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H&M INKS E-COMMERCE PARTNERSHIP WITH ZALORA IN SOUTHEAST ASIA **Collaboration is set to reach 400 million consumers across Malaysia, the Philippines, Singapore, and Indonesia with H&M Zalora Malaysia launching today**

H&M, Hennes & Mauritz AB (H&M), the global fashion retailer known for its fashion and quality at the best price in a sustainable way, has confirmed the partnership with Zalora as H&M's ecommerce partner in Southeast Asia covering four markets namely Malaysia, the Philippines, Singapore and Indonesia. The tie-up debuted in Indonesia in mid-March, today in Malaysia, and on 14 April in Singapore. The two partners also confirm the extension of the initial two-month collaboration in the Philippines, which began in Q4 2020 to a long term one.

"Following our success in the Philippines these past months, we are excited to continue strengthening our partnership with Zalora by further extending our footprint across Southeast Asia. Backed by their strong presence in key markets, Zalora complements our extensive physical store portfolio as well as our digital stores at hm.com. We see great potential for substantial future growth and Zalora will be an important part of this to cater to the evolving needs and demands of our customers, so we can shape a more sustainable future for fashion and be even more locally relevant," says Oldouz Mirzaie, Regional Manager of H&M South Asia and Pacific.

ZALORA x

"We are excited to continue working with a globally renowned fashion brand like H&M and bring their extensive range to over 400 million digital consumers in Southeast Asia. As the largest online fashion and lifestyle vertical in the region, we will leverage our deep local expertise and strong fulfilment and logistics network to support H&M as they continue their strategy of integrating offline and online retail," shares Zalora's CEO, Gunjan Soni.

On 1 April 2021 at 12pm SST, all online shoppers in Malaysia will have access to a plethora of H&M fashion products on Zalora across all categories of customer groups: women, men, teenagers, and children. They can find everything fashion under one roof in one click of a button for any occasion, from casual weekend and sporty essentials, to dressy work pieces and trendy must haves. From 1 to 3 April, all shoppers on H&M Zalora Malaysia will enjoy a 20% shopping discount when they spend at least RM159 and they will also receive 10% cash back on these first three days of the launch.

*H&M is now available on ZALORA at zalora.com.my/hm, zalora.com.ph/hm and zalora.co.id/hm.
zalora.sg/hm will be launched on 14 April*

Download official images here.

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ABOUT H&M:

H & M Hennes & Mauritz AB (publ) was founded in Sweden in 1947 and is quoted on Nasdaq Stockholm. H&M's business idea is to offer fashion and quality at the best price in a sustainable way. In addition to H&M, the group includes the brands & Other Stories, COS, Monki, Weekday, H&M Home and ARKET as well as Afound. The H&M group has 52 online markets and more than 4,800 stores in 74 markets including franchise markets. In 2019, net sales were SEK 233 billion. The number of employees amounts to more than 179,000. For further information, visit hm.com.

ABOUT ZALORA GROUP:

ZALORA is Asia's online fashion and lifestyle destination. Founded in 2012, the company has a presence in Singapore, Indonesia, Malaysia & Brunei, the Philippines, Hong Kong and Taiwan. ZALORA is part of Global Fashion Group, the world's leader in online fashion for emerging markets. ZALORA offers an extensive collection of top international and local brands and products across apparel, shoes, accessories, and beauty categories for men and women. Offering up to 30-day free returns, speedy deliveries as fast as 3 hours in some markets, free delivery over a certain spend, and multiple payment methods including cash-on-delivery, ZALORA is the online shopping destination with endless fashion possibilities.
