



Unlocking Thailand SME 4.0

March , 2017

Strictly Confidential

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- **Share Lazada overview and Thailand E Commerce**
 - **Share overview of Thailand SME 4.0 Initiative between Thai Government / Alibaba / Lazada**
 - **Highlight core supporting developments on SME 4.0**
 - **Discuss potential collaboration and next steps**
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Agenda for Today



- 1 **Lazada Introduction**
- 2 Thailand SME 4.0 Initiative
- 3 Next Steps

Lazada Group is the #1 e-commerce platform in SEA



COMPANY OVERVIEW

- The online destination site in SEA for customers, brands
 - HQ in Singapore with local operations in 6 countries
 - Launched 5 markets in March 2012: ID, MY, VN, PH, TH
 - Launched Singapore in May 2014
- **One-stop shop** to access locally and internationally sourced 39M assortment across 18 categories
- Created an **end-to-end ecosystem** enabled by best-in-class logistics and payments capabilities to address key challenges in South East Asia

Majority Investor	
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LAZADA PRESENCE

