

Q3 2021

DIGITAL COMMERCE CONFIDENCE INDEX

**Shopping festival season is
around the corner.**

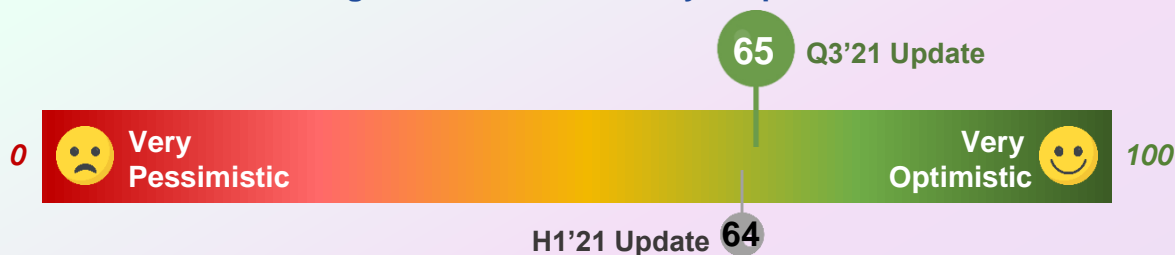
**Are online sellers in Southeast
Asia expecting another strong
sales boost?**



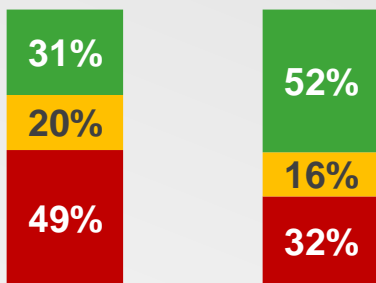
DIGITAL COMMERCE CONFIDENCE INDEX

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Online sellers show resilience as Mega sales campaigns approach, registering sustainable growth of confidence on the digital commerce industry despite the economic uncertainties.

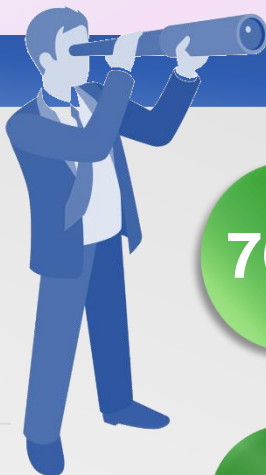


Views on Q3'21



Views on overall economy growth Performance of online businesses

- Slow down/ Worse
- Stay stable/ Same
- Grow faster/ Better



Outlook for Q4'21



Sellers expect more than 10% sales increase in Q4

+6% vs H1'21 update

Sellers anticipate more than 30% sales increase in Q4

+4% vs H1'21 update



DIGITAL COMMERCE CONFIDENCE INDEX

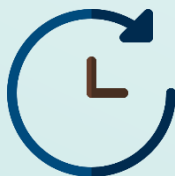
FMCG sellers increasingly optimistic about the strength of digital commerce industry



61%

Said their online business improved by more than 10% in Q3'21

 **+8%** vs H1'21 update




Electronics and General Merchandise sellers are becoming more positive about strong future demand



76%

Said they expected business to improve by more than 10% in Q4'21

 **+8%** vs H1'21 update



79%

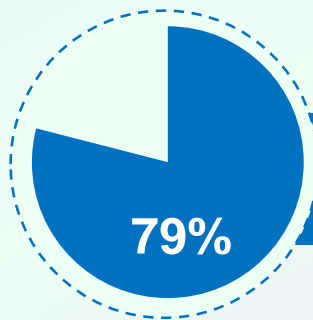
Said they expected business to improve by more than 10% in Q4'21

 **+12%** vs H1'21 update

General Merchandise: Bedding & Bath, Furniture, Kitchen & Dining, Cleaning Equipment, Tools, Stationary & Craft, Outdoor & Garden, Lighting & Décor etc.



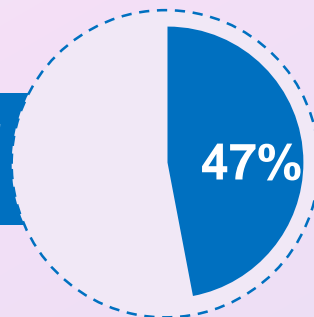
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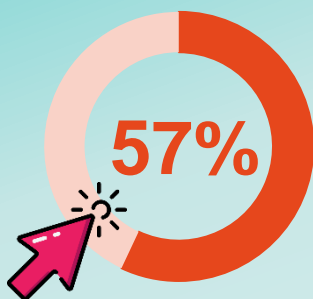
Claimed they would increase their inventory by at least 10% for Mega campaign season



Claimed they would increase staff level to support Q4'21 sales



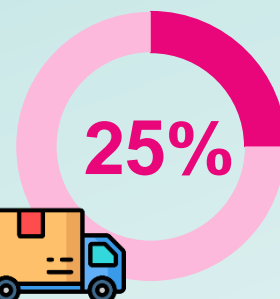
Top 3 opportunity areas for digital commerce scaling



Attract more shoppers to online storefront



Stand out from the competition with a compelling offer



Meet higher expectation on delivery speed



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About the Index

The Digital Commerce Confidence Index (DCCI) measures business confidence based on surveys benchmarking the opinions of online sellers in Southeast Asia (Indonesia, Philippines, Thailand, Vietnam, Malaysia and Singapore). In Quarter three of 2021, Lazada surveyed 900 sellers on their current online sales performance and their expectations for their digital commerce business in the future. The index ranges from 0 to 100, with 0 being “very pessimistic” and 100 being “very optimistic” on the spectrum.