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PRESS RELEASE

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ZALORA Indonesia Welcomes New CEO, Brings Back 12.12 Harbolnas Mega Sale

*Asia's Fashion Expert is ready to excite Indonesia shoppers
with exclusive brand offers of up to 88% from 12 - 17 December*

JAKARTA, 7 December 2023 – ZALORA, Asia's Fashion Expert, officially announces the appointment of Aashish Midha as the new CEO and Managing Director for ZALORA Indonesia, marking a significant moment in the company's journey toward innovation, strategic growth, and an unwavering commitment to customer satisfaction.

In an event attended by media representatives and the ZALORA team, Mr. Midha also unveiled the ZALORA's participation in the celebrated National Online Shopping Day or Harbolnas, the most awaited annual online shopping campaign by Indonesians. The **ZALORA 12.12 Harbolnas Mega Sale** happening from 12 - 17 December 2023 offers authentic branded goods with the best **discounts of up to 88% on their fashion, beauty, lifestyle, luxury, kids, and home & lifestyle collections** from leading brands like H&M, Puma, Adidas, Under Armour, Kate Spade, Valentino, Furla, Michael Kors, and many more.

In his inaugural address, Aashish Midha expressed his excitement and gratitude for the opportunity to lead ZALORA Indonesia into its second decade. "It is an honor to stand before you as the new CEO and Managing Director of ZALORA Indonesia. I am inspired by the incredible legacy we've built together, and I am eager to navigate the path of growth in the post-pandemic e-commerce landscape," said Mr. Midha.

Under the new leadership of Aashish Midha, there is nowhere else to go but up. ZALORA's solid brand identity, which had been built up for over a decade, can now be solidified even more by broadening its reach with exponential and profitable growth.

An alumnus of Duke University, Fuqua School of Business, with a Masters in Quantitative Management as well as an MBA graduate in Marketing and Operations from the Indian School of Business, Midha acquired a professional insight on entrepreneurship. Prior to being the CEO of ZALORA Indonesia and Philippines, Midha held the position of Revenue Director, a testament to his capabilities in strategizing growth and measuring success.

Highlighting ZALORA's commitment to enhancing the customer experience, Aashish announced groundbreaking initiatives such as the launch of ZALORA VIP, a loyalty program aimed at rewarding and engaging customers. "Our focus is on innovation, customer-centricity, and strategic initiatives. ZVIP is just the beginning of our efforts to redefine the e-commerce experience for our valued customers," added Aashish.

Under this new leadership, Aashish aims to strengthen the brand's presence by becoming the strategic wholesale digital distributing partner of more fashion and lifestyle brands across South East Asia. With the best interest of the consumers and brand partners in mind, Midha is bringing in new milestones for ZALORA by scaling its platform services offering in 2024, including Operations as a Service, Marketing as a Service, and Data as a Service. Under Operations as a Service, ZALORA has rolled out One Stock

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Solution (1SS) and Fulfillment by ZALORA (FBZ), as fulfillment solutions offered to strategic brand partners to enhance product delivery efficiency and customer service.

Through Fulfillment by ZALORA (FBZ), brands can avail of ZALORA's enhanced end-to-end e-commerce solution to enjoy a simplified operating process. With FBZ, brands selling in ZALORA rely on ZALORA's network of logistics experts and established infrastructure while still having control over campaigns and marketing decisions.

ZALORA also offers a new modular multi-channel e-commerce fulfillment service through One Stock Solution (1SS). 1SS allows brands to enjoy the benefits of ZALORA's warehousing and logistics infrastructure not only for their brand stores within ZALORA but also for external online platforms. Through 1SS, orders of brand partners from external marketplaces and brand websites are warehoused and fulfilled by ZALORA — giving brands the convenience of consolidating their e-commerce management through ZALORA's end-to-end digital operations and fulfillment.

“ZALORA's success over the years has always been anchored on excellent customer experience — from our app functionality, assortment, marketing, logistics, down to after-sales service. Through expanding our B2B services with 1SS and FBZ, we are now also allowing our retail partners to leverage the efficiency of our robust logistics and fulfillment network to streamline their entire e-commerce operations on ZALORA and beyond to guarantee customers a seamless shopping experience. Ultimately, all we want is to offer our customers and brand partners the best service possible,” shared Aashish.

Iconic 12.12 Harbolnas Mega Sale Festival & Beyond

As 2023 draws close, ZALORA Indonesia is gearing up for its iconic 12.12 Biggest Sale of the Year. Promising discounts of up to 88% and featuring participation from thousands of brands, this event is poised to be a momentous occasion for Indonesian shoppers, providing unbeatable deals from ZALORA's esteemed brand partners.

ZALORA invites shoppers to join the unforgettable 12.12 Harbolnas celebration during this festive season, where on top of vouchers and markdowns up to 88% off, customers can also enjoy up to 12% off stackable offers from payment partners.

To further give more inspiration for the upcoming 12.12 Harbolnas Mega Sale Festival, ZALORA teamed up with Indonesian fashion and lifestyle enthusiast Ayla Dimitri to provide a sneak peek into curated favorite fashion finds from ZALORA's 12.12 Sale in ZALORA's Fashion Talks.

The segment elaborated on ZALORA's own efforts over the past years to leverage their offering to Asia's fashion enthusiasts, including ZALORA's commitment to expand into different categories, to ease shoppers in finding the best deals for authentic products on ZALORA. An interesting takeaway from the consumer insights shared is the continued growth of the Luxury category, establishing that the region is poised to lead the global retail recovery in the coming years.

This promising retail trend has also fueled ZALORA's omnichannel expansion starting with an exciting online-to-offline Lebaran campaign in collaboration with the country's most in-demand designers. With many exciting developments lined up for 2024 and beyond, ZALORA continues to disrupt the digital

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ecosystem with innovations and expansion of services for customers and retail partners, continuously redefining Indonesia's e-commerce landscape under Aashish Midha's leadership.

ZALORA Indonesia invites everyone to join in and enjoy the exciting developments and events unfolding as the company, under Mr. Midha's leadership, continues redefining Indonesia's e-commerce landscape.

For more information, visit <https://zalora.co.id/harbolnas> via desktop, mobile web, or ZALORA app.

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ABOUT ZALORA INDONESIA:

ZALORA is Asia's Online Fashion and Lifestyle Destination. Founded in 2012, the company has a presence in Singapore, Indonesia, Malaysia, the Philippines, Hong Kong and Taiwan. ZALORA is part of the 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, free delivery over certain spend, and multiple payment methods, and a loyalty subscription program Znow offering unlimited free and fast delivery. ZALORA is the online shopping destination with endless fashion and lifestyle possibilities.

ABOUT GLOBAL FASHION GROUP:

Global Fashion Group is a leading fashion and lifestyle destination in LATAM, SEA and ANZ. From our people to our customers and partners, we exist to empower everyone to express their true selves through fashion. Our three ecommerce platforms: Dafiti, ZALORA and THE ICONIC connect an assortment of international, local and own brands to 800 million consumers from diverse cultures and lifestyles. GFG's platforms provide seamless and inspiring customer experiences from discovery to delivery, powered by art & science that is infused with unparalleled local knowledge. Our vision is to be the #1 fashion & lifestyle destination in LATAM, SEA and ANZ, and we are committed to doing this responsibly by being people and planet positive across everything we do.

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

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