen their competitiveness in the eCommerce market domestically and internationally. We look forward to working with Lazada and supporting them as they grow in Singapore," added Ang.

About Singapore Post Limited

For over 150 years, Singapore Post (SingPost) as the country's postal service provider, has been delivering trusted and reliable services to homes and businesses in Singapore.

Today, SingPost is pioneering and leading in eCommerce logistics as well as providing innovative mail and logistics solutions in Singapore and around the world, with operations in 19 markets.

Building on its trusted communications through domestic and international postal services, SingPost is taking the lead in end-to-end integrated and digital mail solutions. The suite of SingPost eCommerce logistics solutions includes front end web management, warehousing and fulfilment, last mile delivery and international freight forwarding.

About Lazada Group

Lazada Group operates Lazada, Southeast Asia's number one online shopping and selling destination, with a presence in Indonesia (www.lazada.co.id), Malaysia (www.lazada.com.my), the Philippines (www.lazada.com.ph), Singapore (www.lazada.sg), Thailand (www.lazada.co.th) and Vietnam (www.lazada.vn). Launched in March 2012, Lazada is pioneering eCommerce in the region by providing customers with an effortless shopping experience with multiple payment methods, including cash-on-delivery, extensive customer care and easy returns. Lazada features a wide product offering in categories, ranging from consumer electronics to household goods, toys, fashion and sports equipment. Lazada offers brands and sellers a marketplace solution and an ecosystem of partners providing direct access to about 560 million consumers in six countries online.

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