



FlexiCoins Discount Programme Brief (Seller Center Submission)

21 July 2021

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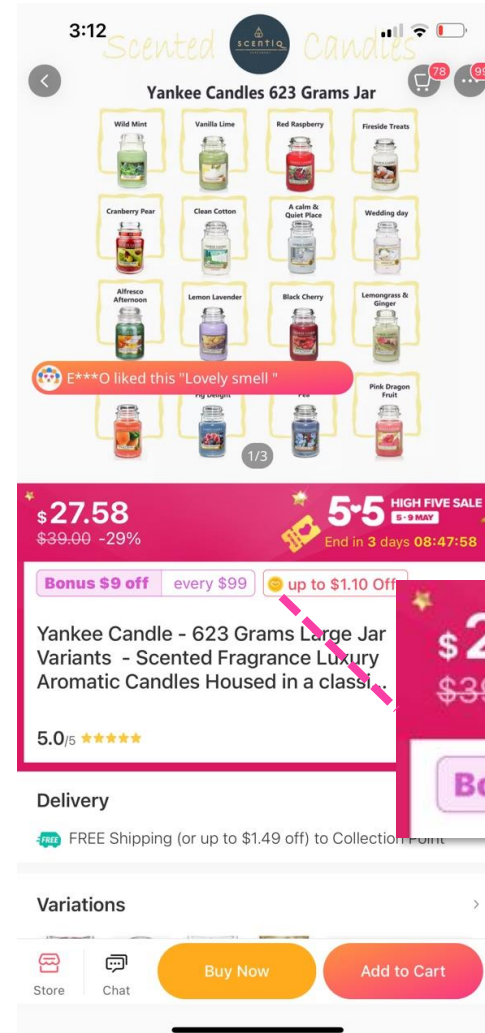
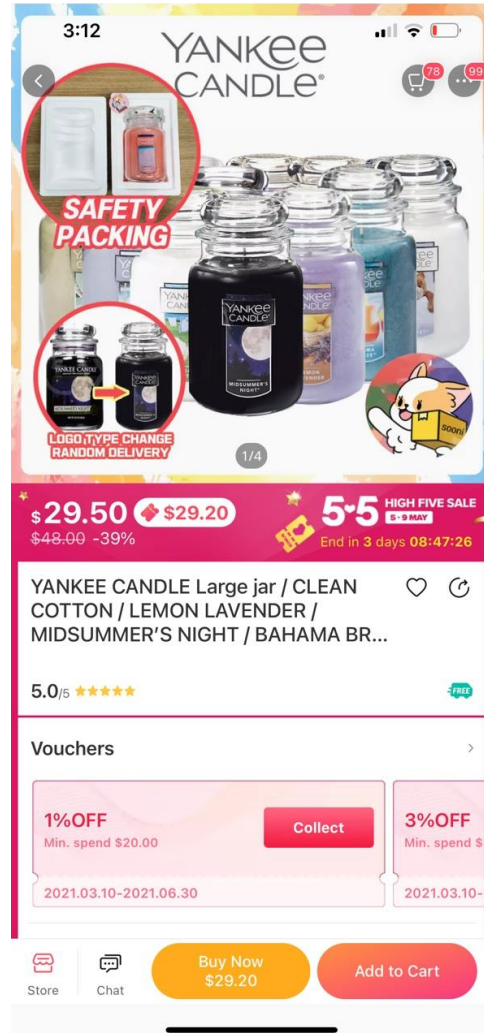
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What is FlexiCoins Discount Programme?

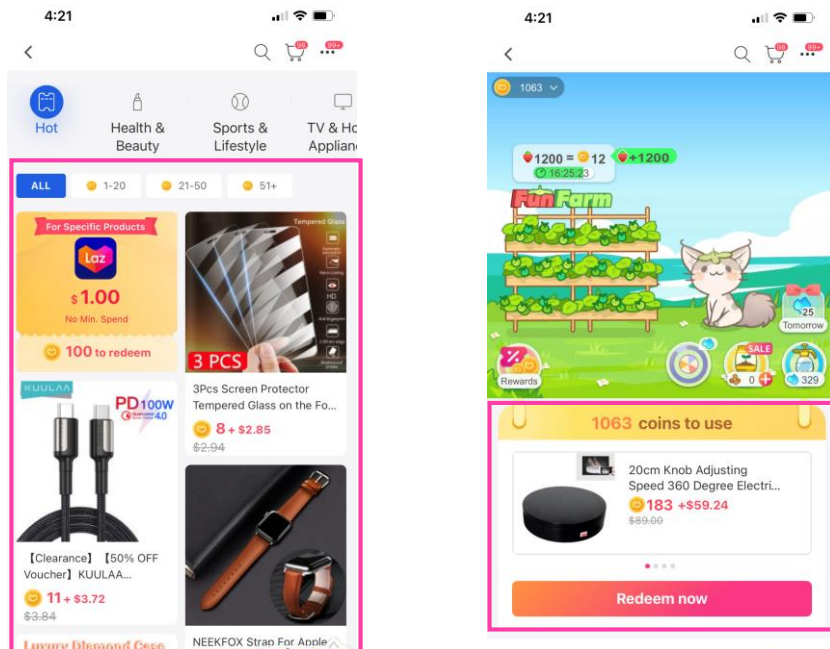


QUESTION:
From a buyer's POV,
which would you purchase?

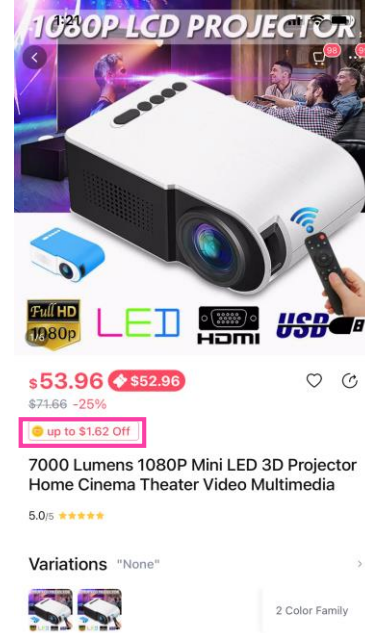
What is FlexiCoins Discount Programme?

Buyers' User Journey

HOW CAN BUYERS SEE FLEXICOINS DISCOUNT SKUs?

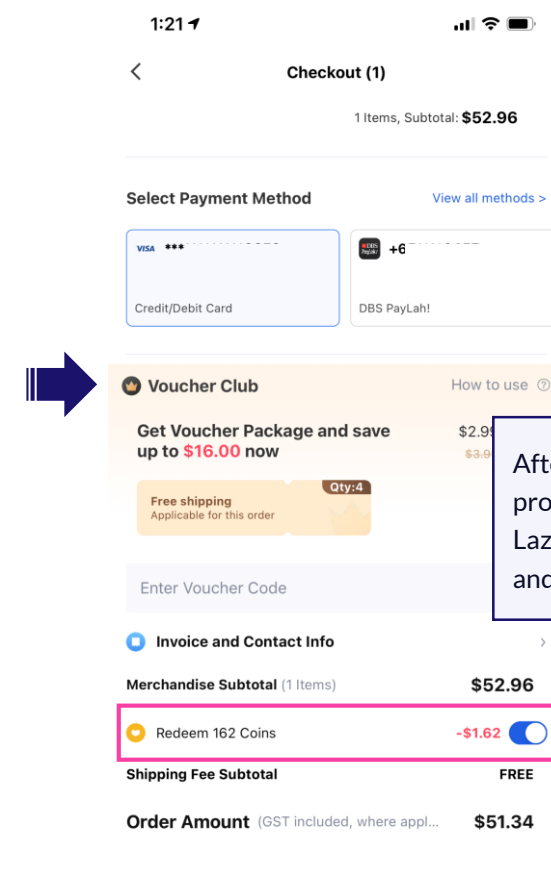


FlexiCoins discount SKUs can be found in Coins Channel, under the vouchers section, and also at the very top of Coins Channel (max 4 SKUs). All products are shown according to buyers' browse algo so there's higher chances of conversion.



It also appears in the PDP! FlexiCoins module shows up in a prominent position right beneath the campaign price!

BUYERS SAVE MORE!



After buyer chooses your product, he/she redeems LazCoins at check-out page and saves more!

What is FlexiCoins Discount Programme?

Sellers' Investment

- Sellers provide buyers with additional discount when they redeem their LazCoins at cart out.
- FlexiCoins discount is applied on the FINAL price after ALL other discounts are applied (e.g. Seller Voucher/Platform Voucher/Bank Voucher etc.)

Sellers Benefits

- Increase chance of sales conversion by enticing customers to choose your products via additional discounts,

and by differentiating your product from competitors with FlexiCoins discount tag on PDP!
- Highly cost efficient as buyers redeem discounts based on their coins balance!
- Extra product visibility on high traffic LazCoins Channel!

Based on 27 – 30 Jun BAU FlexiCoins 3% Campaigns Data...



Up to **2.95x** GMV Uplift



Up to **2.30x** PDP UV Uplift



Up to **2.82x** Units Sold Uplift

Campaign Submission>> Seller Center Transition

1 Go to Campaign Management

3 Submit Your Campaign Price!

2 Click "Join Now"

FLEXICOINS PARTICIPATION WILL TAKE PLACE IN SELLER CENTRE FROM 3 AUG 2021 ONWARDS

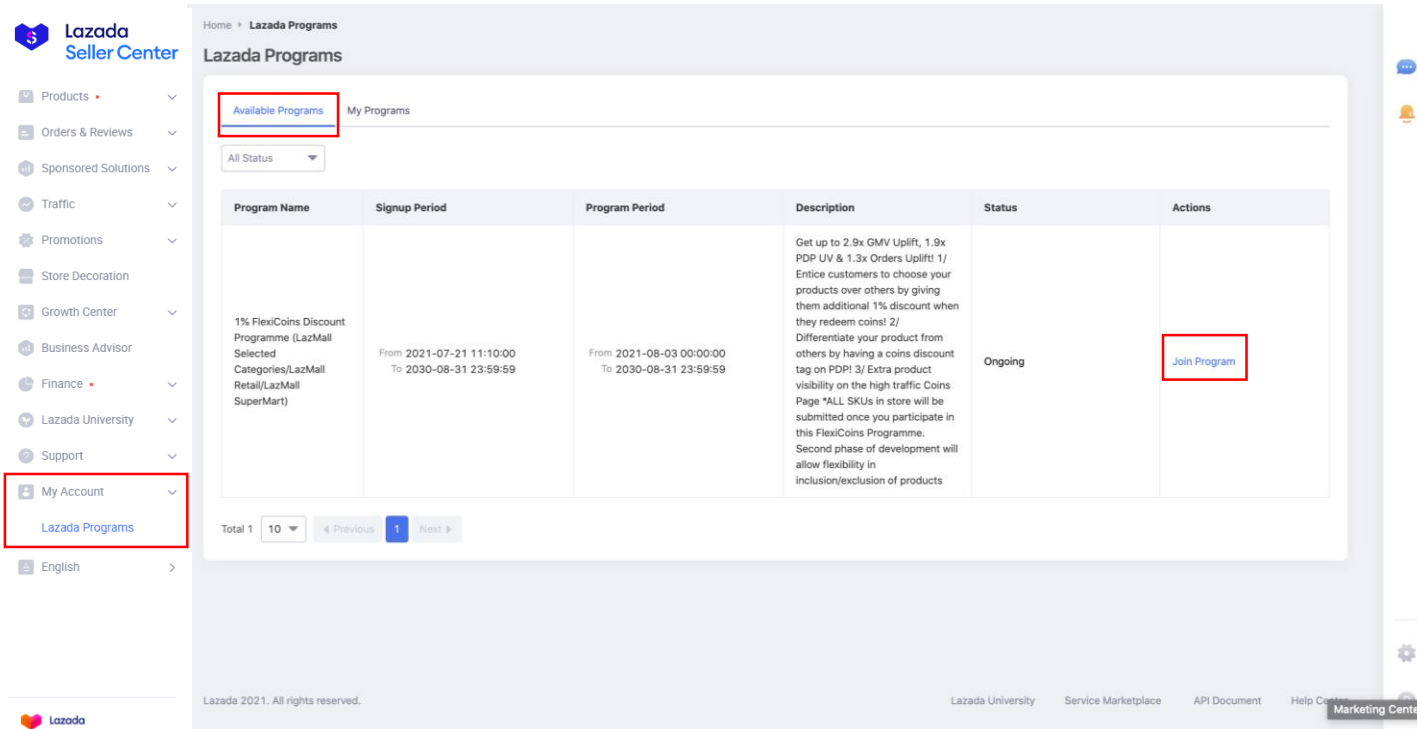
Type	Eligible Sellers	Availability	Criteria	Benefits
FlexiCoins Discount	HPM / KA / GSKA / Low Medium / Small / New Seller Positive ratings > 80% Cancellation < 3% Total paid orders L30D >1	BAU / Campaigns	Baseline discount % + LazCoins Discount %	<ul style="list-style-type: none"> Potential feature on LazCoins page under vouchers section Incentivize loyal Lazada customers to cart out with additional discounts using LazCoins

Campaign Submission >> Seller Center Transition

	Campaign Submission	NEW Seller Center (ASC)
Promotion Visibility Logic	<ul style="list-style-type: none"> Deals are subjected to One Child Campaign (OCC) Policy, only deals with the highest campaign discount will show. Less than 1% of the submitted FlexiCoins discount deals were shown to buyers. 	<ul style="list-style-type: none"> Participation in FlexiCoins Discount Programme via Seller Centre is now a promotional discount applied to the final campaign discount. ALL submitted SKUs will have 100% show through rate!
Promotion Active Period	<ul style="list-style-type: none"> Campaigns are created based on fixed activity period (usually short term ie 1 week - 1 month), Sellers have to regularly re-submit their SKUs. 	<ul style="list-style-type: none"> Supports long term participation option, Seller may opt out of the programme anytime they wish to (requires min. 24 hours to process withdrawal).
Sellers' Participation	<ul style="list-style-type: none"> Seller has to submit the entire store's SKUs, and get KAM/CS to reject deals manually during review period. 	<ul style="list-style-type: none"> For Phase 1, we will still require seller to submit the entire store's SKUs, and there is no way to exclude specific SKUs. However, in Phase 2 (coming soon), we will allow the flexibility of including and excluding SKUs out of the programme.
FlexiCoins %	<ul style="list-style-type: none"> Fixed discount % for all SKUs submitted in the campaign. 	<ul style="list-style-type: none"> For Phase 1, it is a fixed discount % for all SKUs submitted. For Phase 2/3 (coming soon), we will allow the flexibility of setting your own FlexiCoins % based on a minimum %.

FlexiCoins Seller Center Participation Guide

Method 1: My Account >> Lazada Program >> Join Program



The screenshot shows the Lazada Seller Center interface. On the left, the 'My Account' menu is expanded, and 'Lazada Programs' is selected. The main content area displays the 'Lazada Programs' page with the 'Available Programs' tab active. A table lists the '1% FlexiCoins Discount Programme (LazMall Selected Categories/LazMall Retail/LazMall SuperMart)'. The 'Status' column shows 'Ongoing', and the 'Actions' column has a 'Join Program' button highlighted with a red box.

Program Name	Signup Period	Program Period	Description	Status	Actions
1% FlexiCoins Discount Programme (LazMall Selected Categories/LazMall Retail/LazMall SuperMart)	From 2021-07-21 11:10:00 To 2030-08-31 23:59:59	From 2021-08-03 00:00:00 To 2030-08-31 23:59:59	Get up to 2.9x GMV Uplift, 1.9x PDP UV & 1.3x Orders Uplift! 1/ Entice customers to choose your products over others by giving them additional 1% discount when they redeem coins! 2/ Differentiate your product from others by having a coins discount tag on PDP! 3/ Extra product visibility on the high traffic Coins Page *ALL SKUs in store will be submitted once you participate in this FlexiCoins Programme. Second phase of development will allow flexibility in inclusion/exclusion of products	Ongoing	Join Program

Registration Period:
19 Jul – Infinity & Beyond

Live Period:
3 Aug – Infinity & Beyond, or until seller opts out of Programme (aka “Sign Out”)

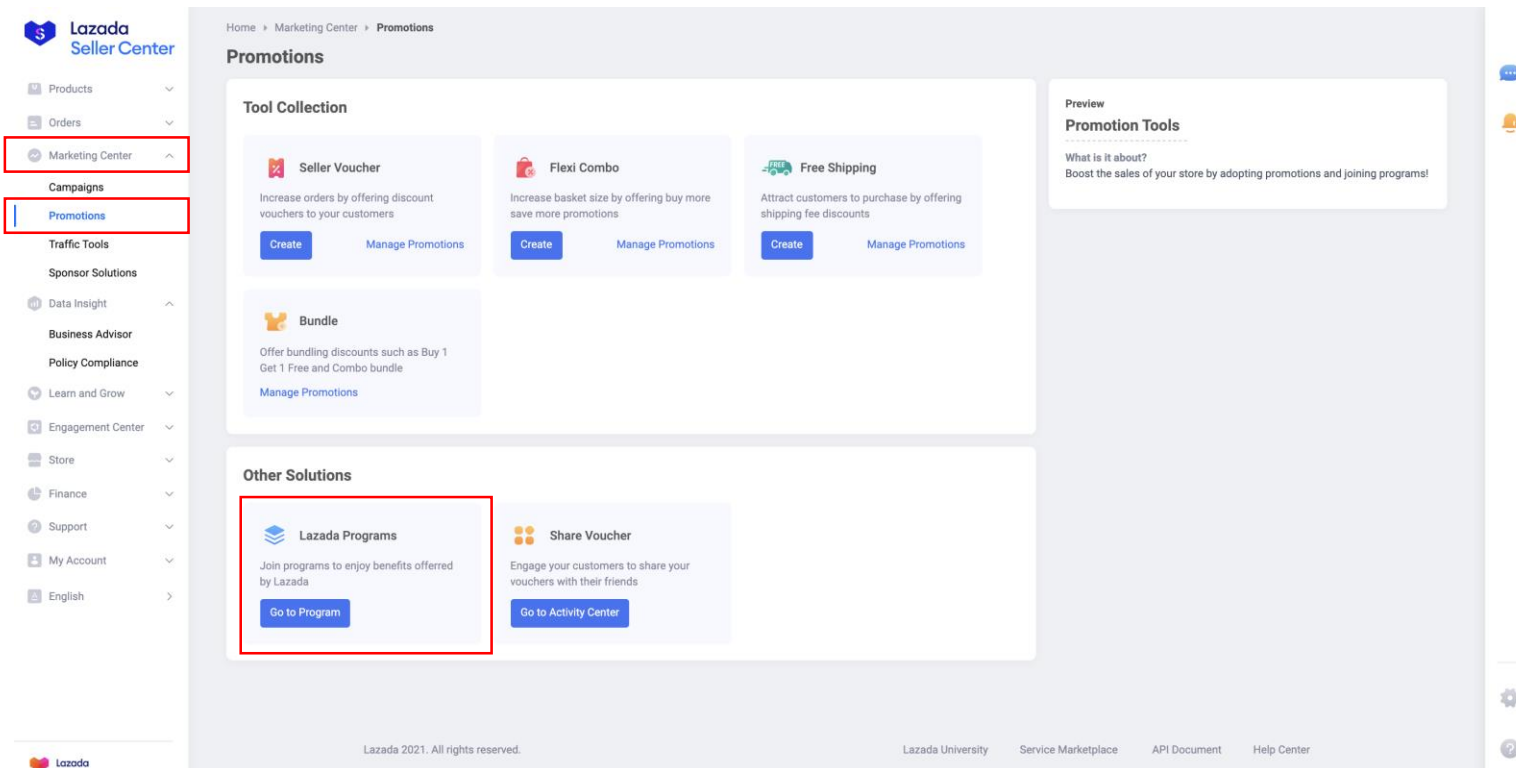
NOTE: Withdrawal process will minimally require 24 hours to take effect

In this phase of development, once you join the programme, your **ENTIRE store's SKUs** will be offering FlexiCoins discount. Phase 2 of the product development will allow flexibility in terms of inclusion/exclusion of SKUs (exact date to be updated)

FlexiCoins Seller Center Participation Guide



Method 2: Marketing Center >> Promotions >> Lazada Program



Registration Period:
19 Jul – Infinity & Beyond

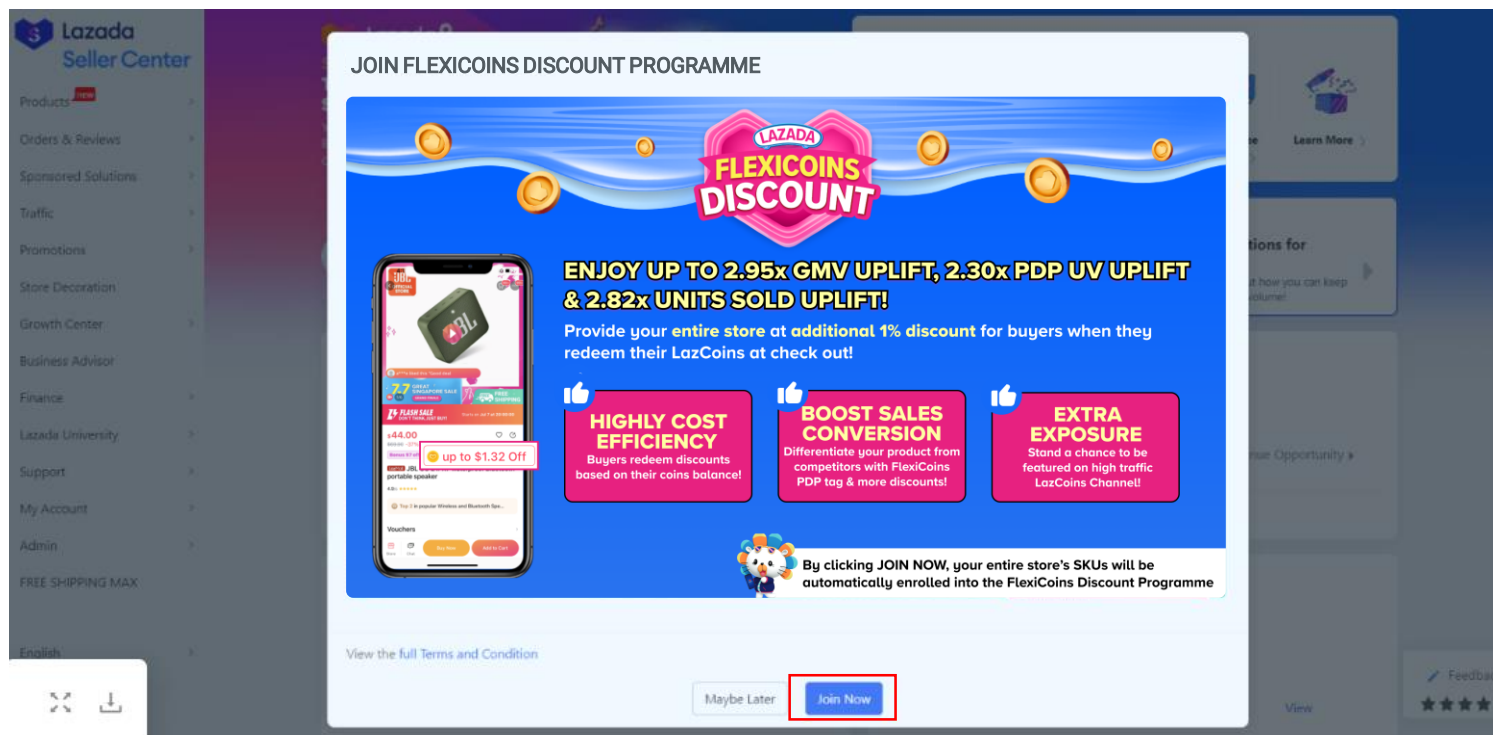
Live Period:
3 Aug – Infinity & Beyond, or until seller opts out of Programme (aka “Sign Out”)

NOTE: Withdrawal process will minimally require 24 hours to take effect

In this phase of development, once you join the programme, your **ENTIRE store's SKUs** will be offering FlexiCoins discount. Phase 2 of the product development will allow flexibility in terms of inclusion/exclusion of SKUs (exact date to be updated)

FlexiCoins Seller Center Participation Guide

Method 3: Pop-Up on Seller Center >> Join Now



Registration Period:

19 Jul – Infinity & Beyond

Live Period:

3 Aug – Infinity & Beyond, or until seller opts out of Programme (aka “Sign Out”)

NOTE: Withdrawal process will minimally require 24 hours to take effect

In this phase of development, once you join the programme, your **ENTIRE store's SKUs** will be offering FlexiCoins discount. Phase 2 of the product development will allow flexibility in terms of inclusion/exclusion of SKUs (exact date to be updated)

Frequently Asked Questions

Q: Is FlexiCoins discount stackable with platform, bank, seller vouchers & Lazada Bonus?

A: Yes. FlexiCoins discount is applied to the FINAL price after all other promotions have been applied.

Q: A buyer with 20 LazCoins purchases 2 SKUs from different stores: SKU1 from Store A offers 20 LazCoins discount while SKU2 from Store B offers 15 LazCoins discount. How much and which store would provide the LazCoins discount?

A: It depends on which SKU was first registered in the programme. Assuming that Store B registered SKU2 in the FlexiCoins Programme before Store A registered SKU1, 15 LazCoins will be redeemed for Store B's SKU2, while only 5 LazCoins will be redeemed for Store A's SKU1.

For more information on FlexiCoins Discount Programme sellers' T&Cs, visit:

https://pages.lazada.sg/wow/gcp/route/lazada/sg/upr_1000345_lazada/channel/sg/upr-router/sg?hybrid=1&data_prefetch=true&prefetch_replace=1&at_iframe=1&wh_pid=/lazada/channel/sg/long-term/lazcoin-discount-program-terms-and-conditions

Q: Can buyers get the FlexiCoins discount if they do not have enough LazCoins to redeem?

A: Yes. However, it will be pro-rated according to the number of LazCoins they redeem.
e.g. If 100 LazCoins is required to get a \$1 FlexiCoins discount, but buyer only has 50 LazCoins, buyer can only get a \$0.50 FlexiCoins discount. (1 LazCoin = SGD\$0.01).

Q: Can buyers get MORE FlexiCoins discount if they have excess LazCoins to redeem?

A: No. The FlexiCoins discount % is capped at 1% / 3% / 5%, depending on which programme the seller is eligible to join. e.g. Store A offers SKU1 at 20 LazCoins discount, even if the buyer has 200 LazCoins, he/she can only redeem 20 LazCoins to get the \$0.20 discount.

For more information on FlexiCoins Discount Programme sellers' T&Cs, visit:

https://pages.lazada.sg/wow/gcp/route/lazada/sg/upr_1000345_lazada/channel/sg/upr-router/sg?hybrid=1&data_prefetch=true&prefetch_replace=1&at_iframe=1&wh_pid=/lazada/channel/sg/long-term/lazcoin-discount-program-terms-and-conditions

Frequently Asked Questions

Q: Will LazCoins discount charges be refunded to sellers if an order is cancelled?

A: If buyer/seller cancels BEFORE delivery is made, LazCoins discount charges will be refunded within 45 days. However, if buyer cancels AFTER delivery is made, LazCoins discount charges will NOT be refunded as seller had received payment for the order.

Q: Where can I track the performance of my store after joining FlexiCoins Discount Programme?

A: Development is underway to build a dashboard for sellers to see the uplifts brought about by FlexiCoins Discount Programme. We will inform everyone once its available!

For more information on FlexiCoins Discount Programme sellers' T&Cs, visit:

https://pages.lazada.sg/wow/gcp/route/lazada/sg/upr_1000345_lazada/channel/sg/upr-router/sg?hybrid=1&data_prefetch=true&prefetch_replace=1&at_iframe=1&wh_pid=/lazada/channel/sg/long-term/lazcoin-discount-program-terms-and-conditions