

## **Shopee outlines three “Super” commitments for 9.9 Super Shopping Day, in line with growing significance of e-commerce in the new normal**

*Shopee to provide super ecosystem, supercharge recovery for sellers and brands, and deliver a super collection of entertainment and deals at its largest annual 9.9 shopping event*



**SINGAPORE, 19 AUG 2020** - Shopee, the leading e-commerce platform in Southeast Asia and Taiwan, announces the return of its signature annual shopping event, 9.9 Super Shopping Day. This is its fifth 9.9 shopping event and will feature four weeks of entertainment and shopping deals in all seven Shopee markets.

This year's 9.9 Super Shopping Day takes on greater significance as communities step up recovery efforts and adapt to a new normal. Shopee outlines three commitments: Provide a super ecosystem, supercharge recovery for sellers and brands, and deliver a super collection of entertainment and deals.

**Chris Feng, Chief Executive Officer at Shopee** said, "9.9 Super Shopping Day has a special meaning for all of us at Shopee. We created 9.9 in 2016 to unlock the potential of e-commerce for our region and it has become an annual celebration that brings millions of people together. It is also more important than before as consumers increasingly depend on e-commerce for their shopping needs, and more businesses go online to uncover growth opportunities amid the global pandemic. 9.9 Super Shopping Day reflects our commitment to support our communities. It will deliver the best shopping experience for users and provide a springboard for sellers and brands to increase their online sales."

Shopee outlines three commitments for 9.9 Super Shopping Day:

## **1. Provide a super ecosystem**

*Ensuring quality and reliability with strong payments and logistics offerings*

Consumers expect quality and reliability on e-commerce as online shopping becomes a new normal. To meet these evolving needs, Shopee continued to enhance its logistics and payments infrastructure to make buying and selling online more seamless.

In 2020, Shopee has ramped up offerings for its integrated mobile wallets ShopeePay and AirPay, and partnered leading payment providers for smooth and secure transactions. These have generated robust growth in the use of digital payments among users, brands, and sellers on Shopee.

Shopee also enhanced its logistics capabilities to support the increasing scale and frequency of online shopping. In preparation for 9.9 Super Shopping Day, Shopee is tightening integration with logistics partners and optimising its warehouse operations in the region. These enable sellers and brands to fulfil orders more efficiently, allowing them to maximise sales and boost customer satisfaction even as shopping activity peaks.

## **2. Supercharge recovery for sellers and brands**

*Helping sellers and brands maximise sales growth with e-commerce*

9.9 Super Shopping Day kicks off the year-end peak shopping season in Southeast Asia and Taiwan. It is the highlight of Shopee's efforts to help businesses of all sizes digitalise, recover, and succeed in the long term with e-commerce.

For sellers and SMEs, Shopee introduced its Seller Support Package in April to cushion the impact of the pandemic by lowering costs, offering capital support, and boosting sales. Shopee also simplified e-commerce for SMEs and sellers by upgrading its Seller Centre, including a new Marketing Centre that lets sellers customise store campaigns and product promotions more conveniently.

Local and international brands are turning to Shopee to grow their online businesses, with **70% more** new brands opening Official Stores on Shopee Mall in 2020. Shopee has stepped up its efforts to help brands grow their online presence, highlighted by the launch of Google Ads with Shopee in partnership with Google. It is a first-of-its-kind marketing solution for brands to seamlessly create, manage, and monitor Google ads campaigns for their Official Stores on Shopee Mall.

9.9 Super Shopping Day is a major milestone for sellers and brands, who stand to receive increased customer traffic and visibility on Shopee. They can build on this momentum by tapping on exclusive engagement tools such as Shopee Live and Shopee Feed to further attract users and boost sales, creating a springboard for continued growth.

### **3. Deliver a super collection of entertainment and deals**

*Curating the largest variety of in-app games, live streams, and promotions*

Shopee will continue to surprise and delight shoppers at 9.9 Super Shopping Day. Till 9 September, users can shop countless deals from **10 million** sellers and **15,000** brand partners across the region, and enjoy exclusive content and rewards on Shopee Live and Shopee's in-app games.

9.9 Super Shopping Day will feature all-day content on Shopee Live that entertains, inspires, and connects users with their favourite sellers, brands, and celebrities. In each market, users can tune in to Shopee Live to win a year's supply of items from their favourite brands, and join the biggest stars and celebrities at marathon and countdown streams at the peak of 9.9 Super Shopping Day.

Users can also win endless rewards from a massive array of in-app games on Shopee, including the popular Shopee Farm which has been played for **7 billion** times across the region. A major highlight is Shopee Games Day, which offers 24 hours of upsized Shopee coins and exclusive prizes.

**Feng closed,** "9.9 Super Shopping Day has come a long way since it first started. Shopee's spirit to grow together with our communities remains unchanged, even as we adapt to a global pandemic. As we kick off the year-end shopping season, we will continue to work hard for all our users. We look forward to another unforgettable 9.9 Super Shopping Day."