

ZALORA

MEDIA ALERT

ZALORA helps SMEs go digital through inaugural participation in Enterprise Singapore's E-Commerce Booster Package 2021

ZALORA's will be participating in the programme to help retailers access its deep e-commerce expertise and extensive fulfilment capabilities to expand their reach online

SINGAPORE, 9 July 2021 - Asia's leading fashion and lifestyle e-commerce platform, [ZALORA](#), today announced that it will be launching its first E-Commerce Booster Package in partnership with Enterprise Singapore, to help local Small-and-Medium-sized Enterprises (SMEs) and sellers diversify and scale their operations online.

The E-Commerce Booster Package was first introduced last year at the onset of the COVID-19 pandemic, as businesses worked to navigate the fast evolving landscape. It is now being re-introduced as the e-commerce industry continues to see sustained and robust demand, off the back of the region's growing pool of digital consumers.

As part of its package to help merchants transition online, ZALORA will be providing several unique services at subsidised rates, including:

- Access to ZALORA's **TRENDER Professional dashboard for six months** - a self-service business intelligence tool, where brands can take advantage of ZALORA's benchmark data and compare their performance with over 3,000 local and global brands
- Ability to leverage ZALORA's extensive **fulfilment solutions**, and integrate with last-mile logistic providers, as well as store their products in ZALORA's fulfilment centres. As an add-on, ZALORA is committing to provide free shipping for the first 1,000 items sold through ZALORA campaigns
- Receiving of **SGD6,000 worth of ZALORA sponsored advertisement credits**, along with cross-channel marketing campaigns on Instagram and Facebook, as well as onsite/in-store marketing advertisement exposure

ZALORA will also be offering optional content development; an onboarding process where retailers will be guided on the setting up of their stores, reporting, and delivery procedures; as well as an online training session with all of the sellers to assist them in enhancing their e-commerce capabilities. Qualifying retailers will only need to pay SGD2,000 to gain access to these services, which are originally valued at SGD10,000 a bundle.

"Apart from providing consistent and dedicated support to our existing brand partners during the pandemic, we have always been committed to driving the growth of Southeast Asia's e-commerce industry as a whole," said **Alessio Romeni, Chief Revenue Officer at ZALORA**. "As digital adoption rates continue to grow rapidly, we hope that retailers will be able to leverage our in-depth knowledge and expertise to effectively pivot their offerings online, and future-proof their operations for the post-pandemic world and beyond. This will also benefit the end consumer, and higher sales will further boost the investments for better offering, generating a flywheel model."

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The deadline for interested parties to apply for the E-Commerce Booster Package via ZALORA is 16 November 2021. For more information, please contact ZALORA at sellwithus@sg.zalora.com.

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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 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 Asia Pacific, Latin America and CIS. We connect over 10,000 global, local and own brands to a market of more than one billion consumers through four established e-commerce platforms: THE ICONIC, ZALORA, dafiti and lamoda. 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 10 fulfilment centres across four continents, GFG proudly employs a dynamic and diverse team with deep local knowledge and expertise. In the first half of 2019, GFG delivered over 15.8 million orders to 12 million active customers.