PRESS RELEASE

Leapro Fashion Leverages ZALORA's One-Stock Solution to Enter the Southeast Asia Market
The partnership comes as part of the leading fashion and lifestyle e-commerce player's efforts to help brands expand their reach in the region

Singapore, 10 June 2021 - ZALORA, Asia's leading fashion and lifestyle e-commerce platform, has officially been appointed by Malaysian leather fashion supplier, Leapro Fashion, to support its entry into Southeast Asia's e-commerce market as its exclusive supply chain solution provider.

Leveraging its modular multi-channel e-commerce fulfillment service, One-Stock Solution (1SS), the partnership will enable Leapro Fashion to tap on ZALORA's expertise and extensive market reach to launch international fashion brands, such as SWISS POLO, PLAYBOY, and Volkswagen, on ZALORA, as well as on Shopee in Malaysia and Singapore, and Lazada in Malaysia.

1SS, a "Fulfilment as a Service '' solution, was chosen as it offers brands unparalleled warehousing and last-mile delivery to reach a wider audience across the region. It consolidates stocks in ZALORA's E-Fulfillment Centers and offers a logistics infrastructure that can be used across all digital platforms for a consistent multi-channel shopping experience. Fully flexible and adaptable, 1SS also enables Leapro Fashion to pace its expansion by allowing them to make strategic decisions on the types of platforms, markets and services to include at different phases.

Additionally, centralising its e-commerce operations with ZALORA allows Leapro Fashion to reduce stock risk and complexity in its expansion online. In fact, the move to leverage 1SS has significantly reduced Leapro's operational manpower and increased the volume of orders processed, leading to more than three times the uplift in Gross Merchandise Value (sales) in less than a year.

Sandra Lee, Brand Manager, Leapro Fashion shares that apart from sales, their customer satisfaction has also increased dramatically with the digitalisation of their business.

"Partnering with ZALORA has made the process of taking our business online convenient and efficient, with no need for major adjustments in our operations from our previous offline-retail set-up. We are now more accessible than ever to both new and existing customers, and we see great potential for even more growth with ZALORA's expertise and reach in the Southeast Asian market," she adds.

"1SS is offered to strategic brand partners to help them deliver products and reach a wider customer base more effectively," **Matej Urban, Lead for Fulfillment Services, ZALORA** says. "As the retail landscape increasingly shifts towards the adoption of an omnichannel approach, we are excited to work closely with Leapro Fashion to help them capture new opportunities and also expand options for shoppers in this digital age."

Future expansion plans are currently in the works, with aims to expand Leapro Fashion's presence to both the Philippines and Indonesian markets in the coming year.

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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 apparel, shoes, accessories, and beauty categories for men and women. Offering up to 30-day free returns, speedy deliveries, free delivery over a certain spend, and multiple payment methods including cash-on-delivery, ZALORA is the online shopping destination with endless 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 March 2021, GFG delivered 44.5million orders to 16.7 million Active Customers.

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

About 1SS
One Stock Solution (1SS) is a Modular Multi-Channel E-Commerce Fulfillment Service available to ZALORA's strategic Brand Partners. E-commerce has seen a rapid growth in the past year as consumers turn to online shopping during the pandemic lockdowns and an online presence is now no longer an option for brands. Having observed this growth early on, ZALORA invested time and resources to allow brands to jump on this movement without the need to engage in a multitude of e-commerce enablers-intermediaries. Today, ZALORA sees its core strength manifesting in fashion's supply chain management and offers a set of modular services and solutions to brand partners that can be tailored based on the specific needs and interests of the brand.

About Leapro Fashion Sdn Bhd
Leapro Fashion Sdn Bhd is based in Malaysia and specializes in the manufacturing and distribution of fashion leather goods with the exclusive license to design, source and market international brands such as PLAYBOY, VOLKSWAGEN and SWISS POLO. Established in 2005, Leapro has extensive retail presence in Malaysia and Singapore with multiple concept stores as well as partnerships with leading departmental stores and fashion retailers.