



Shopee Launches First-of-its-Kind Nationwide Campaign

E-Commerce Leader Publishes Book of Homegrown Sellers in Every State

KUALA LUMPUR, 29 August 2023 - 'Shopee Spotlights Local – Unveiling Malaysian Gems' calls for Malaysians to shop local e-commerce sellers to preserve Malaysia's heritage, nurture local talents, and drive our economy in an inclusive and sustainable way.

By making the book, the first of its kind in this country, available to the public this Merdeka Day, Shopee aims to empower all Malaysians to start shopping purposefully with an immediate focus on Made-in-Malaysia products from underserved communities. Upholding its mission of using technology to help the underserved, Shopee empowers sellers by identifying and highlighting local sellers for better access to marketing solutions and hyper-localised campaigns, managing them so they succeed on Shopee, increasing seller education via its free Shopee University courses, and providing incentives so they find more opportunities on Livestream commerce.

The 100-page, full-colour booklet (downloadable in English and Bahasa Malaysia on Shopee's website) is the first part of a series of episodic content that gives voice to Malaysian sellers breaking barriers online. It profiles Shopee sellers in each state who are top performing in terms of popularity, biggest storefronts, green products, exporters, livestreamers, and women-owned businesses. In addition, the book includes street-level stories and testimonials of sellers who have used their online success to uplift others in their communities.

Shopee is using the Shopee Spotlights Local campaign and authentic seller stories to promote greater awareness on how buying from small, independent sellers in our neighbourhoods preserve local industries, reduce the carbon footprint, increase the level of personalised offerings, and encourage more homegrown entrepreneurs and innovators. Doubling as a handy guide for users to protect themselves, the book offers tips on shopping safely, understanding Shopee Guarantee, identifying responsible sellers, and its 100% Authenticity policy.

The vignettes about sellers pursuing their dreams online and showing us that Malaysians from all walks of life can build communities, include:

- Zeeda Aziz of Pasar Kedah, who did not let her leg amputation stop her from expanding her *ikan bilis* business online
- Edward Wong of HomeDecoStore, who listened to his customers and designed prayer mats customised to local preferences
- Hafiz Oon of Mr Bentong, whose popular ginger juices have garnered so much word of mouth that he sources from ten ginger farms in Pahang to meet demands

"Malaysian businesses near you are often the beating heart of our local economy and the backbone of our communities. When you shop locally online, you are supporting Made-in-Malaysia products from underserved communities. We are heartened to see the



support that many of our local sellers continue to receive through their online businesses, and remain committed to partnering with and supporting them in their e-commerce journey,” said **Kenneth Soh, Head of Marketing at Shopee Malaysia.**

Shopee aims to distribute 15,000 free copies of the booklet to users free in all states as they receive their parcels from SPX by Malaysia Day. The online version of the book is available for download at: <https://sites.google.com/shopee.com/prnewsroom/home>

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About Shopee

Shopee is the leading e-commerce platform in Southeast Asia & Taiwan. Shopee promotes an inclusive and sustainable digital ecosystem by enabling businesses to digitalise and grow their online presence, helping more people access and benefit from digital services, and uplifting local communities.

Shopee offers an easy, secure, and engaging experience that is enjoyed by millions of people daily. Shopee is also a key contributor to the region’s digital economy with a firm commitment to helping homegrown brands and entrepreneurs succeed in e-commerce.

Shopee is part of Sea Limited (NYSE: SE), a leading global consumer internet company. Sea’s mission is to better the lives of consumers and small businesses with technology through its three core businesses: Shopee, Garena and SeaMoney.