



FOR IMMEDIATE RELEASE

Aspirasi and Lazada Malaysia join hands to deliver financing support to digital entrepreneurs

Collaboration to empower underserved micro-enterprises and SMEs

Kuala Lumpur, 21 October 2019 – Aspirasi, a micro-financing platform and fintech services provider under Axiata Digital, has teamed up with leading eCommerce platform Lazada Malaysia to provide financing support to micro-enterprises and SME merchants on the eCommerce platform.

The collaboration will leverage Aspirasi's end-to-end digital financial services that offer fast and simple financing solutions in an effort to boost the growth potential of merchants listed on Lazada Malaysia. Through Aspirasi's working capital solution, merchants can enjoy easy financing with free insurance, cashback upon completion of repayment, zero early settlement charges, immediate financing decisions, and cash in the merchant's account within 48 hours during the promotional period from now until 31 December 2019*.

The agreement signed by Sheyantha Abeykoon, Director of Aspirasi and Kevin Lee, Chief Business Officer, Lazada Malaysia marks a meaningful effort for both entities towards driving growth for micro-enterprises and SMEs and building Malaysia's digital economy.

"At Aspirasi, we understand the obstacles that micro-enterprises and SMEs experience as they strive to grow their business. We believe this collaboration with Lazada Malaysia will enable us to collaborate in supporting merchants by providing them with access to financial solutions not available through traditional sectors. With Aspirasi's seamless micro-financing solutions, merchants on the platform can undertake business opportunities to scale with confidence," said Abeykoon.

"eCommerce is a key economy driver for Malaysia, which is why Lazada is focused on boosting SME growth with the right tools, support and financing to succeed. By working with like-minded allies such as Aspirasi to remove barriers to business, we are creating a continuity plan for the country's digital economy," said Lee.

Axiata Digital has been focused on accelerating digital adoption since 2014 in its principal markets by offering innovative financial solutions such as e-wallets, micro-financing and micro-insurance. Axiata Digital's efforts to promulgate digital technology aim to secure a future-ready and financially inclusive society for the underserved,



whilst showcasing the business benefits of ICT for success and growth for micro-enterprises and SMEs.

Lazada is committed to uplifting communities through eCommerce, actively driving and championing initiatives aimed at building a sustainable eCommerce ecosystem to future-proof the digital economy. Lazada strives to make eCommerce accessible to all through its capabilities in tech, logistics and Shoppertainment, and enable entrepreneurs to reach their full potential online so that everyone can sell, regardless of background or location.

**Terms and Conditions apply.*

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About Axiata Digital

Axiata Digital Services (AD), the digital services arm of Axiata Group Berhad (Axiata), was established to support the increasingly digital lifestyle of Axiata consumers. AD's role has evolved from an investor of 30 brands to a business operator with portfolios concentrated on three strategic businesses. These include digital financial services such as e-wallets, micro-financing and micro-insurance, digital advertising that use data driven solutions to enhance business success, and platform services focused on API's (Application Programming Interface) that redefine the way businesses communicate with consumers. Flagship brands within the portfolio are Boost, Aspirasi, ADA and Apigate. For more information, visit www.axiatadigital.com

About Aspirasi

Aspirasi is a financing support platform by Axiata Digital Capital (ADC), a fintech services provider under Axiata Digital that serves and empowers micro-enterprises and SMEs. We offer a range of micro-financing solutions such as working capital financing, invoice financing and supply chain financing to help the underserved community achieve their business goals and provide support on their journey of dynamic financial growth. For more information, visit www.aspirasi.co

About Lazada Group

Founded in 2012, Lazada Group is the leading eCommerce platform in Southeast Asia. We are accelerating progress in Indonesia, Malaysia, the Philippines, Singapore, Thailand and Vietnam through commerce and technology. With the largest logistics and payments networks in the region, Lazada is a part of our consumers' daily lives in the region and we aim to serve 300 million shoppers by 2030. Since 2016, Lazada is the Southeast Asia flagship platform of the Alibaba Group powered by its cutting-edge technology infrastructure.

Press Contacts:

Aspirasi



Anoushka Bhar
Lead – Public Relations and Communication
Email: media@aspirasi.co
Tel: +60 19 936 2986

Lazada Malaysia
Farah Zulkefly
Lead – Public Relations and Communication
Email: farah.zulkefly@lazada.com.my
Tel: +60 12 3344 885