



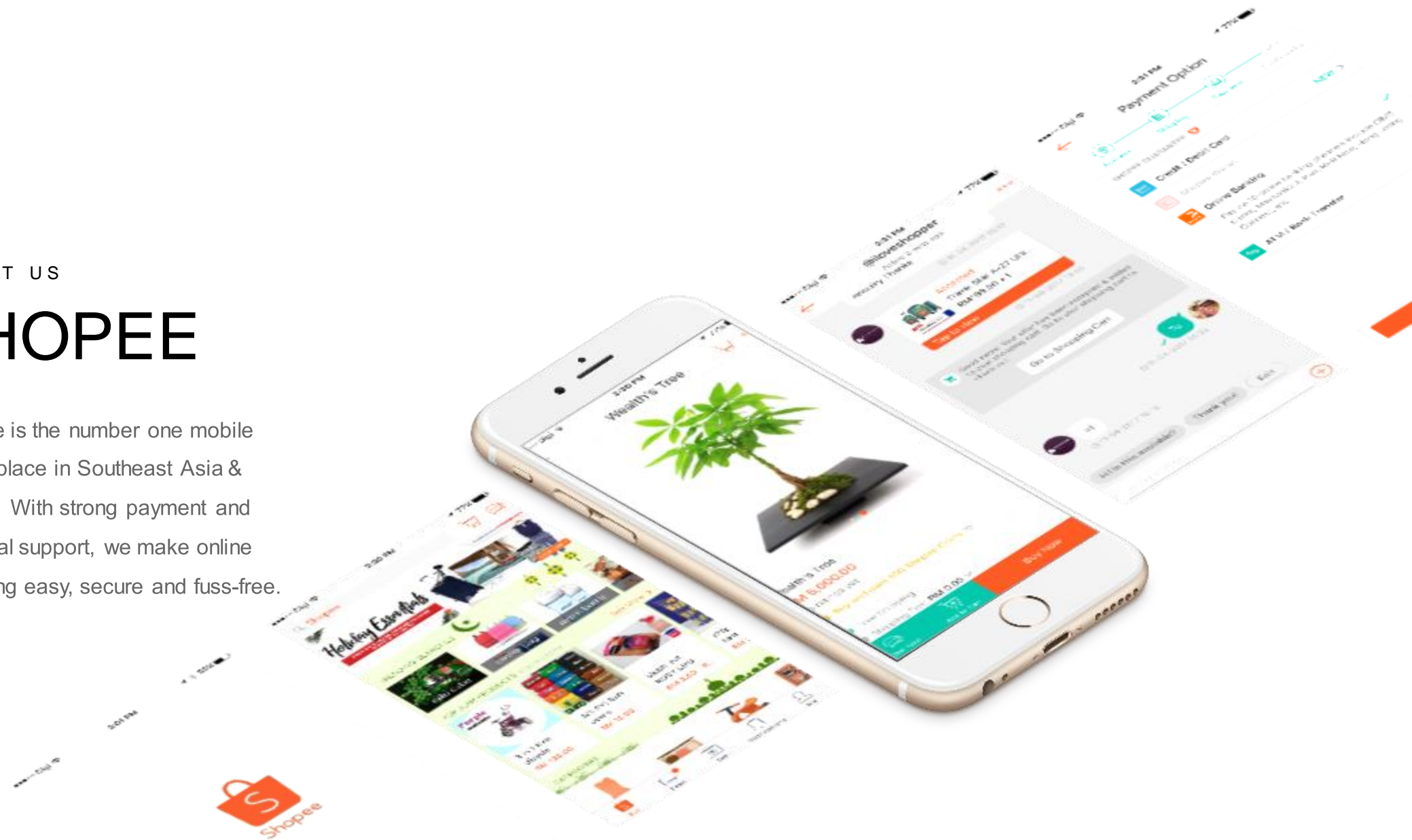
Shopee Mobile Marketplace



ABOUT US

SHOPEE

Shopee is the number one mobile marketplace in Southeast Asia & Taiwan. With strong payment and logistical support, we make online shopping easy, secure and fuss-free.



SHOPEE IS PART OF SEA, LISTED ON NYSE: SE



Digital Entertainment



e-Commerce



**Digital Financial
Services**





Over 90% of orders are on Mobile, where Shopee has risen to be the Top Shopping App in all markets

App Store and Play Store Rankings in Shopping Category

As of 20 Jan 2019

Country/Region	App Store					Play Store				
	#1	#2	#3	#4	#5	#1	#2	#3	#4	#5
Singapore										
Indonesia										
Malaysia										
Philippines										
Taiwan										
Thailand										
Vietnam										

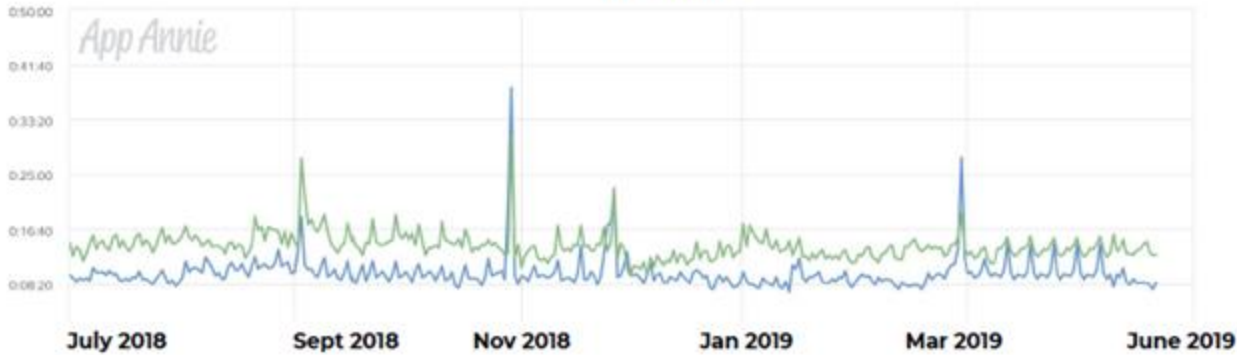
Over 195 Mn App Downloads across SEA + TW on iOS app store and Google Play



SHOPEE MALAYSIA'S PERFORMANCE

How we are beating our competitors

Avg Time / User



Daily Active Users



- Shopee
- Competitor

Shopee has **the more Daily Active Users** and **higher Average Time per User** in the region vs our regional competitor
(Source: App Annie)



GROWING FROM UNKNOWN TO MARKET LEADER IN 4 YEARS (2019)

Shopee Launched



Shopee

Dec 2015

Shopee PosLaju Free Shipping



Jun 2016

9.9 Mobile Shopping Day



Sep 2016

Shopee Mall Launched



Oct 2017

Shopee Celeb Squad & Piala FA Cup



Shopee PIALA FA MALAYSIA

May 2018

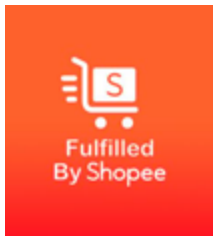


GROWING FROM UNKNOWN TO MARKET LEADER IN 4 YEARS (2019)

Shopee 9.9 Shopping Day
Shopee x KLFW & DHL



Fulfilled by
Shopee & SBD



Shopee
Super Brand Day

11.11 Big Sale &
12.12 Birthday Sale



Shopee Kongsi Fa Cai &
Shopee Quiz



Raya Dengan Shopee &
Shopee Live



Q2
2019

Q1
2019

Q4
2018

Q3
2018

Jun
2018



Shopee continues to partner with the Top Celebrities to engage with our target users and recruit new users

BLACKPINK Regional Brand Ambassador



Local A-List Celebrities

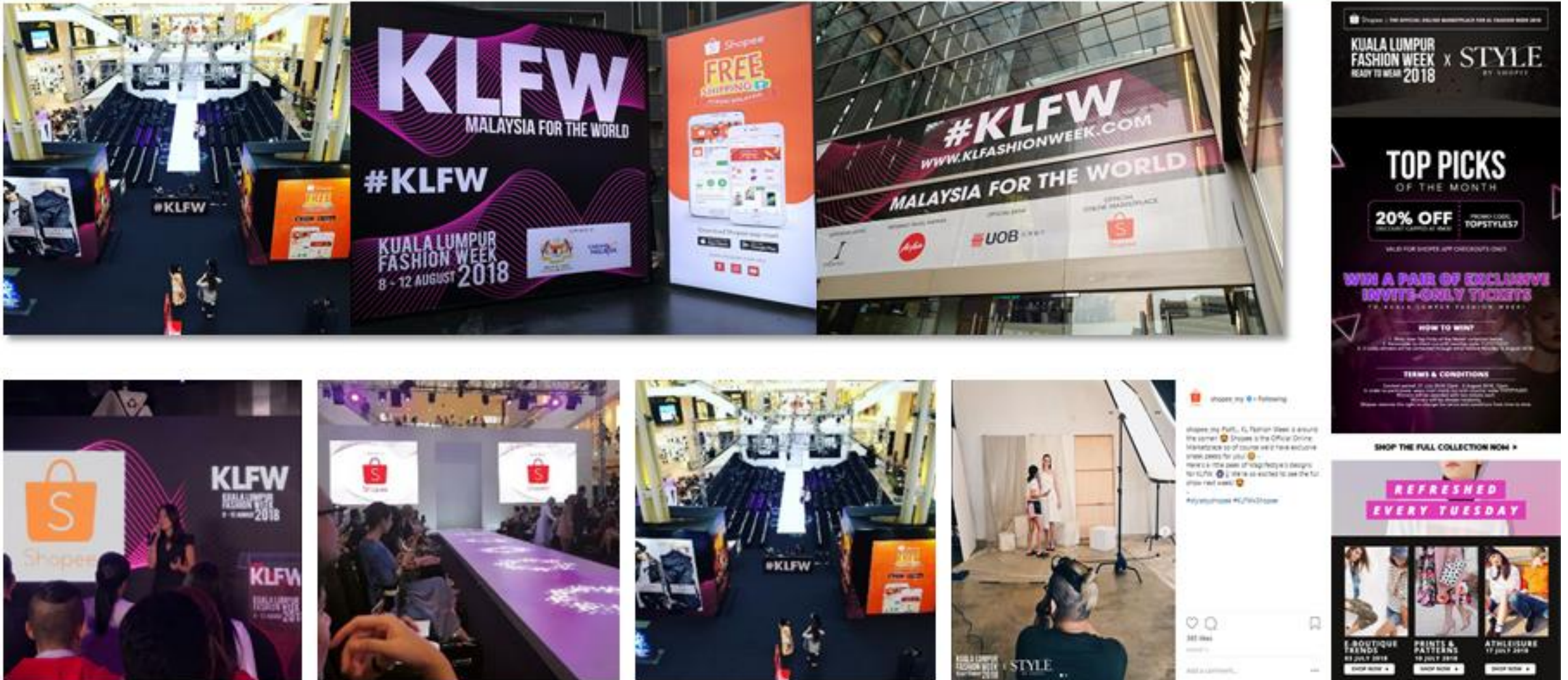


SHOPEE Celebrity SQUAD



🛍️ Strategic partnership with KL Fashion Week

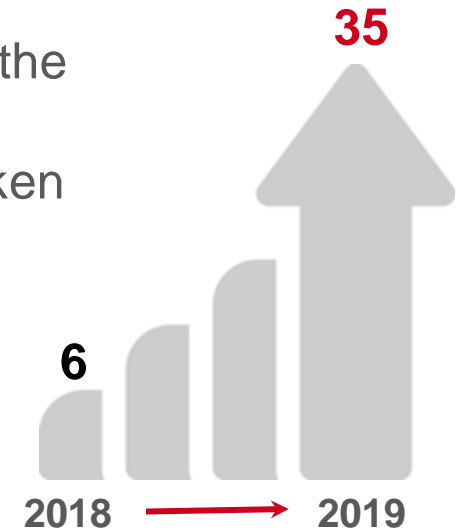
Shopee was the Official Marketplace sponsor for the 2018 KL Fashion Week, paired with a **STYLE By Shopee** campaign



Supporting our local talent

SHOPEE
Celebrity
SQUAD

Launched in June 2018 with only **6 celebrities**, the Shopee Celebrity Squad programme has now grown to more than **35 celebrities** who have taken their business to the next level - eCommerce.



From left to right:

Dato' Sri Siti Nurhaliza, Dato' Seri Dr. Hajah Vida, Harith Iskandar, Che Puan Sarimah Ibrahim, and Nora Danish



SHOPEE MALL LAUNCH – CHOICE, CONVENIENT, AUTHENTIC

Oct 2017

Shopee Mall
 LOWEST PRICE GUARANTEED FOR OVER 50,000 PRODUCTS
GRAND LAUNCH

100% AUTHENTIC 15 DAYS RETURN FREE SHIPPING

15 Days Return 100% Authentic Free Shipping

POPULAR Health & Beauty Toys, Kids & Babies

Shopee Mall
 LOWEST PRICE GUARANTEED FOR OVER 50,000 PRODUCTS
GRAND LAUNCH

15 Days Return 100% Authentic Free Shipping

TRENDING SHOPS See All >

Nestlé L'ORÉAL PARIS Pigeon

acer HUAWEI

JUST FOR YOU See More >

Example brands that are currently working with Shopee





Shopee 2018 wrapped up successful 9.9, 11.11 and 12.12 Mega Campaigns



9.9 SUPER SHOPPING DAY
BIGGEST SALE OF THE YEAR

SHOPEE 9.9 SUPER SHOPPING DAY 2018 BREAKS ALL PAST 9.9 RECORDS

By **7.43am** on 9 Sep, total items sold was more than whole of last year's 9.9

SHOPPERS ARE BUYING MORE

>15 MILLION items sold

4x MORE than last year's 9.9

>5.8 MILLION ORDERS

SUPPORTED BY >7 MILLION SELLERS & >10,000 BRANDS

< 9 mins to exceed **99,999 ITEMS SOLD**

Download on the **App Store** | GET IT ON **Google Play**



Shopee 11.11 BIG SALE

Broke last year's record at **7:46 AM** (GMT +8)

>11 MILLION ORDERS
4.5x that of 2017

> 58,000 Highest # of **ITEMS SOLD IN A SINGLE MINUTE**

>42 MILLION VISITS on 11 Nov



Shopee 12.12 BIRTHDAY SALE
IN 24 HOURS ON 12 DECEMBER

>12 MILLION ORDERS in 24 hours

48 MILLION VISITS on 12 December

60 MILLION DEALS across all categories

Highest # of items sold in **1 minute**

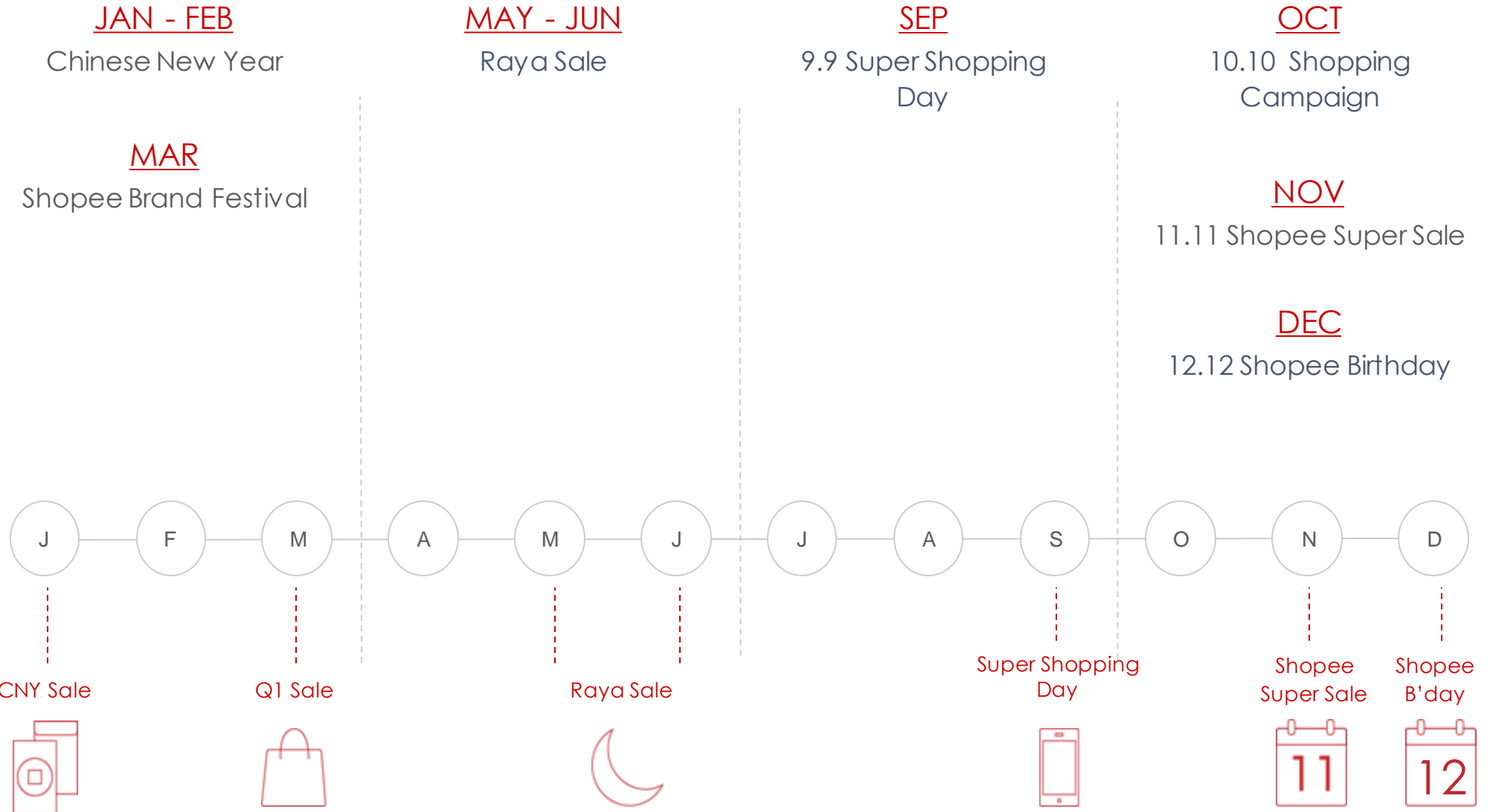
73,519

WHAT'S NEXT?



We've planned a packed line-up in 2019 with exciting brand campaigns

2019 Calendar*



* Subject to change

LEVERAGING e-SPORTS TO ATTRACT MALES

Sponsored Shopee Bosskurr, our homegrown Mobile Legends team



Shopee Bosskurr team will be qualifying for the 2019 SEA Games in the Philippines



Their **swag and merchandise** are available on Shopee for fans to purchase

Shopee's Support

Join Us

Hop on the Shopee train for free!

We'd love for you to join us on our journey in revolutionising mobile shopping.



**No commissions &
Shipping Fees**



FREE SHIPPING

Ship for free up to 5KG with
Pos Laju



**MARKETING
SUPPORT**

Leverage on our strong
online and offline marketing
channels




Buyer End: New Way To Enjoy Shopee Free Shipping

INTRODUCING A NEW WAY TO ENJOY FREE SHIPPING!
CLAIM YOUR FREE SHIPPING VOUCHER TODAY

Step 1: Claim your voucher

Tap 'Get Voucher' to claim your free shipping vouchers!


4 Free Shipping Voucher
 Enjoy shipping fee at a discounted price.
 Valid Till: 31-08-2018 [T&C](#)

Get Voucher

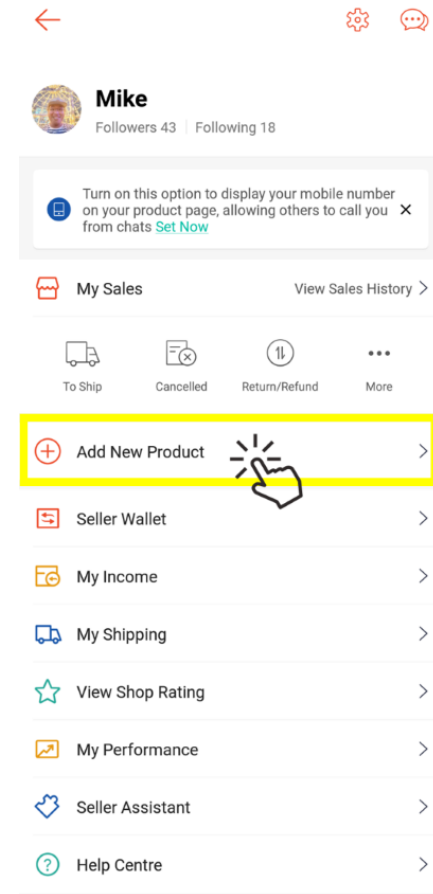
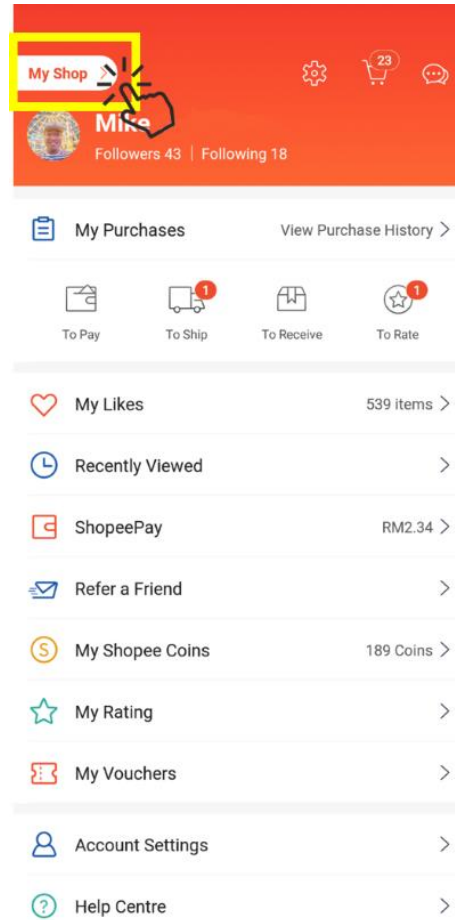
HERE'S A BONUS

We are giving you **2 complimentary** free shipping vouchers!

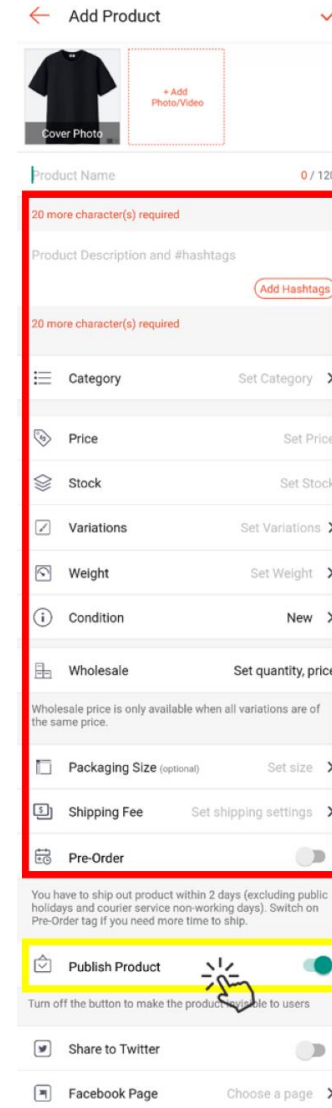
SHIPPING CHANNEL	REGION	PARTIAL SUBSIDY	FULL SUBSIDY
		BY SPENDING MINIMUM RM30	BY SPENDING MINIMUM RM40
Shopee FREE 5KG Shipping Program	West Malaysia	RM2.00	RM5.30 (Free Shipping up to 5kg)
	East Malaysia	RM4.00	RM8.75 (Free Shipping up to 1kg)
Shopee x DHL eCommerce Free Shipping Program	West Malaysia	RM2.00	RM4.77 (Free Shipping up to 3kg)
Overseas Delivery	West Malaysia	N/A	RM5.49
	East Malaysia	N/A	RM7.99

**NOTE THAT THE SUBSIDY AMOUNT REMAINS UNCHANGED. BUYERS WILL BEAR THE REMAINING AMOUNT IF SHIPPING FEES EXCEED THE SUBSIDY AMOUNT.*

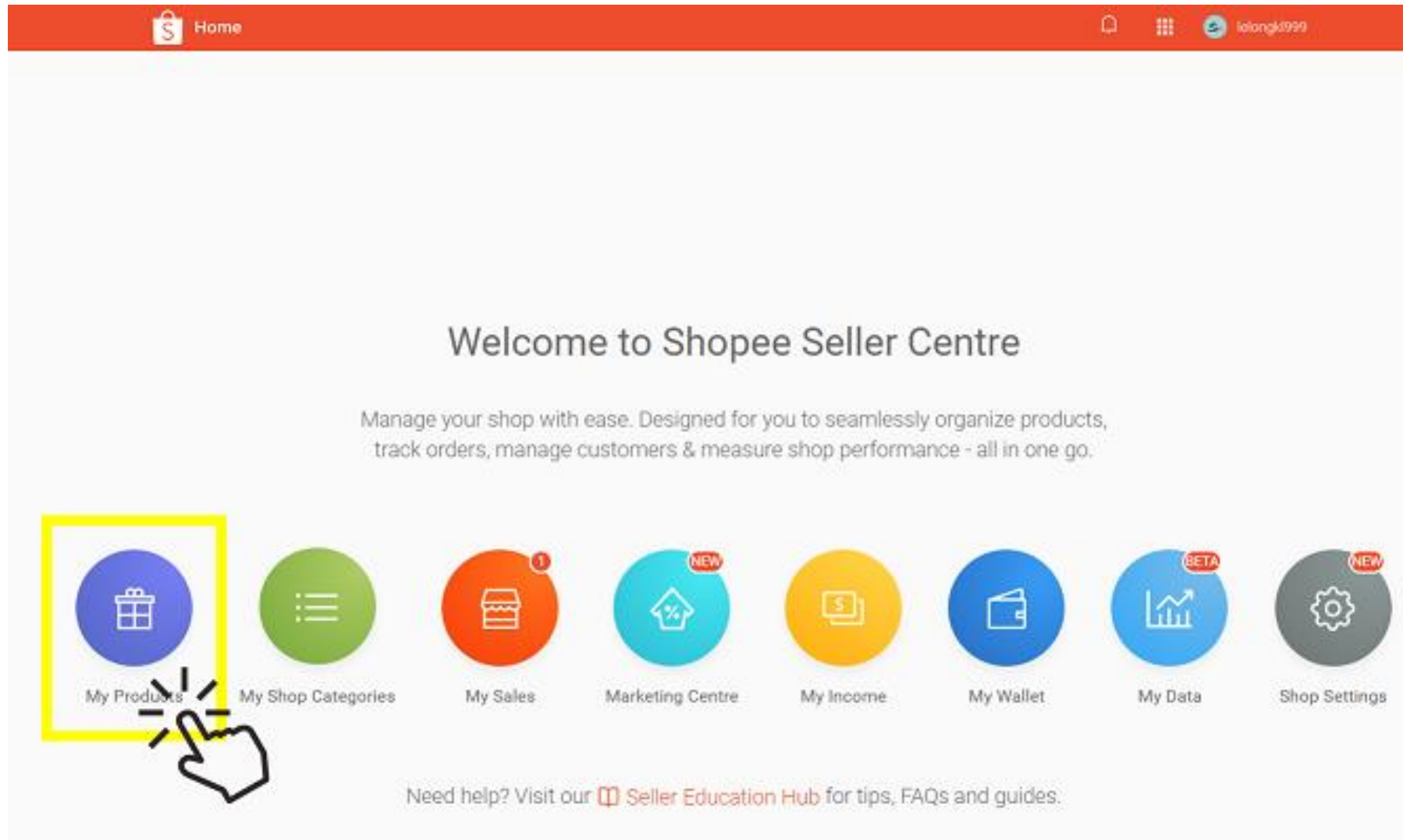
How to start selling on Shopee?



How to start selling on Shopee?



How to start selling on Shopee?





How to start selling on Shopee?

Home > My Products

All Live Sold out Suspended (28) Unlisted

33 Products 33 / 50000

+ Add a New Product Batch Actions

Search Products

Product Name	Parent SKU	SKU	Variations	Price	Stock	Sales	Operation
		-	Blue	RM100.00	1	0	
		-	Red	RM100.00	1	0	
		-	Grey	RM100.00	1	0	
		-	Black	RM100.00	1	0	
		-	Yellow	RM100.00	1	0	
		-	Maroon	RM100.00	100	0	
		-	Teal	RM100.00	1	0	Edit
		-	Fuschia	RM100.00	1	0	

Suspended Hi hi hi hi hi hi

Add a New Product

Please choose the right category for your product.

Product Name

Categories Name

- Women Clothes >
- Health & Beauty >
- Women's Bags >
- Men Clothes >
- Mobile & Accessories >
- Watches >
- Home & Living >
- Baby & Toys >
- Home Appliances >
- Groceries & Pets >



How to start selling on Shopee?

Basic information

* Product Name 12/80

* Product Description 0/3000

* Category [Health & Beauty > Eye Make Up > Cosmetic Contact Lens](#) [Edit >>](#)

* Brand

Expiry Date

Lens Type

Frequency

Basic information

- Basic information
- Sales Information
- Media Management
- Shipping
- Others

Sales Information

* Price

* Stock

Variations

Wholesale

Wholesale price will be hidden when the product is under promotion.

Media Management

Product images



How to start selling on Shopee?

Sales Information

* Price

* Stock

Variations

Wholesale

Wholesale price will be hidden when the product is under promotion.

Media Management

Product Images

Shipping

* Weight kg

Parcel Size cm cm cm

Shipping Fee

Shipping fee included
No shipping options enabled, buyer pays you for only the product.
You can also [click here](#) to open more shipping channels for your products.

Poslaju (max 30kg)	SHOPEE SUPPORTED LOGISTICS	Requires weight	<input type="checkbox"/>
Gdex (West Malaysia)		Set shipping fee	<input type="checkbox"/>
Gdex (East Malaysia)		Set shipping fee	<input type="checkbox"/>

Shipping settings will be applicable for this product only. Shipping fees displayed are base rates and will be subject to change depending on buyer location.

Cancel

Save and Delist

Save and Publish