

ZALORA

FOR IMMEDIATE RELEASE

ZALORA launches regional partnership with Atome to add buy now, pay later options across mobile app, website

KUALA LUMPUR, May 11 2021 — Asia's online fashion, beauty and lifestyle destination ZALORA has launched a [regional partnership with Atome](#) to introduce buy now pay later flexible payment options across both its mobile app and website.

Starting today, shoppers are able to split purchases into three, zero-interest payments during the checkout process on ZALORA's mobile app, with website checkout to launch end of the month. To pay, users have to register and select Atome as the payment option. Paying via Atome is now available to ZALORA customers in Malaysia and Singapore, and will be progressively rolled out to its Hong Kong, Indonesia, Philippines and Taiwan customers in coming months.

As one of the region's pioneer fashion, beauty and lifestyle e-commerce platforms, ZALORA is a curated platform that offers shoppers authentic products from over 3,000 international and local brands such as Nike, Adidas, Birkenstock, Paula's Choice, The Ordinary, Dyson, Hooga and a wide range of categories from fashion and luxury apparel, accessories, beauty, lifestyle and home and living products. It has established a strong presence throughout the region, particularly in Malaysia, Singapore, Indonesia, Brunei, the Philippines, Hong Kong, and Taiwan.

Rostin Javadi, Chief Operations Officer of ZALORA, said: "We're excited to partner with Atome across both our website and mobile app. This partnership introduces safe and secure payment choice and flexibility for our customers, especially for our fashion, beauty, lifestyle and luxury fashion categories. They now have the ability to split their purchase into bite-sized payments that make higher price point items more accessible and available, thereby enhancing the customer shopping and payment experience."

David Chen, CEO of Atome, said: "ZALORA is the biggest fashion ecommerce pioneer in this region and once again, have demonstrated their leadership in introducing Atome's flexible and innovative payment option to improve their customer shopping and payment experience. We're excited to be the first buy now pay later brand to partner with Zalora across the region, starting first in Malaysia and Singapore, before rolling out across four other key markets. This only marks the start of our journey together. We're thrilled about the future potential of this partnership and what it means for online shoppers across the region."

To celebrate the launch in Malaysia, Zalora customers will be able to enjoy exclusive promotions when they select Atome at checkout from now until end-May.

ZALORA

MALAYSIA

Now to 27 May	15% off (with minimum spend of RM25, maximum discount capped at RM30). T&Cs apply.
Until 31 May	New ZALORA customer: 22% off + 5% cashback, no minimum spend with voucher code "ATOMENEW22". Existing ZALORA customer: 20% off + 5% cashback, min. Spend RM180 with voucher code "ATOME20".

Atome is available on the [App Store](#) and on [Google Play](#). Shop ZALORA's Fashion, Beauty and Lifestyle assortment at www.zalora.my

A joint media kit is available [here](#).

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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 fashion, luxury, beauty and lifestyle 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.

ABOUT GLOBAL FASHION GROUP

Global Fashion Group is the leading fashion and lifestyle retail destination in LatAm, CIS, SEA and ANZ. We connect over 10,000 global, local and own brands to a market of more than one billion consumers through four established ecommerce platforms: dafiti, lamoda, ZALORA and THE ICONIC. Through an inspiring and seamless customer experience enabled by our own technology ecosystem and operational infrastructure, we are dedicated to being the #1 fashion and lifestyle destination in our markets. With 17 offices and 9 fulfilment centres across four continents, GFG proudly employs a dynamic and diverse team with deep local knowledge and expertise. In the twelve months to 31 December 2020, GFG delivered 42.0 million orders to 16.3 million Active Customers.

ZALORA

For more information visit: www.global-fashion-group.com

ABOUT ATOME

[Atome](#) is a leading buy now pay later platform in Asia, partnering online and offline retailers to increase conversions and grow average orders and customer segments. It currently partners over 3,000 online and offline retailers in nine markets (Singapore, Indonesia, Malaysia, Hong Kong, Taiwan, Vietnam, Philippines, Thailand and mainland China). Key merchant partners include Sephora, Agoda, Zalora, SHEIN, Zara, Marks & Spencer, Charles & Keith, Aldo, Furla and Pandora. For consumers, Atome offers choice, convenience and flexibility in how they choose to shop and pay. Atome is part of Advance Intelligence Group, a Series-C AI-driven technology company in Asia-Pacific. Founded in 2016, it leverages innovative technology and partnerships to build an ecosystem of products and services serving consumers, enterprises and merchants. The Group is headquartered in Singapore and has presence across Southeast Asia, India and Greater China.