

Shopee launches regional Seller Support Package to aid millions of SMEs in Southeast Asia and Taiwan in economic recovery

Launched across all seven Shopee markets, this commitment includes initiatives that provide SMEs with the financial and educational support to boost or start their e-commerce business

Singapore, April 28, 2020 - Shopee, the leading e-commerce platform in Southeast Asia and Taiwan, and part of the global consumer internet company Sea, has introduced an array of support initiatives to help small and medium-sized enterprises (SMEs) in all seven Shopee markets overcome unprecedented economic challenges from the coronavirus situation. The initiatives comprise educational and financial support to help SMEs ease operational costs and grow their online presence, while setting them up for sustainability and long-term growth.

Chris Feng, Chief Executive Officer of Shopee, said, "SMEs are the beating heart of our region's economy, and it is vital that we support them through these trying times. Shopee has tailored support packages in each of our seven markets to help SMEs accelerate digitalisation and set them up for long-term sustainability. We are committed to working closely with SMEs to unlock further growth opportunities."

Shopee is offering three key areas of support for local SMEs across the region:

1. Financial Support and Relief: Shopee has rolled out a range of initiatives to help both new and existing SMEs ease operational costs and attract new customers online, including:

- Easing operational costs by temporarily lowering administrative fees and commissions.
- Helping SMEs reach new customers with marketing support, including in-app advertising and exclusive access to in-app shopping campaigns.
- Partnering local governments, such as in Singapore and Taiwan, to offer SMEs direct access to additional funding to grow their online business.

2. Educational Support for Sustained Success: SMEs can also access a wide range of training and support on Shopee University to scale and succeed in the long-term, including:

- Localised online courses on Shopee University to help them better understand the benefits of e-commerce and refine their operational and marketing strategies over time.
- Interactive webinars and live streams for them to learn directly from e-commerce experts and Shopee trainers.

3. Additional Support for SMEs who are new to E-commerce: Traditional and offline SMEs can also accelerate their digital transformation through exclusive support from Shopee, including:

- Lower advertising and shipping fees that offer a head start to SMEs who are new to e-commerce.
- Hands-on onboarding support by local Shopee teams to provide SMEs with a seamless transition to e-commerce.

Santitarn Sathirathai, Sea's Group Chief Economist said, "SMEs account for the majority of employment and generate a substantial proportion of our region's GDP, but they are also particularly exposed to macroeconomic headwinds. There has never been a more crucial time for

technology platforms to step up and provide SMEs with the tools to power through these turbulent times. We are proud to play our part in spurring economic recovery and stay true to our commitment to better the lives of consumers and small businesses through technology.”

In the coming months, Shopee will continue to work closely with government organizations and partners to develop further initiatives to boost economic recovery for SMEs in the region.

Shopee’s seller support measures are part of its efforts to support local communities through the coronavirus situation. Shopee has previously contributed funds and resources to frontline workers and organisations. In addition, the ongoing #ShopeeFromHome campaigns in each of its seven markets ensure that consumers continue to get fair and convenient access to essentials, while providing local brands and sellers additional exposure for their online businesses.

For media queries, please contact media@seagroup.com

About Shopee

Shopee is the leading e-commerce platform in Southeast Asia and Taiwan. It was launched in 7 markets in 2015 to connect consumers, sellers, and businesses in the region.

Shopee offers an easy, secure, and engaging experience that is enjoyed by millions of people daily. It offers a wide product assortment, supported by integrated payments and logistics, as well as popular entertainment features tailored for each market. Shopee is also a key contributor to the region’s digital economy with a firm commitment to helping brands and entrepreneurs succeed in e-commerce.

About Sea

Sea Limited (NYSE: SE) is a leading global consumer internet company founded in Singapore in 2009. Our mission is to better the lives of consumers and small businesses with technology. We operate three core businesses across digital entertainment, e-commerce, and digital financial services, known as Garena, Shopee, and SeaMoney, respectively. Garena is a leading global online games developer and publisher. Shopee is the largest pan-regional e-commerce platform in Southeast Asia and Taiwan. SeaMoney is one of the fastest-growing digital financial services platforms in Southeast Asia.