

Southeast Asia's Biggest Online Shopping Mall Further Invests in mCommerce

Lazada launches mobile shopping app for iPhone and iPad



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Summary **Singapore, 16th January 2014 – Lazada, Southeast Asia's biggest online shopping mall, today announced the expansion of its mobile repertoire with the launch of an app for iPhone and iPad across the region. This launch follows Lazada's recent investment round of approximately US\$ 250 million from investors including retail giant Tesco.**

Details **Singapore, 16th January 2014 – Lazada, Southeast Asia's biggest online shopping mall, today announced the expansion of its mobile repertoire with the launch of an app for iPhone and iPad across the region.** This launch follows Lazada's recent investment round of approximately US\$ 250 million from investors including retail giant Tesco.

The success of Lazada's app for Android has prompted the creation of this new app for both iPhone and iPad. Fully optimized for iOS 7, the app allows on-the-go shoppers to seamlessly navigate Southeast Asia's broadest brand and product assortment across several categories including consumer electronics, gadgets, apparel, shoes and accessories. Customer experience and convenience have always been the highest priority at Lazada and this app launch further adds on to this by offering:

- **Fast and smooth navigation** of Lazada's assortment
- **Full screen and zooming modus** to view products in detail
- **Multiple filters** to facilitate sorting of products by size, color, brand and price
- **Flexible configuration** offering usage in more than four languages
- **Easy and secure payment methods** – Credit Card, Cash-On-Delivery and Bank Transfer
- Exclusive **discount codes** and notifications about **special deals**

"Driven by the explosive development of low-cost smartphones and tablets we are witnessing technology leapfrogging in the region. Lazada's mobile traffic has more than tripled in the last 12 months and already delivers a significant share of our revenues", says Maximilian Bittner, CEO of the Lazada Group.

"We believe that mCommerce is the future of online shopping. We have acknowledged the customers' needs and the great convenience mobile offers – that is why we are now launching our new app for iPhone and iPad."

According to a study conducted by Nielsen in September 2013, Southeast Asians spend an average of more than 3 hours per day on smartphones.

The new Lazada app for iPhone and iPad is available free of charge from 16th January 2014 onwards. Within the first 72 hours of the launch, users downloading the app will get an exclusive discount of RM30 on any purchase with a minimum spend of RM70. Additionally, Lazada plans to surprise three lucky shoppers who have made a purchase through the new app by giving away three vouchers worth RM500. This lucky draw is eligible to shoppers purchasing using the app from 19 to 31 January.

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About Lazada

Lazada is Southeast Asia's largest online shopping mall and is pioneering e-commerce by providing a fast, convenient and secure online shopping experience combined with an extensive product offering in categories ranging from mobiles & tablets and consumer electronics to household goods, toys, fashion and sports equipment. Lazada is continuously striving to offer its customers the best possible shopping experience with multiple payment methods including cash on delivery, extensive warranty commitments and free returns.

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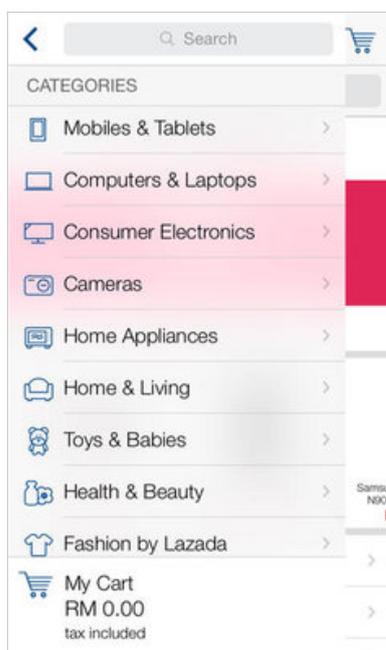
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About Rocket Internet

Who we are

Rocket Internet is the world's largest Internet incubator. Our team has been building online companies since 1999 and has created over 100 market leading companies in 50+ countries, dozens of which have been exited successfully. Since 2007 our team operates under the name of Rocket Internet.

We are headquartered right in the vibrant centre of Berlin, Europe's Silicon Valley, and operate a network of 25 international Rocket offices, covering all relevant developed and emerging markets. Our primary focus is on building proven, transaction-based business models in the online and mobile space. We are however not limited by such parameters and seize other attractive opportunities whenever they arise.

Investors in companies started by Rocket Internet include Investment AB Kinnevik, Holtzbrinck Ventures and many others.

How we work

Rocket is much more than a venture capital firm or an incubator. We bring together all key elements required to create great companies: team, concept, technology, and capital. We are 100 percent operationally involved in building our ventures and cover all critical functions with our expert teams. They work together seamlessly in order to ensure that best practices are implemented in all key areas.

These teams include: Engineering and Product Development, Online Marketing, CRM, Business Intelligence, Operations, HR, and Finance. In addition, we have a global mobile task force of top entrepreneurial talents that brings expertise and speed to all our markets.

What we believe in and how we see ourselves

We are passionate entrepreneurs and focus on performance. We remain humble, and we understand that success is a result of hard work. We want to learn every day and share our knowledge with each other. We focus on the details and always try to solve problems ourselves.

We want to be selfless and pragmatic and have no time for politics. We value intelligence more than experience. We believe that anything is possible. We move as fast as we can and take risks. We like to get and give autonomy and responsibility. We are flexible and tolerant towards ambiguity and uncertainty. And above all: we are always looking for great people. So come and join us!

