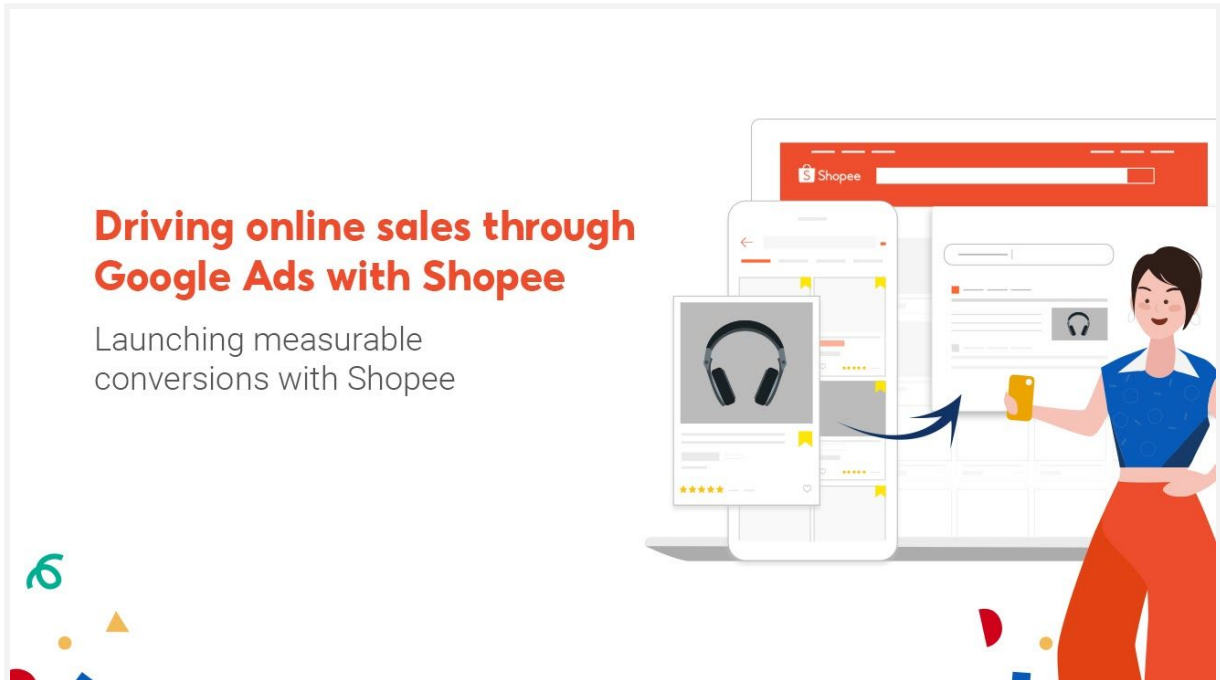




## Shopee and Google launch Google Ads with Shopee, a first-of-its-kind marketing solution for brands to drive sales online

*Google Ads with Shopee offers specialised marketing support for brands to boost their e-commerce presence in Southeast Asia and Taiwan*



### Driving online sales through Google Ads with Shopee

Launching measurable conversions with Shopee

**SINGAPORE, 17 JULY 2020** - Shopee, the leading e-commerce platform in Southeast Asia and Taiwan, has teamed up with Google to launch Google Ads with Shopee, a first-of-its-kind marketing solution for brands to drive sales online. The launch reflects a shared commitment between Shopee and Google to accelerate digitisation and enable e-commerce growth for brands across the region. Through this integration, brands on Shopee will get access to specialised marketing tools to boost their online presence, create deeper engagements with customers, and flexibly manage and measure their marketing campaigns.

**Peggy Zhu, Head of Brand and Growth Marketing at Shopee, said:** “Brands in our region are expanding their online presence as e-commerce becomes a vital part of the retail ecosystem. Shopee is committed to provide the best environment for every brand to succeed online. Google Ads with Shopee extends our efforts by deepening our integration with Google and making it easier for brand partners to promote their Official Stores and products online. We are heartened to have a like-minded partner like Google and we look forward to deeper collaboration in the future.”

Google Ads with Shopee meets the growing demand among brands for specialised marketing tools to support their growing e-commerce presence. Key benefits include:

**1. Convenient ad campaign creation on Shopee Brands Suite:** Brands can now create Google shopping ads directly on the Shopee Brands Suite, adding to the existing range of marketing solutions and tools offered by Shopee. This will allow brands to promote their Official Stores and products more efficiently across all channels.



**2. Increased flexibility and control:** Brands can also directly create and manage online ads for their Official Stores and products on Shopee on the Google Ads platform. This allows greater flexibility as brands can tailor ad campaigns to meet different business needs.

**3. One-stop monitoring:** Brands can monitor the performance of all their Google ads via the Shopee Brands Suite. The one-stop access to data, brands can seamlessly measure success and optimise the effectiveness of their marketing efforts on Shopee.

**Samuele Saini, Sector Lead for Apps, e-Commerce, Entertainment at Google, said:** “The e-commerce industry in Southeast Asia has experienced massive growth in recent years and is forecasted to exceed 150 billion USD by 2025<sup>1</sup>. This has been further accelerated by the pandemic, with more consumers shopping online, as well as both big brands and smaller sellers quickly pivoting to further building their e-commerce presence.” **He further added,** “We are excited to launch Google Ads with Shopee, which will make it faster and easier for brands to connect with their customers online, and provide them with flexible tools to measure and optimise their campaigns.”

Download the Shopee app for free via the App Store or Google Play.

<sup>1</sup> Google, Temasek & Bain & Company, e-Economy SEA 2019 Report

## 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.

Shopee is a part of Sea Limited (NYSE:SE), a leading global consumer internet company. In addition to Shopee, Sea’s other core businesses include its digital entertainment arm, Garena, and digital financial services arm, SeaMoney. Sea’s mission is to better the lives of consumers and small businesses with technology.