

FOR IMMEDIATE RELEASE

Aspirasi introduces Aspirasi CashNow that offers simplified access to digital financing for shoppers on Lazada Malaysia

Consumers who choose to apply for Aspirasi CashNow will receive funds credited into their Lazada Wallet, along with convenient and affordable monthly installments.*

Kuala Lumpur, 23 March 2021 – Online shoppers who are looking for flexible financing options can now apply for Aspirasi CashNow, a fully digital financing solution offered by Aspirasi, a digital micro-financing and micro-insurance service provider under Axiata Digital. Available on Lazada Malaysia, a leading eCommerce platform in the country, Aspirasi CashNow is open for application by all Malaysians aged 18 to 65 years old, who have an active Lazada Wallet account.

Aspirasi CashNow is Shariah-compliant and financing amounts start from RM500 up to RM2,500, with low profit rate and convenient monthly installment tenures*. Shoppers that are interested to apply can click [here](#) on the Lazada website or app, before going through a quick and easy 3-minute application journey on Aspirasi. Eligible applicants will receive their funds credited into their Lazada Wallet within 48 hours, and enjoy Aspirasi CashNow Protect, a complimentary micro-insurance coverage that provides accidental death, permanent disablement and online bill protect benefits*.

Sheyantha Abeykoon, Executive Director of Aspirasi said, “This is not the first time Aspirasi and Lazada have teamed up towards driving growth for Malaysia’s digital economy. We have been providing digital financial support to micro-enterprises and SME merchants on the Lazada platform since Q4 2019. The introduction of Aspirasi CashNow is an expansion of digital financial services to improve Lazada customers’ connectivity infrastructure with greater digital payment access.”

“There is a growing popularity of consumers seeking financial flexibility and convenience when shopping online - especially now. Over the years, we’ve continually invested in bringing quality customer experiences through ease and convenience, and we are pleased to extend our partnership with Aspirasi to provide our shoppers with a variety of payment options and flexible payment alternatives as part of the seamless shopping experience they’ve come to expect from Lazada.” said Sherry Tan, Chief Business Officer, Lazada Malaysia

'At Aspirasi, we align with the Government's aspirations ensuring the digital economy benefits all segments of society. The recent launch of the MyDigital initiative reflects the country's preparedness in undertaking a new and comprehensive approach that enables all Malaysians will benefit from essential digital services like eCommerce, cashless payments, and financial services. Fintech continues to evolve as more shoppers stayhome due to COVID-19 related restrictions and buy almost everything online. Aspirasi CashNow aptly addresses the need for quick and easy digital financing solutions in the country' added Sheyantha.

Lazada Malaysia first partnered with Aspirasi in 2019 to provide financing support to micro-enterprises and SME merchants on the eCommerce platform. The collaboration leveraged 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 would enjoy easy financing with micro-insurance as an optional benefit.

For more information about Aspirasi CashNow, visit <https://aspirasi.co/pasar/cashnow-lazada>

**Terms and Conditions apply.*

About Aspirasi

Aspirasi is an end-to-end digital financial services platform that serves and empowers micro-enterprises and SME businesses. We offer a range of micro-financing solutions such as working capital, supply chain financing and invoice financing, along with micro-insurance products that include credit insurance, health insurance and term life insurance. Our aim is to help the underserved community achieve their business goals, while providing 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 has been the Southeast Asia flagship platform of Alibaba Group powered by its world-class technology infrastructure.