

## List of e-commerce platforms under the E-Commerce Booster Package

### 1) Lazada

Founded in 2012, Lazada Group is the leading e-commerce platform in Southeast Asia. They are accelerating progress in Indonesia, Malaysia, the Philippines, Singapore, Thailand and Vietnam through commerce and technology. With the largest logistics and payments networks in the region, Lazada is a part of their consumers' daily lives in the region and they aim to serve 300 million shoppers by 2030. Since 2016, Lazada is the Southeast Asia flagship platform of the Alibaba Group powered by its world-class technology infrastructure.

### 2) Mummys Market

Established in 2011, Mummys Market is the largest parenting platform in Southeast Asia powered by data. For almost a decade, Mummys Market has successfully been launching the nation's biggest pregnancy and parenting event series with over half a million visitors each year. At present, Mummys Market Raffles City is the largest retail store featuring 80% of all pregnancy and maternity brands, spanning across 100 strollers, over 80 car seats and carriers, over 50 cots and playpen under one roof. Connect with the only multichannel parenting platform through the Mummys Universe – an ecosystem of Retail, Online and Exhibitions.

### 3) Qoo10

Founded in 2010, Qoo10 is Singapore's most established e-commerce platform, counting more than 3 million registered users. Present in Indonesia, Malaysia, China, Hong Kong, and most recently India, via a merger with Shopclues, the company's mission is to establish a free and open e-commerce platform, where businesses of all sizes can sell their goods to customers from any country. With a holistic business model built around their core values of entrepreneurship, speed, and sustainability, Qoo10 offers a rewarding experience for buyers and sellers alike. For more information about the company, please visit their website at <http://www.qoo10.sg>.

### 4) Shopee

Shopee is the leading e-commerce platform in Southeast Asia & Taiwan. Shopee connects shoppers, brands and sellers across Asia and other fast-growing markets, empowering anyone to buy and sell anywhere and at any time.

Shopee offers an easy, secure, and engaging experience that is enjoyed by millions of people daily. It offers a wide product assortment, supported by integrated payments and logistics, as well as popular entertainment features tailored for each market. Shopee is also a key contributor to the region's digital economy with a firm commitment to helping brands and entrepreneurs succeed in e-commerce.

Shopee is a part of Sea Limited (NYSE:SE), a leading global consumer internet company. In addition to Shopee, Sea's other core businesses include its digital entertainment arm, Garena, and digital financial services arm, SeaMoney. Sea's mission is to better the lives of consumers and small businesses with technology.

#### **5) ZALORA**

ZALORA is Asia's leading online fashion, beauty and lifestyle destination, part of Global Fashion Group. As one of the region's pioneer large scale e-commerce platforms, ZALORA has established a strong presence throughout the region, particularly in Singapore, Indonesia, Malaysia, Brunei, the Philippines, Hong Kong, and in Taiwan, enjoying over 50 million visits per month.

With an extensive collection of top international and local brands, ZALORA is a curated platform, where shoppers can find all the things they love in one place. Customers can discover authentic products from over 3000 brands across a variety of categories, from apparel, shoes, accessories, beauty, pre-loved, and lifestyle, which include essentials and home & living products.

Putting the customers and brand partners at the center of their innovation, ZALORA is the online destination that connects everyone to the limitless world of shopping possibilities.

***Updated as of 6 July 2021***