

# 03 INTRODUCTION TO LM LazMall

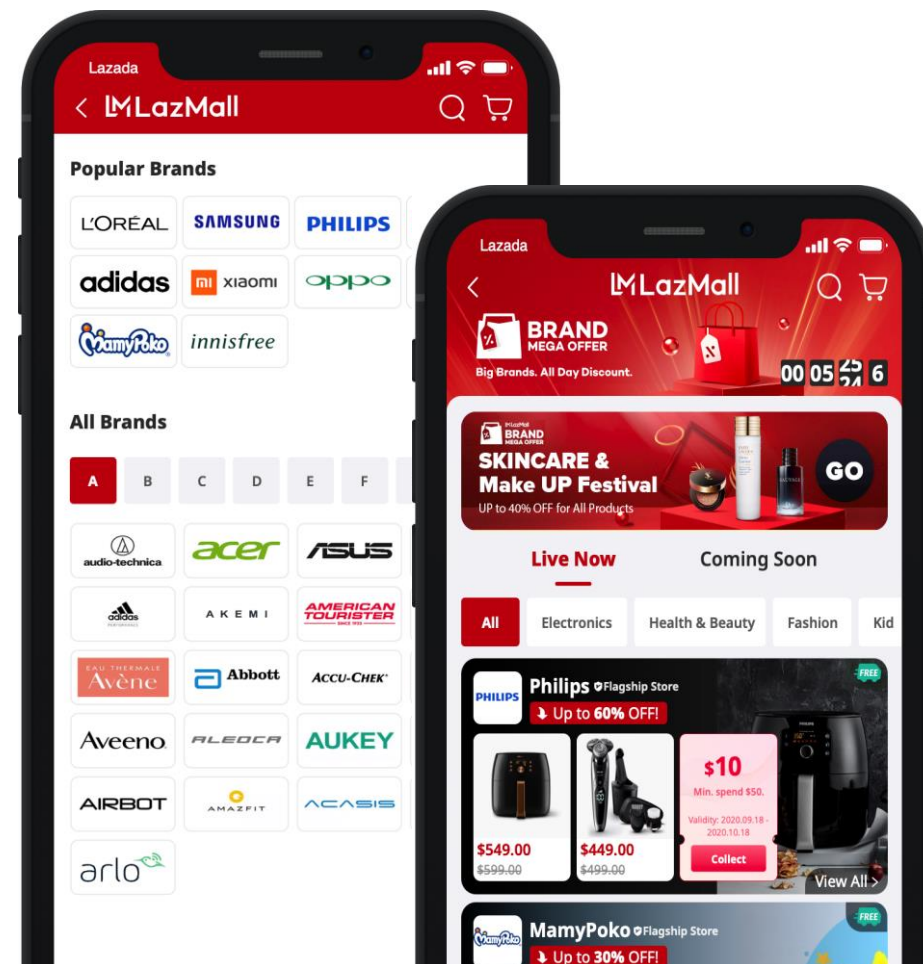
# What is LazMall?

## LAZMALL IS A CURATED SELECTION OF:

- Leading International and Local Brands
- Top-rated Online Brands
- Authorized Brand Distributors
- Reputable Retailers and Resellers

## SHOPPING ON LAZMALL IS THE HIGHEST-QUALITY ONLINE SHOPPING EXPERIENCE YOU CAN GET

- Just like shopping at your favourite department stores & online brands – all in one place!





# LazMall | The Largest Mall in Thailand ...and Growing

## BRAND PRESENCE



Brands on LazMall

## GMV GROWTH



Monthly GMV on  
LazMall

## INCREASING NUMBER OF BUYERS



Of Total Buyer  
Purchases on LazMall

Notes :

1. Monthly data as of June 2020 vs June 2019

## LazMall's Value Propositions



### **Authentic**

Guaranteed 100% genuine products



### **Branded Assortment**

Widest assortment of international and local branded goods



### **Attractive Promotions & Discounts**

Most competitive promotions during campaigns – 9.9, 11.11, Super Brand Day, etc.



### **Guaranteed Delivery & Better Return Experience**

Return policy (15-days\*) and guaranteed delivery promise all year round

# Benefits of Being a LazMall Seller



## 1. Higher visibility & Improved findability

- Enjoy higher visibility on homepage and higher search ranking
- Exclusive access to “Golden Slots” for top ranking in relevant search results<sup>1</sup>
- 4 "Seller Picks" for LazMall sellers vs. 2 for regular Marketplace seller for free traffic boost for your selected products



## 2. Exclusive stamp of authenticity

- LazMall badge on all your products throughout the customer journey

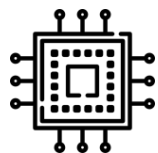


## 3. Participate in dedicated large-scale campaigns

- Inclusion in the brand-dedicated channel
- Exclusive access to dedicated LazMall campaigns and Mega Campaign barter program

<sup>1</sup>Qualified products only

## Benefits of Being a LazMall Seller



### 4. Access to Lazada's tech solutions

- Flexible Store Builder tool to customize your store to your brand
- Exclusive access to Marketing Solutions
- Data Intelligence (Business Advisor)
- Intellectual Property Protection



### 5. Leverage on Lazada's Logistics Network

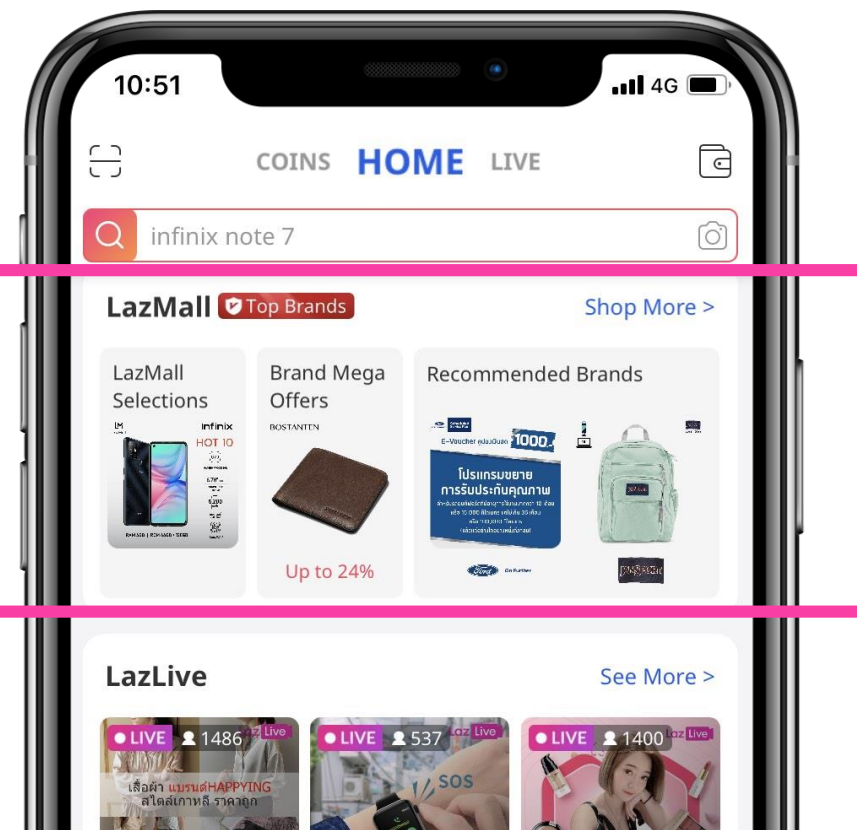
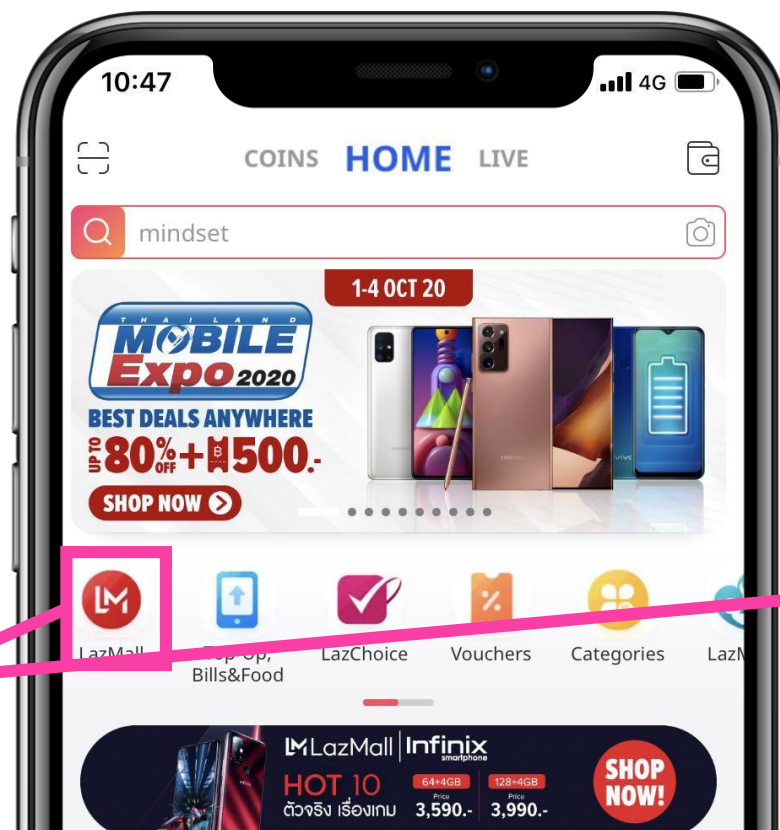
- All returns managed by Lazada via the Lazada warehouse
- Lazada has invested in a dedicated customer service team specifically for LazMall customers

# Dedicated Channel and Increased Visibility for Your Brands



## VISIBILITY

Inclusion in the brand-dedicated channel





# Golden Slots Ensure Maximum Visibility from Search & “Star Stores” Direct Traffic to Brand Stores via Search



LAZMALL EXCLUSIVE

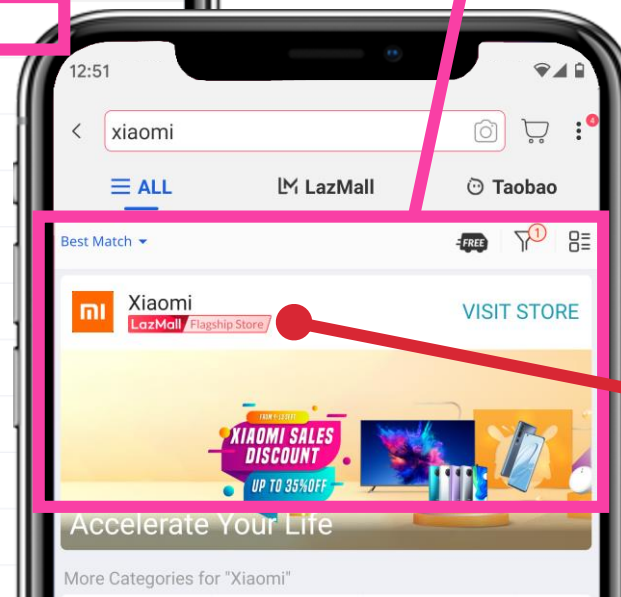
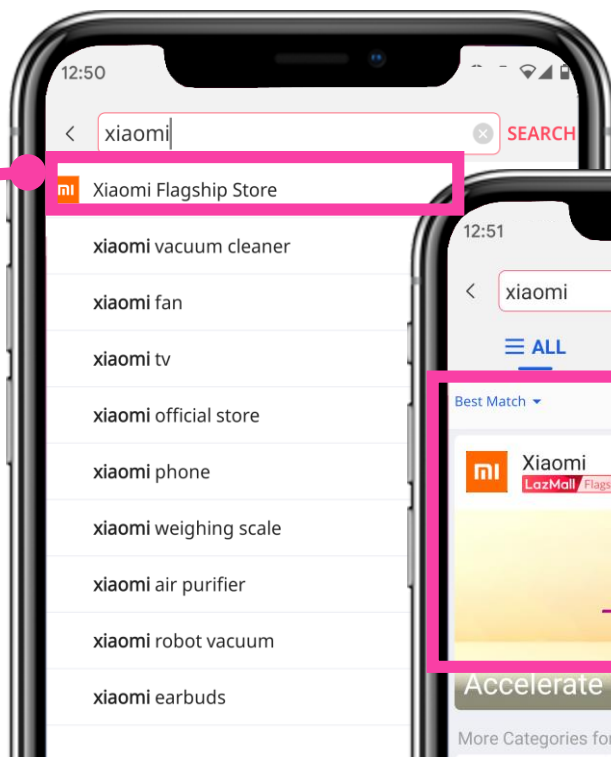
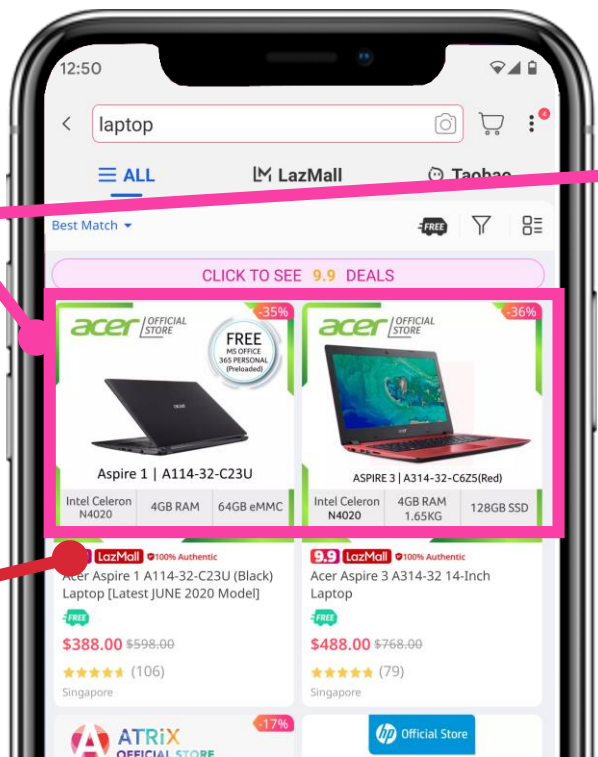
TRAFFIC BOOSTER

LazMall SKUs automatically prioritized in search results

AUTHENTICITY STAMP

LazMall 100% Authentic

At product level



LAZMALL EXCLUSIVE

TRAFFIC BOOSTER

Higher visibility on homepage and higher search ranking

AUTHENTICITY STAMP

LazMall 100% Authentic

At shop level

# Additional Seller Picks to Boost Best-selling Products on Search Page



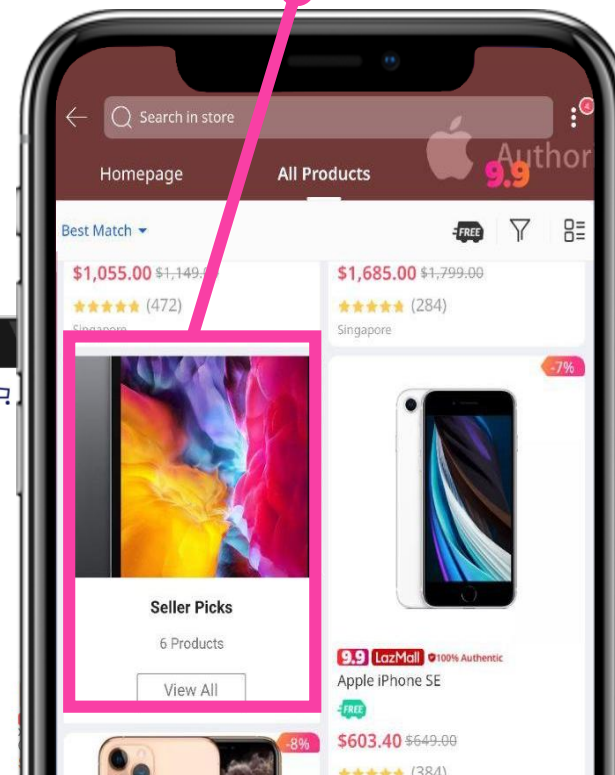
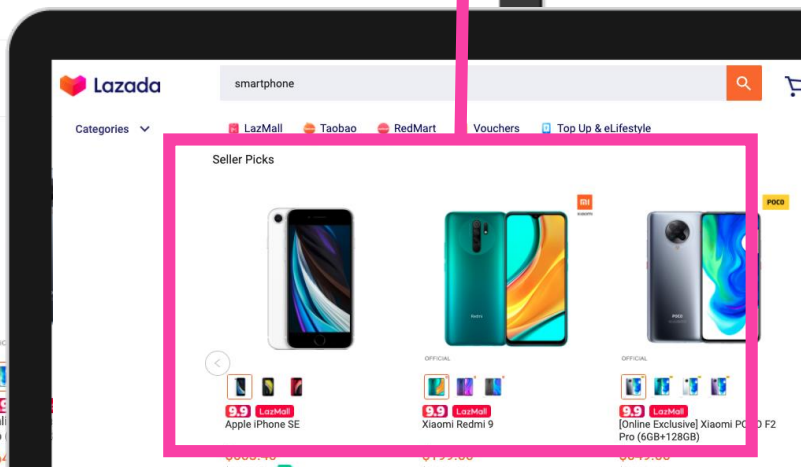
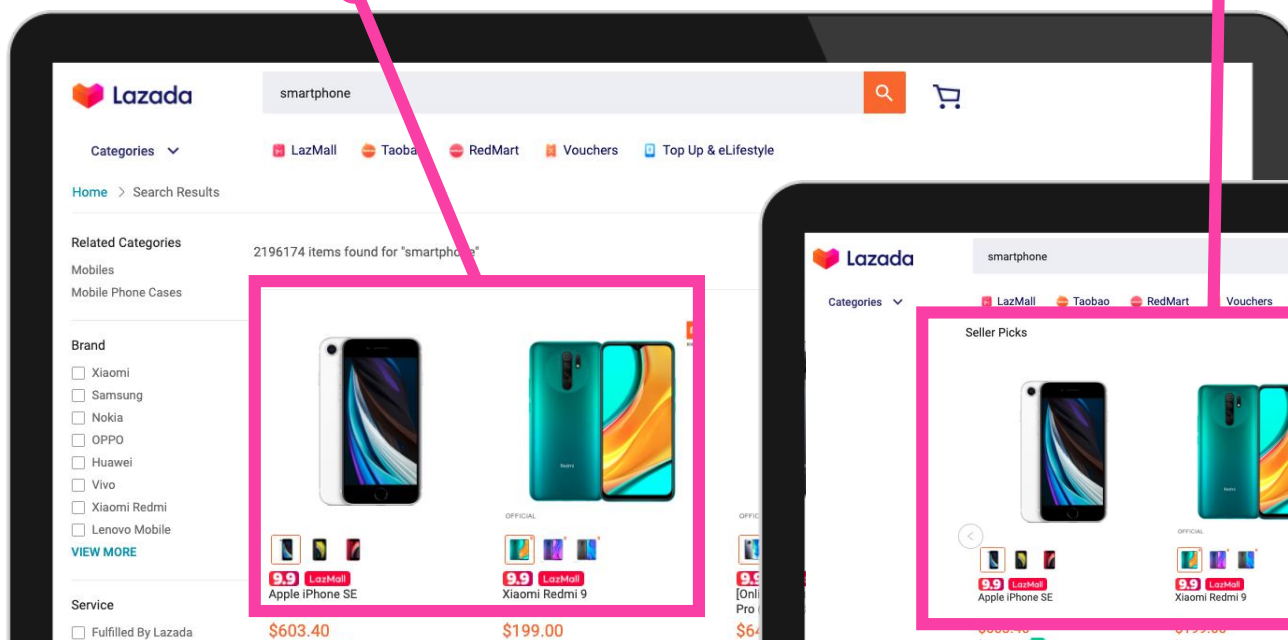
2x MORE SELLER PICKS FOR LAZMALL

TRAFFIC BOOSTER

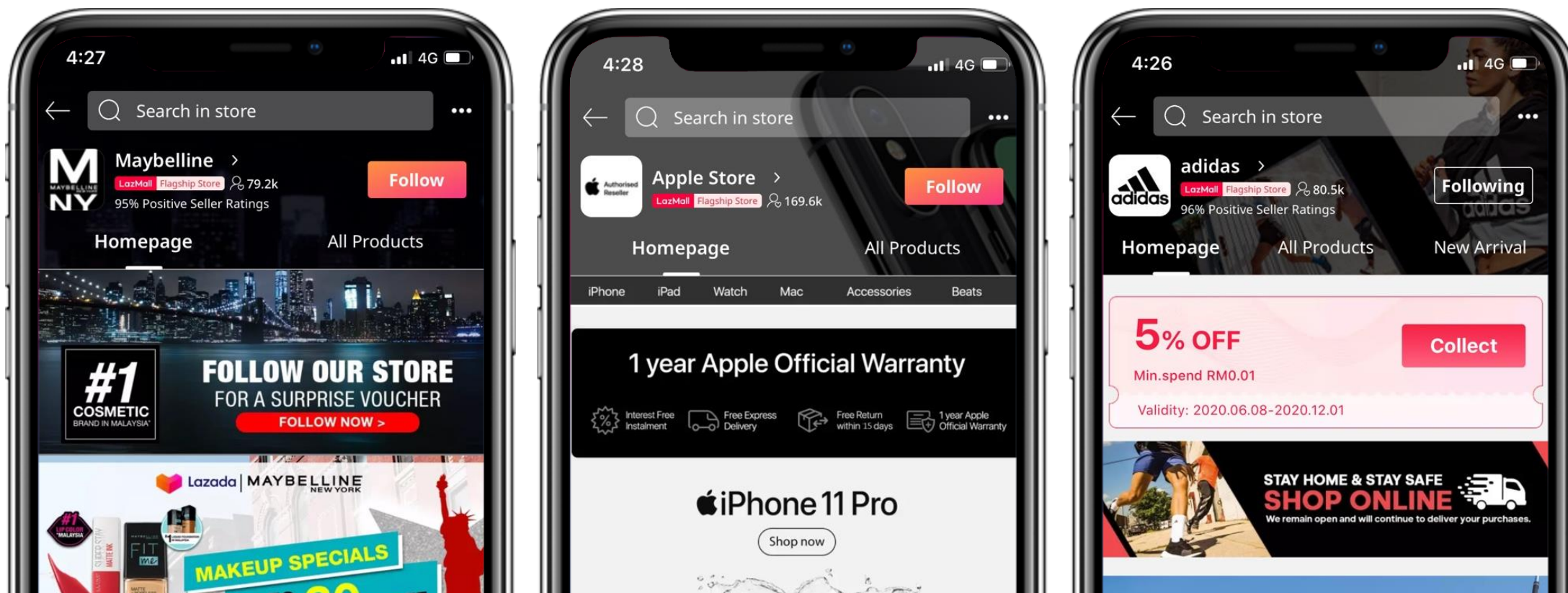
Seller picks rank higher in search results

Dedicated seller picks section at bottom of search result page

Card on seller's store page



# Store Builder Enables **Storefront Customization** to Match Your Brand Identity

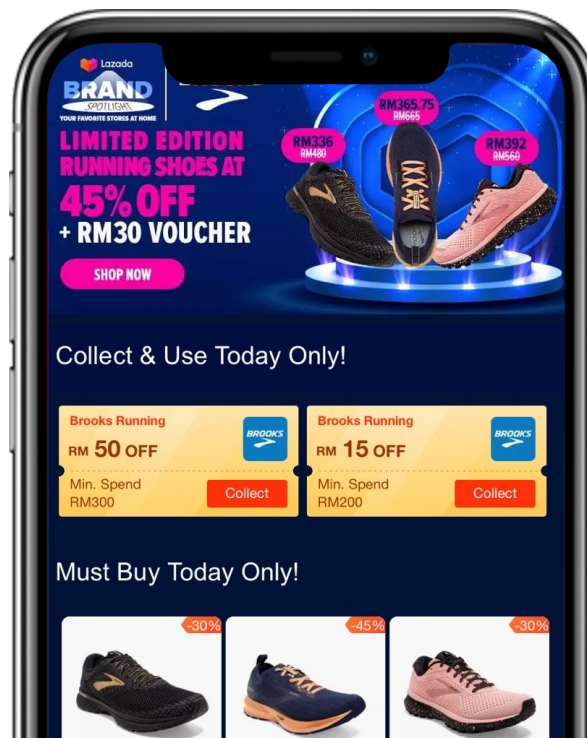


# Dedicated Campaigns for LazMall Sellers

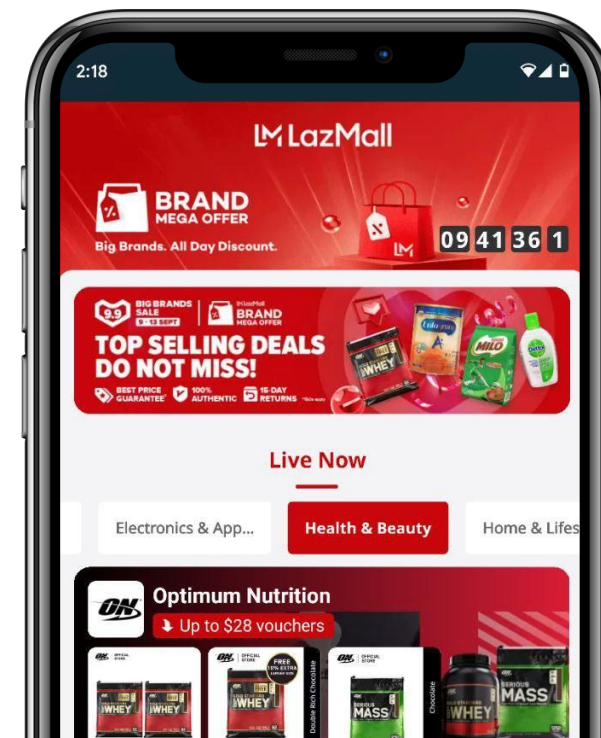
### Super Brand Day



### Brand Spotlight

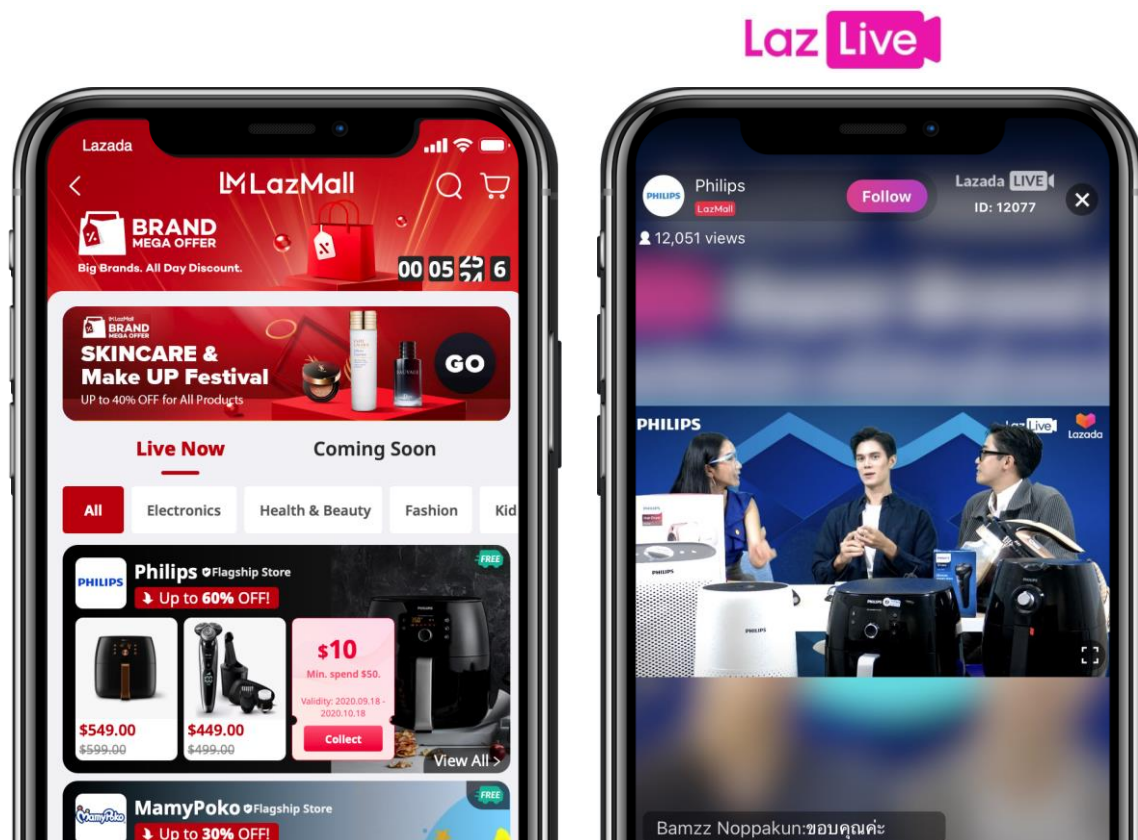


### Brand Mega Offers





# Enhanced Brand Mega Offer To Drive Daily Purchases



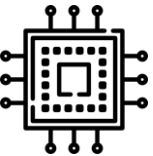
## Brand Mega Offer

### Daily Attractive Discounted Brand Deals

Shoppers can grab curated discounted deals from the top global and local brands that are made available for 24 hours only, camp for surprise store vouchers while enjoying livestreams by their favourite celebrities and KOLs

Enhancements include:

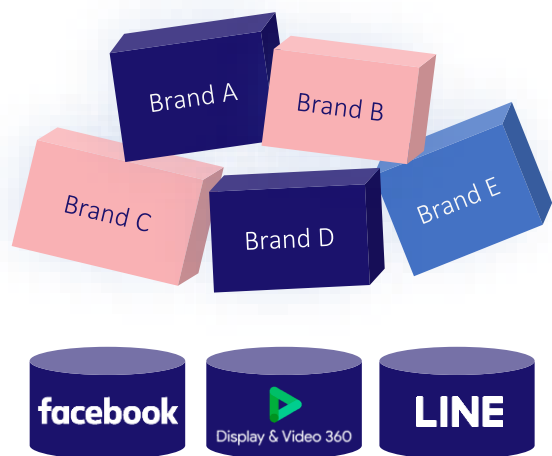
- Countdown timer to drive stronger urgency to check out
- 'Coming Soon' to preview upcoming deals
- Voucher and promotion mechanic features



# Be Invited to **Co-market with Us** and **Build Your Brand Share of Voice with Our New Marketing Solutions**

## Earn Partner Points

## Redeem Partner Points



Drive external traffic to



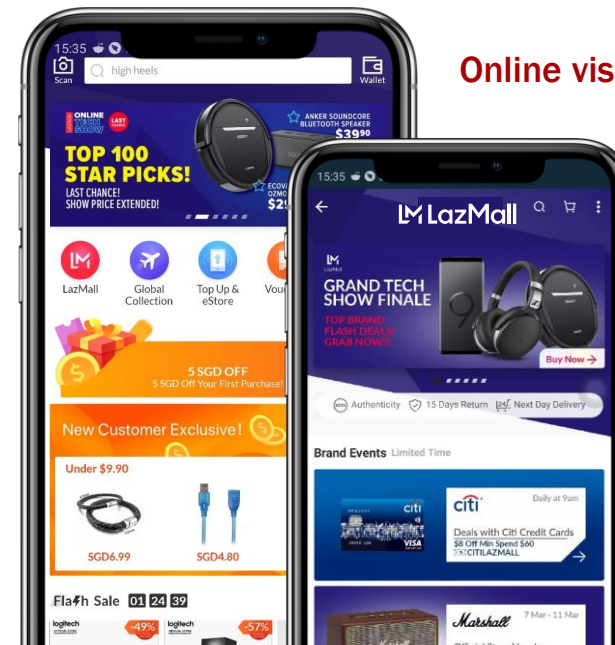
LazMall Brand Store

Traffic converted into



LazMall Partner Points

Redeem



Online visibility



# **COST OF DOING BUSINESS, PAYOUTS, SHIPPING & DELIVERY**

### Marketplace Model

Cost of doing business simulation

\* All fee include Service VAT 7%










Marketplace fees	Example Fan 1,000 THB
<b>Selling</b> 5% on sales value	<b>5%</b> 50 THB
<b>Payment</b> 2% on total cost from buyer	<b>2%</b> 20 THB
<b>Delivery</b> based on package weight & location	<b>0.2 – 1.0 kg</b> 22-45 THB*
<b>Service VAT</b> 7%	<b>7% of all fees</b> 4.9 THB
<b>Cost of selling %</b>	<b>10-12%</b> 97-120 THB

\* Delivery rate card information [click here](#)



**HOW TO SELL ON LAZADA**

# Payout Schedule

Mon	Tues	Wed	Thurs	Fri	Sat	Sun
1 	2 	3 	4 	5 	6 	7 
8 <i>Transfer</i> 	9	10 <i>Received</i> 	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

- Lazada will settle the money transfer weekly and the amount will be shown in seller's bank account in the following week.
- Sales of "Delivered Orders" from Monday-Sunday every week will be transferred to seller's bank account on the next working day.
- The amount will be credited to seller's bank account in the next 2 days
- Lazada will deduct all expenses before transferring

# Drop Shipping



- You get notified on SC & via email customer orders



- You pick and pack your products
- You prepare all necessary documentation
- Click “Ready to Ship”



- LEX picks up the items from your warehouse
- Order Status changes to “Shipped”



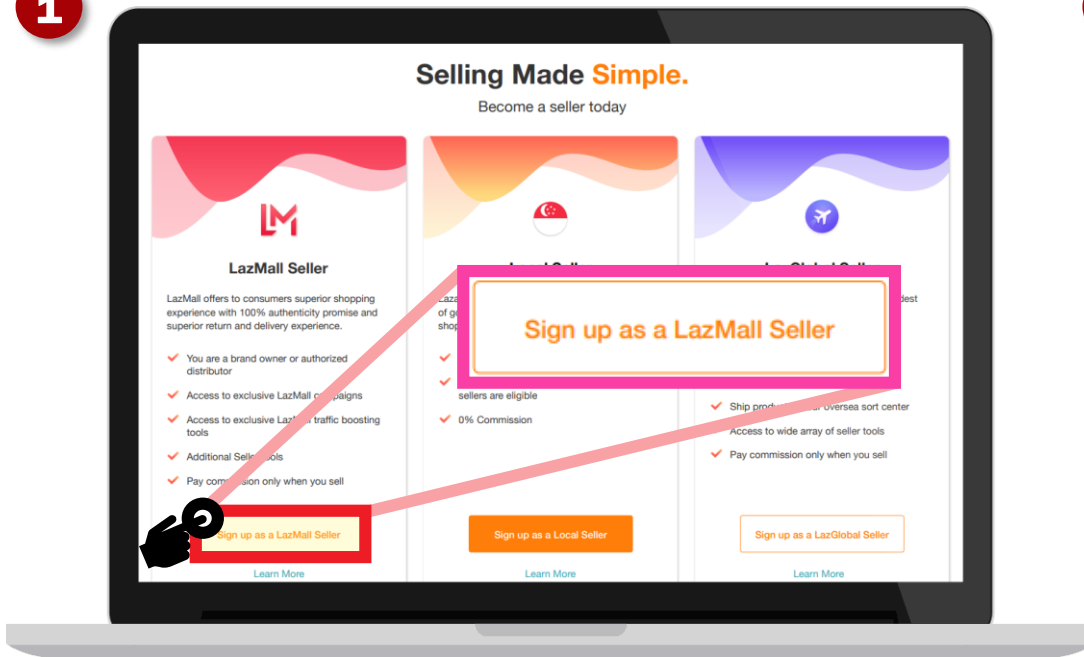
- The customer receives the item
- Order status changes to “Delivered”



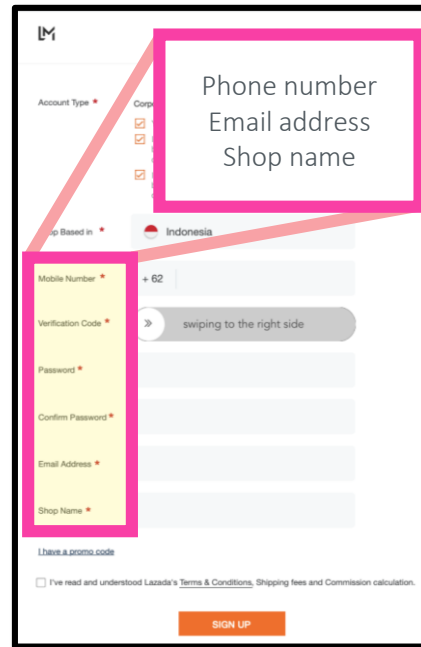
# HOW TO GET STARTED ON LAZMALL

# Sign Up Today with 3 Easy Steps!

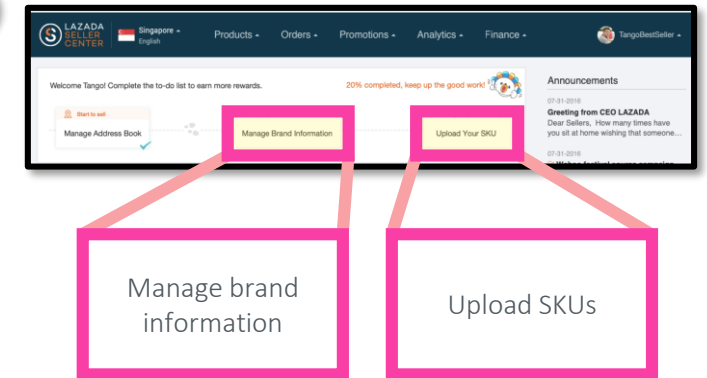
1



2





3





**Join Thailand's largest mall  
now!  
Sign up [here!](#)**

# Grow Your LazMall Store


- 


**1 GET STARTED**  
Introduction & overview of your seller journey  
Start selling in 3 steps!
- 


**2 SELL BIG ON LAZADA**  
Upload 10 SKUs & direct customers to your products with Seller Picks
- 


**3 ENHANCE CUSTOMERS' EXPERIENCE WITH AN ATTRACTIVE STORE**  
Build & customize your store with Store Builder
- 

**4 WOW CUSTOMERS WITH EXCELLENT PRODUCT CONTENT**  
Decorate a good product page with Lorikeet

- 

**5 MAXIMISE YOUR SALES WITH PROMOTION TOOLS**  
Increase conversion rate with Vouchers & bring more traffic to your store with Free Shipping
- 

**6 ENGAGE WITH YOUR CUSTOMERS**  
Build a dedicated team to answer customer instant message enquiries
- 

**7 GET YOUR FIRST ORDER**  
Fulfil your orders on time & check your business data on Business Advisor
- 

**8 YOU'RE NOW READY FOR YOUR CAMPAIGN!**  
Join a campaign