



VIETNAM E-COMMERCE NEED FOR SPEED

By Alexandre Dardy – CEO Lazada Vietnam

Indonesia

Malaysia

Philippines

Singapore

Thailand

Vietnam

Perspective on E-commerce



\$ 4.07B

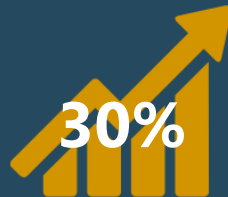
Vietnam eCommerce revenue in 2016



47M

**INTERNET
CUSTOMERS**

45% of Vietnam
internet users



30%

**GROWTH
RATE**

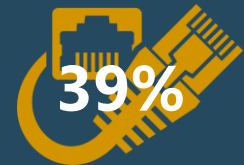
Average YOY growth from 2015 - 2020



39M

**MOBILE INTERNET
USERS**

Number of Smartphones with Internet
connection 2016



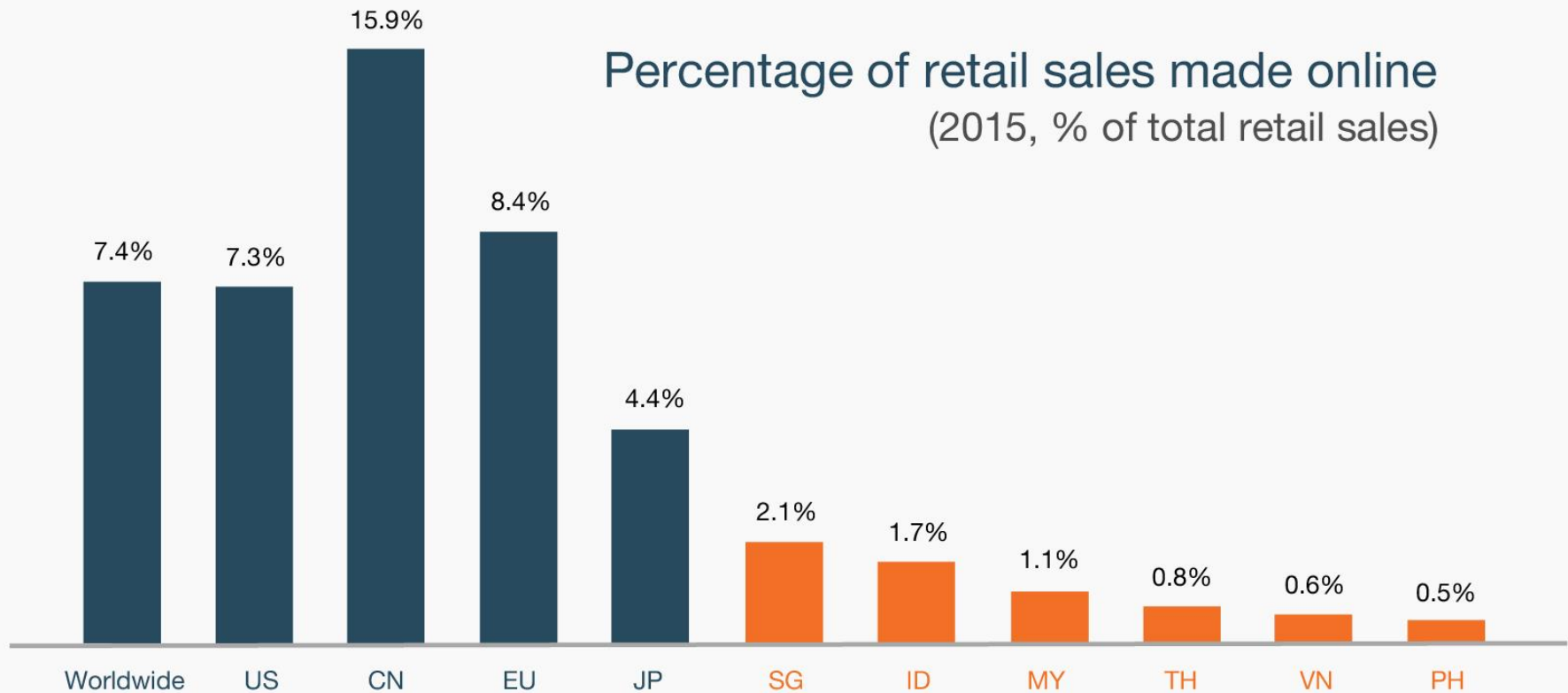
39%

SHOPPING ONLINE

% of internet users
Shopping online 2016

ECOMMERCE IS STILL IN ITS **INFANCY**

Percentage of retail sales made online
(2015, % of total retail sales)



GDP growth

+6% YoY, it \$260bil in 2020



Consumer Confidence

Top 10 countries in the world



Large Population

96.5bil in 2020



More Connection

+65mil internet user by 2020



Smartphone Penetration

Expect to hit 70% population

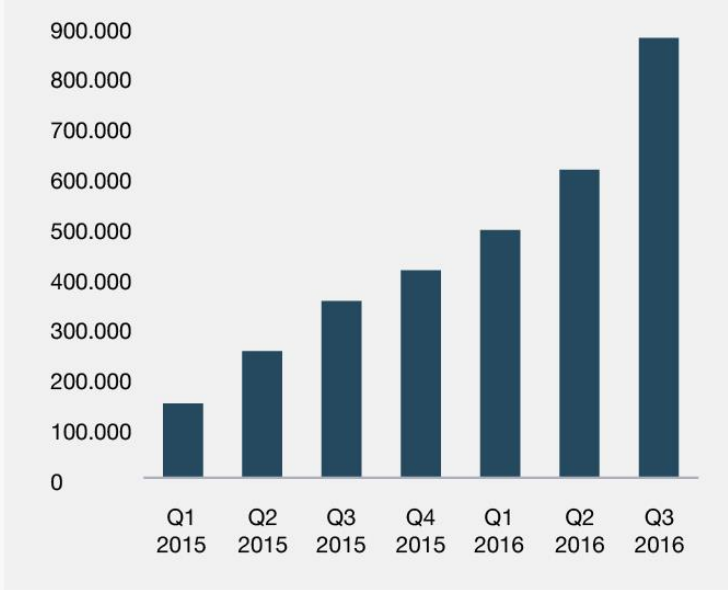


Increase Income

In 2020, +26% vs. 2017



UNLIMITED ASSORTMENT, ACCESSIBLE WHEREVER YOU ARE



| Location type | Population % | Examples | # SKUs for a Key Retailer | # SKUs Lazada |
|---------------|--------------|---|---------------------------|---|
| Tier 1 | 17% | Hanoi & HCMC | 3000 | <div> <div>↑</div> <div>900.000</div> <div>↓</div> </div> |
| Tier 2 | 10% | Can Tho, Danang, Bien Hoa... | 2000 | |
| Tier 3 | 3% | Province: Vinh Long | 1500 | |
| Tier 4 | 70% | Province mid size town (Cai Lay, Duc Hoa) | X | |



The Growth of M-Commerce



CELLPHONE



98%

we
are
social

SMARTPHONE



72%

Google

LAPTOP &
DESKTOP



44%



TABLET



14%

SHOP ONLINE



global
web
index

39%

SHOP ON
COMPUTER



29%

SHOP ON MOBILE/
TABLET



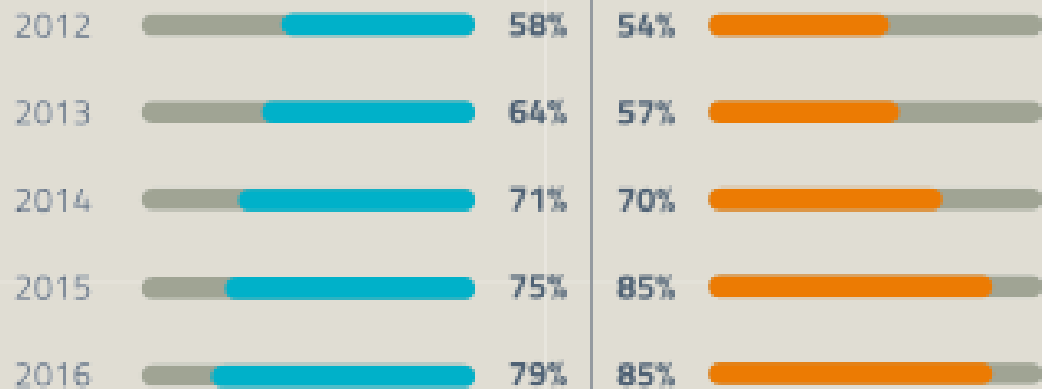
global
web
index

29%

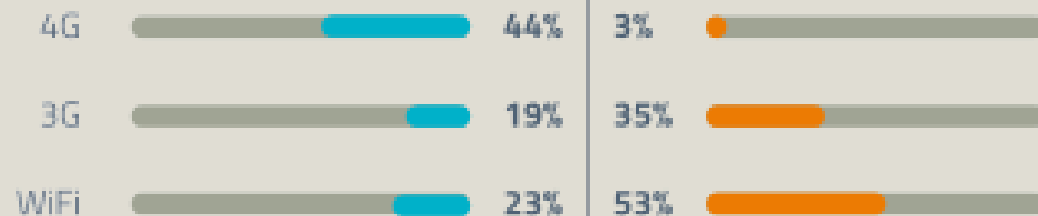
Global

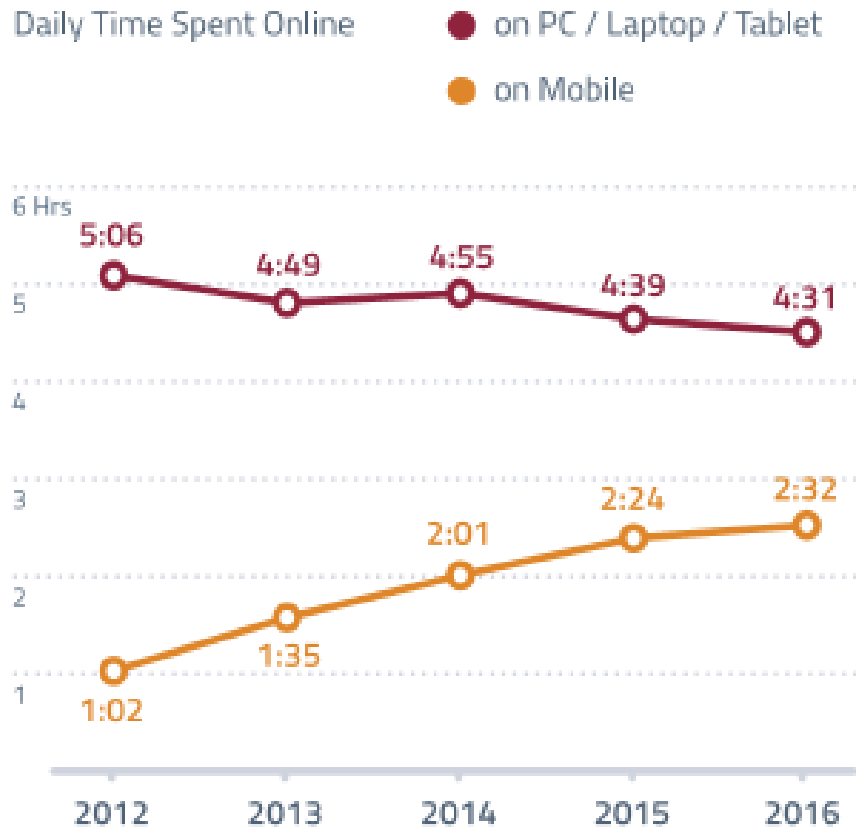
Vietnam

Online via Mobile | % going online via a mobile



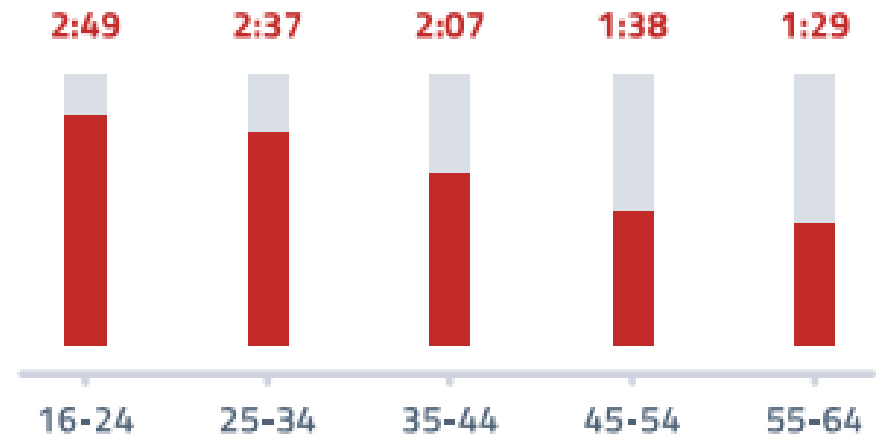
Mobile Connection Type | % who most often use the following





TIME ONLINE ON MOBILE BY AGE

Number of hours:mins per day typically spent online via mobile

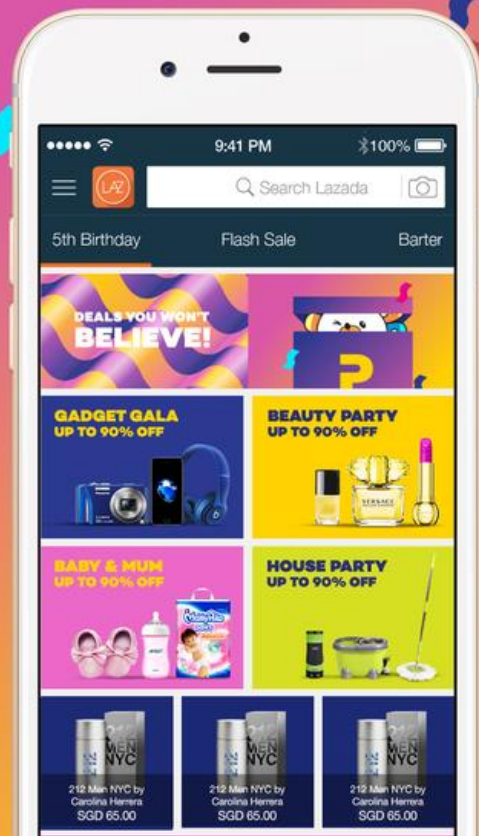


LAZADA HAS LAUNCHED OUR APP SINCE 2013

LAZADA
•VN



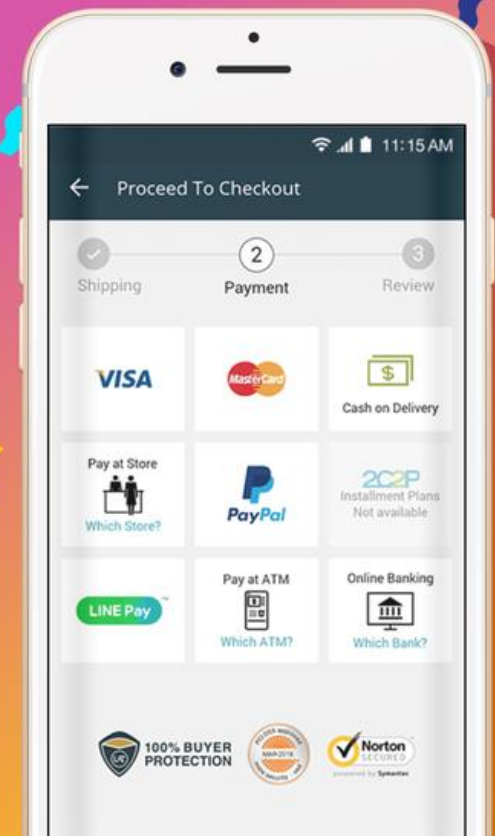
#1 ONLINE
SHOPPING DESTINATION



SNAP N' GRAB EVERYTHING WITH
IMAGE SEARCH

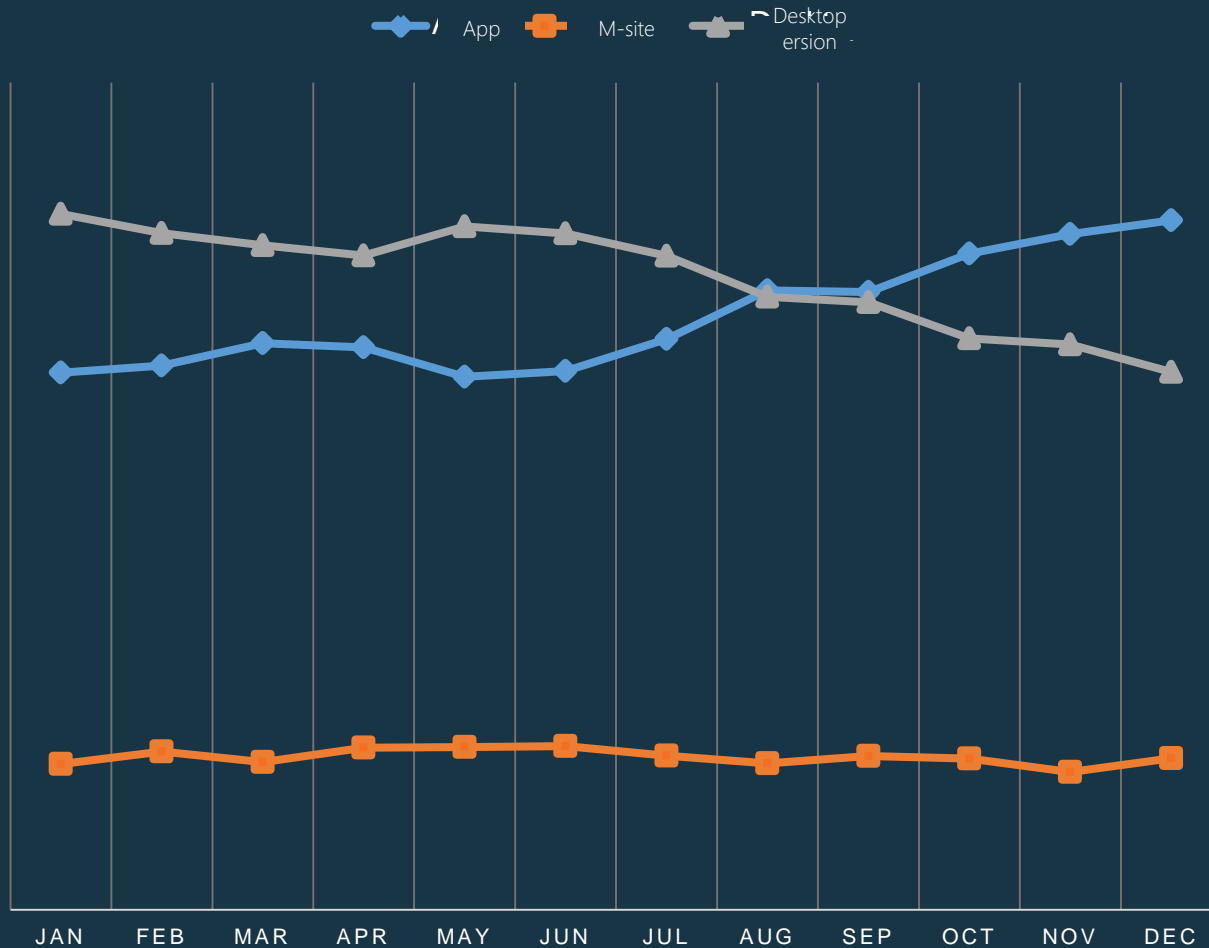


PAY THROUGH SAFE
AND **SECURE** METHODS

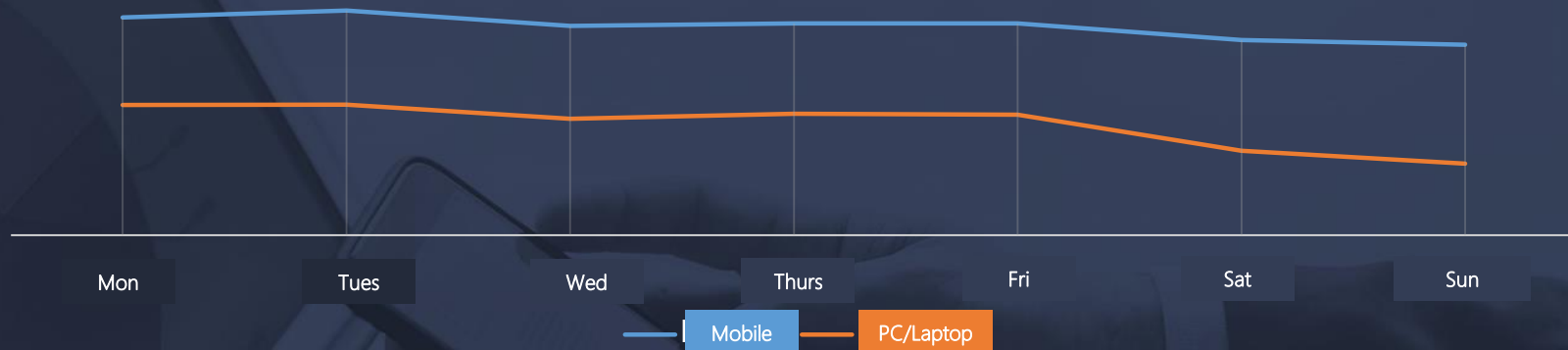


NOW, MOBILE CONTRIBUTES MORE THAN 70% OUR BUSINESS

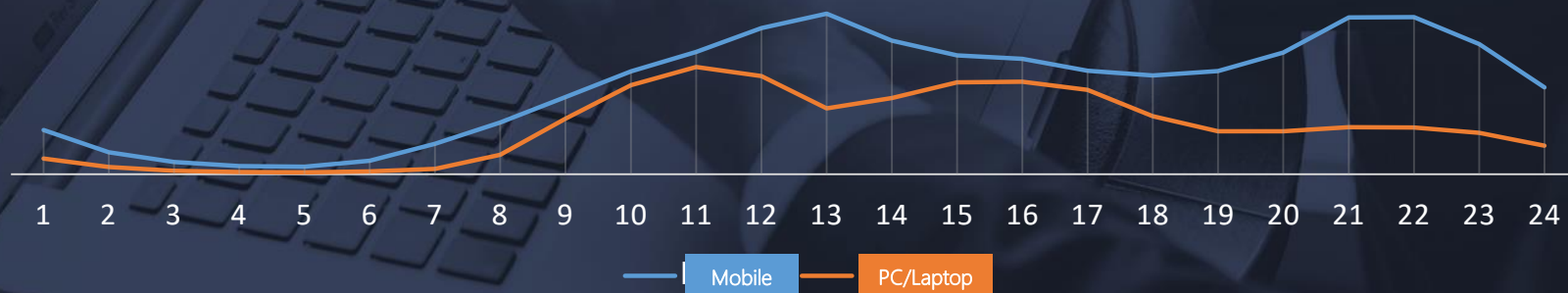
ORDER DISTRIBUTION BY PLATFORM



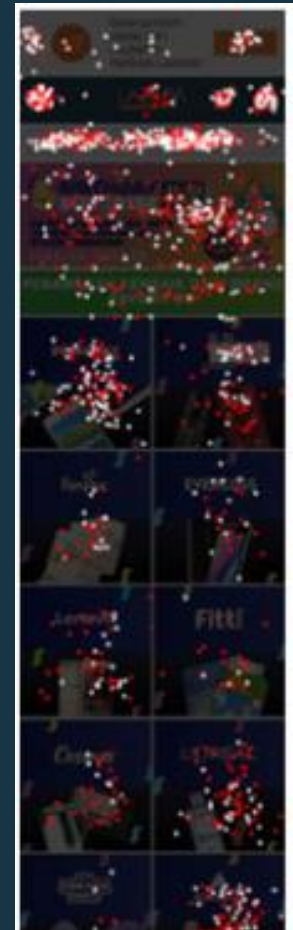
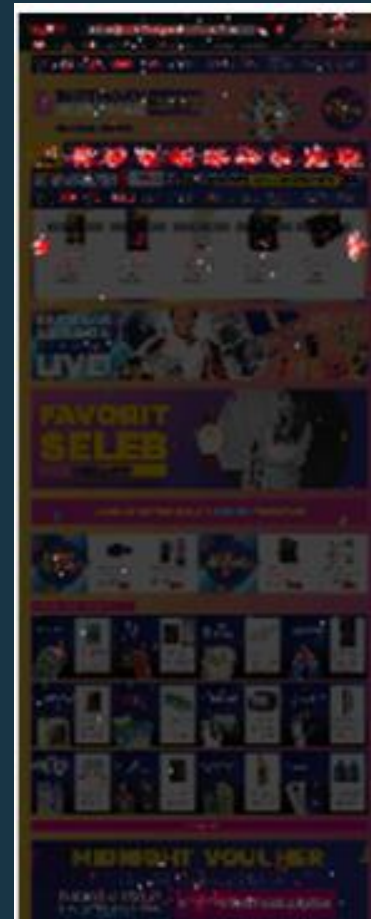
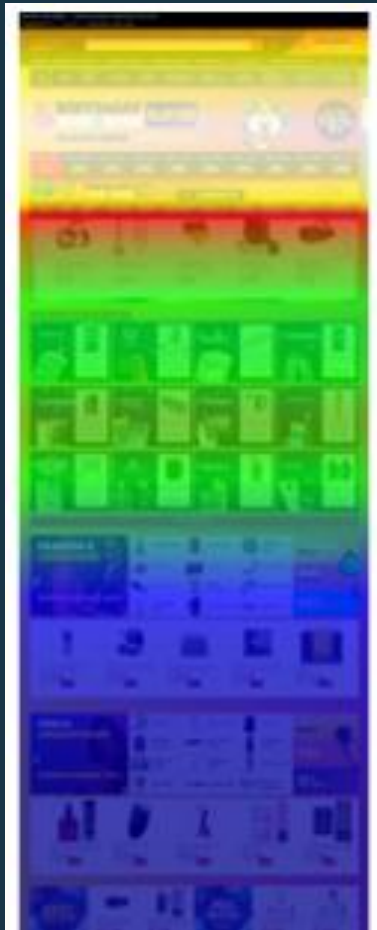
of Order on Mobile vs PC/ Laptop – Days of the week –



of Order on Mobile vs PC/ Laptop – Hours of the day –

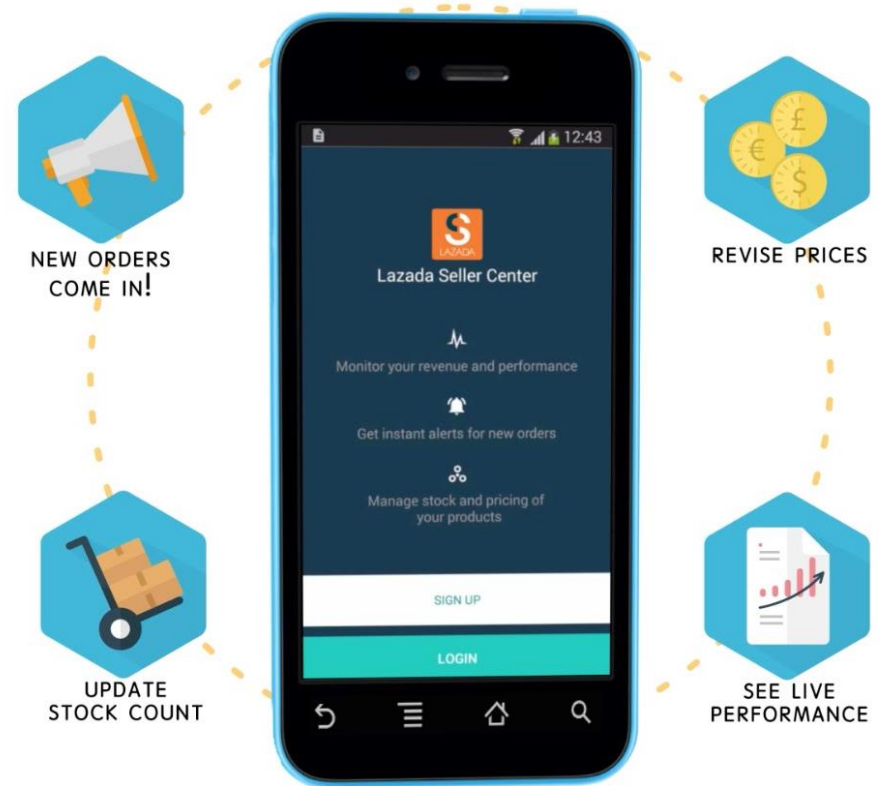


MOBILE vs PC/LAPTOP



NOT JUST FOR CONSUMERS, WE ALSO HAVE APP FOR SELLERS

LAZADA
•VN





Mobile internet penetration is increasing.
Faster and Cheaper.

3G/4G hit +60% penetration by 2020



Mobile payment is growing fast.

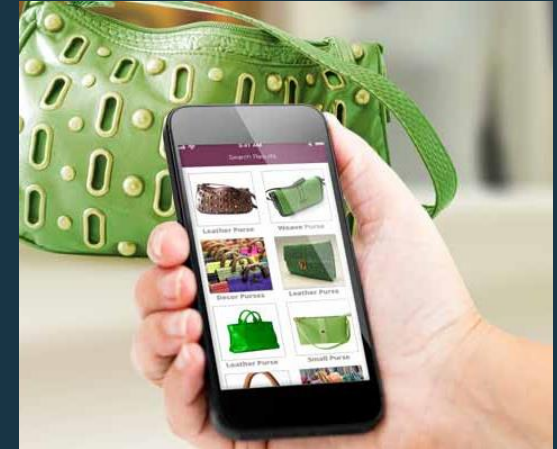
+15% online payment by 2020



Location Promotion



Voice Shopping



Virtual Search



Livestreaming



Virtual Reality



Barcode Shopping

Thank you!



LAZADA
GROUP