



Shopee

Shopee Seller Support Package Webinar

16 April 2020



Introduction to Shopee





Shopee is the largest e-commerce platform in Southeast Asia and Taiwan



> 200 mil app downloads



>10,000 brands and retailers on Shopee Mall



> 7 mil active sellers



Our Parent Company Sea Group is Listed on the New York Stock Exchange



Shopee, alongside well-known game publisher and service provider Garena and Air Pay, are subsidiaries of an NYSE-listed company, Sea Group.



Oct 20, 2017



Sea Limited Announces Pricing of Initial Public Offering

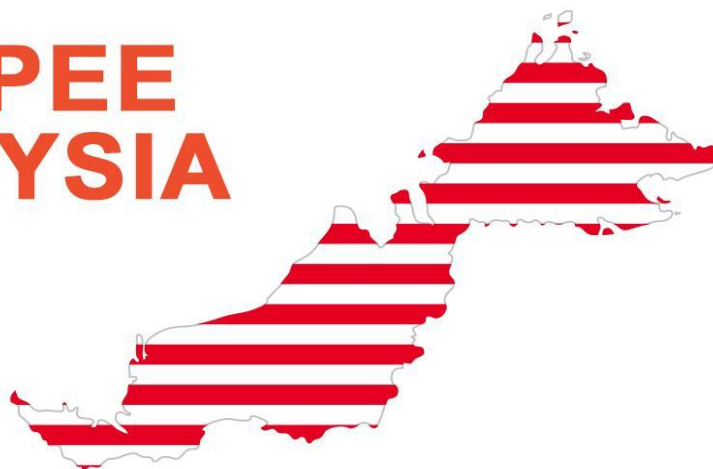
Singapore, 20 October 2017 – Sea Limited (“Sea” or the “Company”) (NYSE: SE), a leader in Digital Entertainment, E-Commerce and Digital Financial Services across Southeast Asia and Taiwan, today announced the pricing of its initial public offering



Shopee Is the #1 Online Shopping Platform in Malaysia



SHOPEE MALAYSIA



~ **20 mil** app downloads



> **500,000** active sellers



~ **550** brands and retailers on Shopee Mall



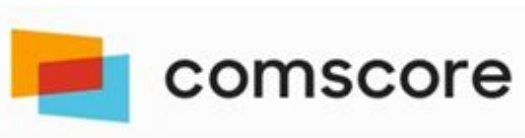
> **7,000** attended Shopee University



Shopee Is the #1 Online Shopping Platform in Malaysia



Most recommended brand in Malaysia in 2018 & 2019



Top 10 most visited sites in Malaysia, and **no.1 e-commerce site** in the country



“Top FPX Merchant” under the Corporate Sector category with **highest number of transactions recorded in 2018**



Only e-commerce platform to win at **Putra Brand Awards 2019**



Shopee
Digital Disruptor

Named **Digital Disruptor of the Year** by IDC Digital Transformation Awards Malaysia in 2019



Brand with the most buzz in Malaysia in 2019, and ranked #7 globally ahead of Amazon



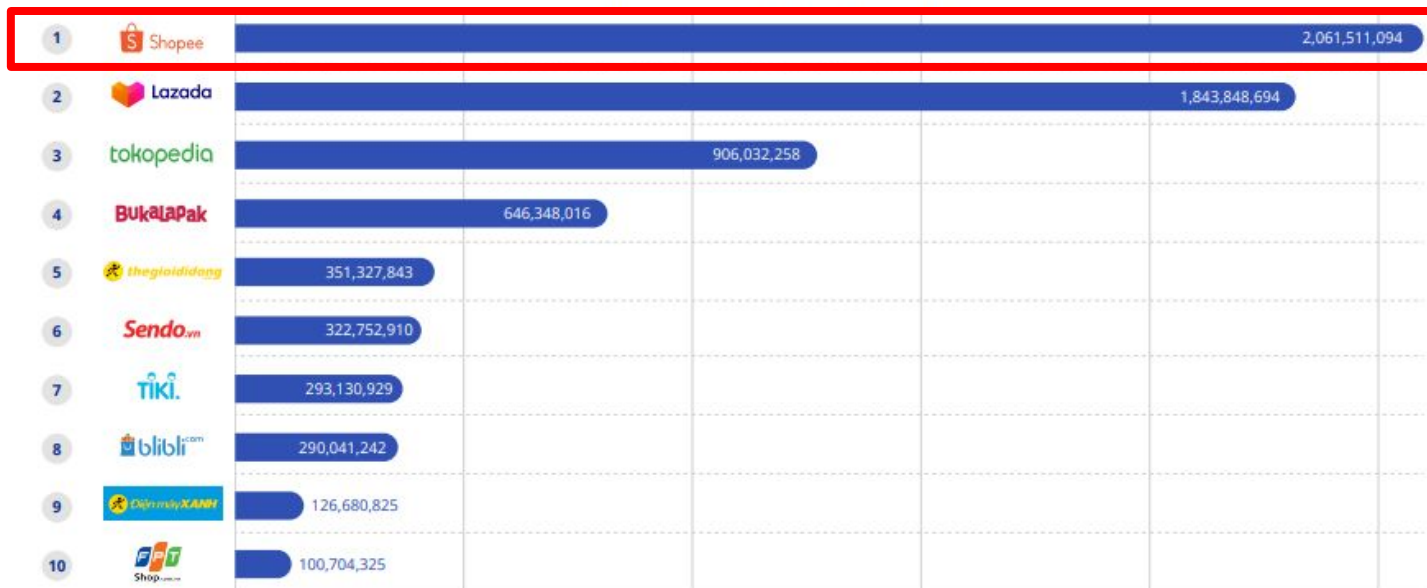
Shopee Is Ranked #1 for Most Visited E-Commerce Websites in 2019, Southeast Asia



YEAR-END REPORT ON SOUTHEAST ASIA'S MAP OF E-COMMERCE 2019

Top 10 Most Visited E-commerce Websites in Southeast Asia 2019

Analysing the Total Combined Regional Traffic



Methodology: Data was provided by SimilarWeb, accumulating the total visits on desktop & mobile web in 2019.



Shopee Is Ranked #1 for Most Visited E-Commerce Websites in 2019 for Malaysia

Malaysia: Top 10 Most Visited Websites in 2019



	Merchant	Monthly Traffic
1	Shopee	24,747,577
2	Lazada	18,559,213
3	Lelong	2,597,204
4	Zalora	1,512,136
5	GoShop	784,253
6	eBay	676,447
7	PG Mall	548,504
8	Hermo	540,808
9	ezbuy	504,534
10	fashionvalet	441,173

YEAR-END REPORT ON SOUTHEAST ASIA'S MAP OF E-COMMERCE 2019



Shopee is the most visited platform, recording an average of 27.7m visits per month.



Lazada remains outstanding, with an average of 18.5m visitors per month and holds 36% of the market share.

ZALORA

Zalora remains the most visited fashion-specific platform, recording more than 1.4m visitors in Q4.

Methodology: Data was provided by SimilarWeb



Lelong was consistent as the 3rd most visited platform in all quarters, receiving an average of 2.5m visits per month.



Comparing Q1 and Q4, GoShop, Sephora, ezbuy, uBuy, & Photobook also experienced growth in market share.

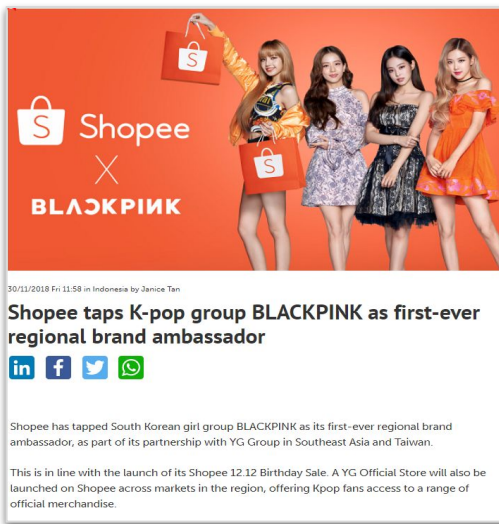


Shopee Reaches Across All Segments, Everyone in Malaysia Has Seen Our Ads

Effective **brand priming strategy** with Shopee Shark song



Mass awareness with our top tier **celebrity influencers** Cristiano Ronaldo and BLACKPINK





Background of Seller Support Package





Covid-19 is Disrupting Businesses and Changing Consumer Buying Behaviour



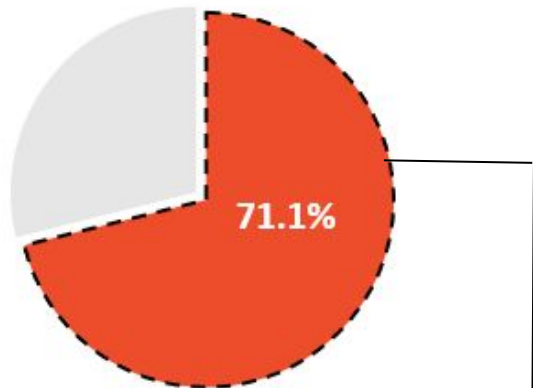
- MIER study on the Covid-19 outbreak predicts major macroeconomic impact in 2020, affecting individuals, businesses as well as the national economy.
- As a result of the MCO, retail stores have seen a decrease of over 50% in sales. Factors include:
 - a. Not able to operate on premise as they are categorised as non-essential services
 - b. Not able to acquire the same volume of traffic compared to pre-MCO as customers are home-bound
 - c. Forced to close down their store as their sales are no longer able to cover their daily overheads
 - d. Change in consumer behaviour towards buying online
- The economic impact is expected to last well beyond the MCO.

Note: MIER Study on the Economic Impacts of MCO due to Covid -19 Pandemic - [Link Here](#)



71.1% of SMEs Only Have Enough Cash to Last 2 Months or Less

Percentage of SMEs Cash Balances Sustainability in Malaysia



71.1% of Malaysia's SMEs have cash balances that can only sustain business operations for 1-2 months. **Shopee intends to help these businesses improve cash flows and facilitate growth both in the short and long term.**

Source: The Edge Markets 2020

Highlights:

"Most SMEs are tight in cash flow. It is expected that there will be **no cash inflow** for at least three months due to the MCO"

"Nearly one-third or **33.3%** of SMEs can only have enough cash flow for March while **37.8%** can only sustain up to April"

"Only **26.3%** of SMEs which found that the government assistance through stimulus packages will help them sustain their business"

"The economic uncertainty for the next six months will burden repayment capability and **SME's risk going under bankruptcy**"

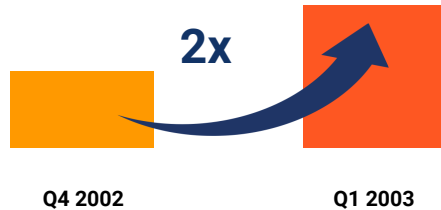
"The SME Association of Malaysia president said the industry was disappointed with the stimulus package and predicts that at least **50% of SMEs will close down**"



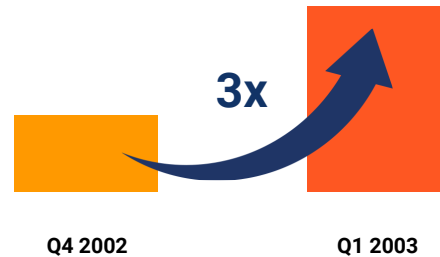
Lessons from the 2003 SARS Outbreak in China

- During the outbreak in 2003, major China e-commerce players saw a large increase in their business with growth up to 4x sales compared to 2002
- New e-commerce businesses were also formed during this period to offset the drop in offline sales
- Data from China's e-commerce sector showed clear uplifts in:
 - # of buyers/shoppers buying online
 - # of sellers in e-commerce
 - volume of sales through e-commerce

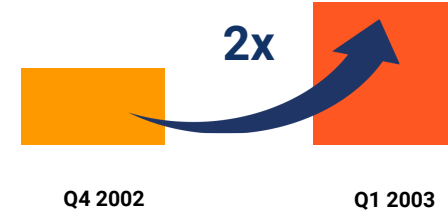
Average increased in Buyers



Average increased in Sellers



Average increased in Sales



Source: Digital Commerce 360

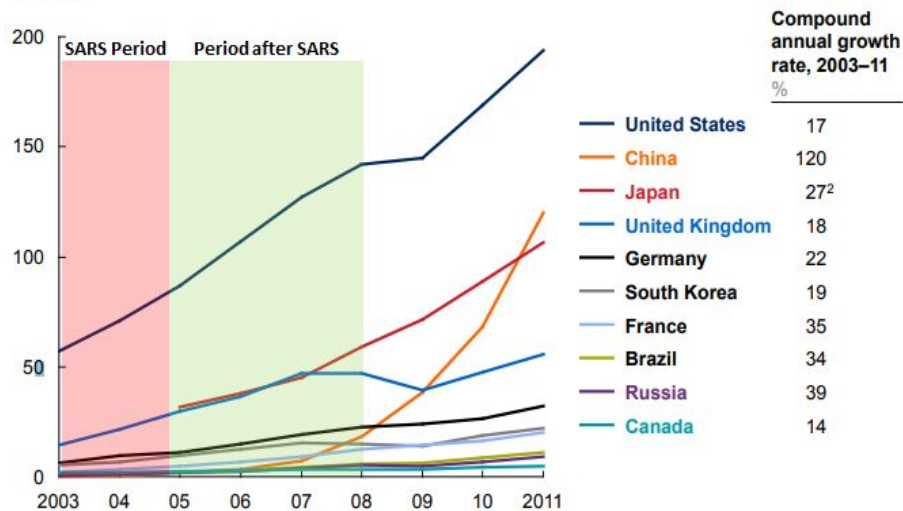


SARS Changed Consumers Behaviour Towards Online Shopping

China's e-tailing market has posted the world's highest growth rate

2003–11 e-tailing market¹

\$ billion



¹ Excluding online travel.

² Japan's CAGR covers 2005–11.

- The growth of the e-commerce industry accelerated after the deadly SARS outbreak hit China in 2003.
- JD.com is an example of a major e-commerce player born out of the 2003 SARS outbreak.
- Similar to how SARS changes consumer behaviour and businesses in China, **Covid-19 will cause a similar shift towards online** across the world.
- Sellers who have **presence in both the physical and digital space** would have an **advantage over purely offline retailers** during the Covid-19 crisis.

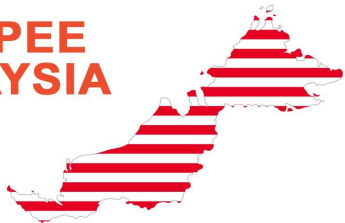
Source: McKinsey Global Institute Analysis



Shopee Has an Interest in Helping Our SMEs Survive



**SHOPEE
MALAYSIA**



> 500,000 active sellers



Help Sellers reduce business and operational costs



Stimulate sales for Sellers who suffered a drop in transactions due to Covid-19



Help SMEs get on-board and generating cash flow quickly



Shopee is Rolling Out Crisis Support Measures on Top of Existing Initiatives

1



Stimulating Sales for Sellers Suffering Due to Covid-19

2



Support Measures to Reduce Business Costs

3



Useful Seller Features During This Period

4



Access to Shopee Seller Community for Mutual Support and Updates

5



Free Courses Available on Shopee University



Seller Support Measures





Overview of Seller Support Measures for April and May

Shopee has allocated RM15 Million to help Sellers reduce expenses, grow sales and digitalize their business

For All Sellers

Seller Fee Subsidy

- Discount of up to 45% on fees for sellers in our RM19 Free Shipping and Coins Cashback programmes

Seller Sales Support

- Up to RM400 each in free paid advertising credits to get more exposure for their products and stores
- RM100,000 worth of campaign vouchers every week
- Free campaign exposure to drive sales during the Ramadan and Hari Raya period

For New Sellers

Digitalization Package

- 2 Weeks of Free RM19 Free Shipping Package
- RM400 in New Seller Vouchers
- RM200 in Free My Ads Credits
- Mall Commission Fee Waiver for New Mall Sellers



For All Sellers: Seller Fee Subsidy

Seller Fee Subsidy



Discount of up to 45% on fees for sellers in our RM19 Free Shipping and Coins Cashback programmes

How to Apply

- For existing sellers on the programmes, no action is required. Fee subsidies would be automatically applied on 14 Apr.
- To join the programmes, please apply via the links below



RM19
Free Shipping
Package

<https://shopee.com.my/m/fpseller>



10%
Coins Cashback
Programme

<https://shopee.com.my/m/cashbacksellers>

	Normal Service Fees (Before 14 Apr)		Subsidised Fees (14 Apr - 31 May)	
	Priority Seller	Normal Seller	Priority Seller	Normal Seller
RM19 Free Shipping Package	1.5%	3.0%	0.5%	2.5%
10% Coins Cashback Programme	4.0%	4.0%	3.0%	3.5%
RM19 Free Shipping Package + 10% Coins Cashback Programme Bundle	4.5%	6.0%	2.5%	5.0%

Note: Fees shown above are before SST



Seller Fee Subsidy: RM19 Free Shipping Package Overview

**JOIN RM19 FREE SHIPPING PACKAGE
AND ENJOY FULLY SUBSIDISED FREE SHIPPING WITH
SHOPEE SUPPORTED LOGISTICS PARTNER**

Check out the comparison of Logistics Channels available for Fully Subsidised Free Shipping between RM19 Free Shipping Package Sellers and Normal Sellers here.

Channels	Free Shipping Up To	Shopee RM19 Free Shipping Package Sellers	Normal Sellers
Ninja Van	3kg	✓	✗
J&T Express	3kg	✓	✓
Pos Laju	5kg	✓	✗
DHL eCommerce	3kg	✓	✗

Legend: ✓ eligible for fully subsidised free shipping



**RM19
Free Shipping
Package**

[https://shopee.com.my/
m/fpseller](https://shopee.com.my/m/fpseller)

		RM19 Free Shipping Package Sellers	Normal Sellers
Seller Support		Additional 3% Service Fee*	-
Shopee Support	Min. Spend for Free Shipping	RM19	RM40
	Special Item Tag		-
	Extra Free Shipping Vouchers	Claimable via RM19 Free Shipping Circle	-
	Exclusive Shopee Vouchers	New Participant Vouchers	-
	Extra Marketing Exposure	1. RM19 Free Shipping Circle Exposure 2. RM19 Daily Discover Highlights 3. Highlighted as part of Big Campaigns (e.g. 10.10, 11.11, 12.12)	-
	Shopee Feed Posting	Eligible	-
	Free Buyer Return Using Shopee Integrated Supported Logistics (Pos Laju)	Eligible	-

Note: Effective 1st March, the additional 3% service fee is subjected to 6% SST.



Seller Fee Subsidy: 10% Coins Cashback Programme Overview



GROW YOUR SALES WITH SHOPEE 10% CASHBACK PROGRAM

This package allows your buyers to enjoy 10% Coins Cashback Vouchers with no minimum spend and maximum cap (T&C applies). Shopee will sponsor these Shopee Coins for you!



10%
Coins Cashback
Programme

<https://shopee.com.my/m/cashbacksellers>

HOW DOES IT WORK?

Features	Non-Participating Sellers	Participating Sellers
Regular Shopee Coins	<ul style="list-style-type: none"> • 1% cashback for Shopee Mall and Preferred sellers • Limited to RM1 cashback per order (with daily and weekly limits) • Excluding Tickets & Vouchers 	
10% Coins Cashback Voucher	N/A	<ul style="list-style-type: none"> • 10% cashback for All Sellers • No limits on coins cashback earned • No minimum spend
Additional Marketing Benefits	N/A	<ul style="list-style-type: none"> • 10% Cashback Home Circle • Exclusive Campaign Collection • Search listing Cashback Tag • Shopee Feed Posting • Free Buyer Return Using Shopee Integrated Supported Logistics (Pos Laju)
Fees	Prevailing Commissions + Transaction Fees	Prevailing Fees + Program Service Fee



For All Sellers: Seller Sales Support

Free My Ads Credits



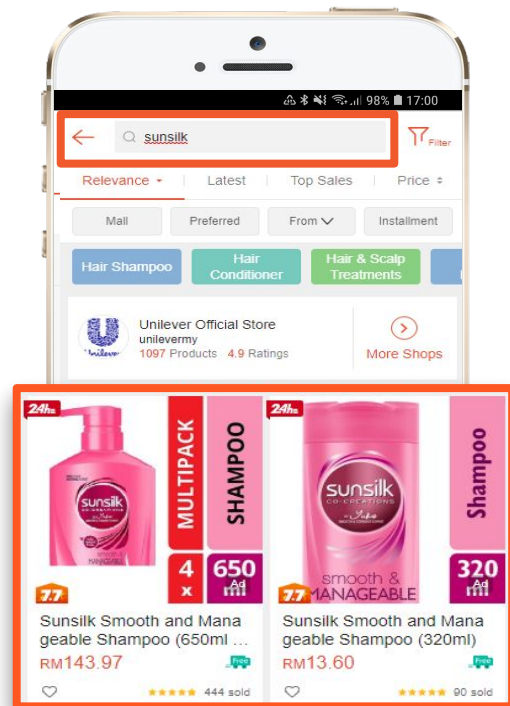
My Ads

Ads show up when people search for what you offer
Get more exposure in the search results page

	All Sellers	RM19 Free Shipping & 10% Coins Cashback Programme Sellers	New Sellers	Priority Sellers
Free Ads Credits Amount	RM100	RM200	RM200	RM400

- Note:
- Open to All Sellers with at least 1 order in the past 2 months.
 - Each Seller can only claim RM100, RM200 or RM400, claim amounts do not stack.

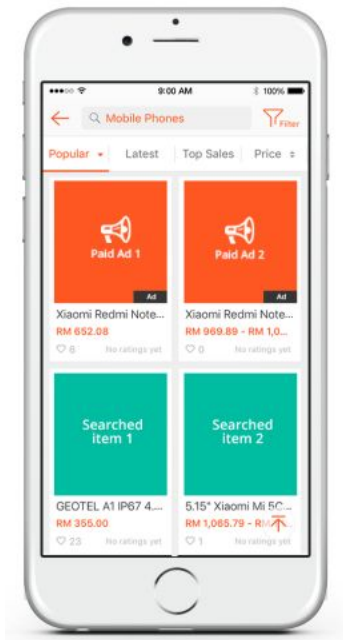
To claim the credits visit: <http://shopee.com.my/supportpackage>





Seller Sales Support: My Ads

3 Ways to Advertise:



1

Keyword Ads

Push your products to the top of the search results page

2

Targeting Ads

Position your product in prime recommendation sections, such as Shopee's homepage

3

Shop Ads*

Showcase your shop at the top of the search results page



Real Results!^

RM9

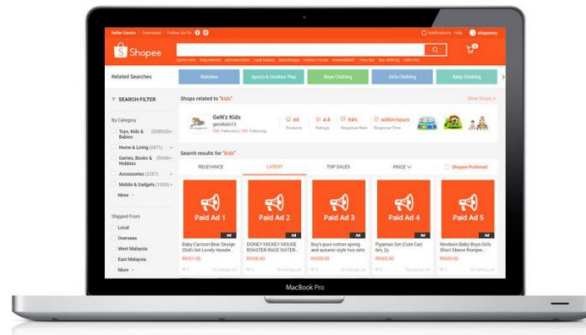
return in sales for every RM1 spent

28%

increase in orders

33%

increase in product views



*Only applicable to Mall and Preferred Sellers only

^Average current results



For All Sellers: Seller Sales Support

RM100,000 in Campaign Vouchers Every Week

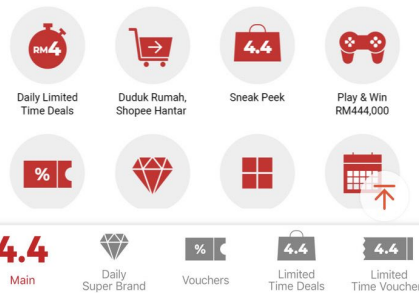


Participate in "Shopee Cares" Campaign Every Week to Get Exposure and Vouchers For Your Store

How to Apply

- Every Mon to Wed, nominate your best deals to the "Shopee Cares" campaign.
- Follow nomination guidelines and the campaign voucher would apply to your whole shop (standard exclusions apply, see T&C).
- Voucher will be revealed on the campaign page every Sat, valid for 2 days each week.

← Search in 4.4 Shopee Bran...



4.4 Main Daily Super Brand Vouchers Limited Time Deals Limited Time Vouchers

ILLUSTRATIVE







Details of Seller Support Measures for New Sellers

Digitalization Package



Additional Support just for new sellers to kickstart their online selling journey

			
2 Weeks of Free RM19 Free Shipping Package	RM400 in New Seller Vouchers	RM200 in My Ads Credits	0% Shopee Mall Commission Fee
Min. spend of RM19 instead of RM40 for free shipping	To get your sales going.	Try out My Ads to help boost orders.	To reduce your business cost.

How to Apply

2 Weeks of Free RM19 Free Shipping Package + RM400 New Seller Vouchers

An invitation to apply would be sent via Push Notification once your shop meets the following criteria:

1. At least 3 completed orders
2. At least 2 unique buyers

0% Shopee Mall Commission Fee

The fee waiver would be automatically applied once you receive your Shopee Mall status, valid till 31 May 2020.

Shopee Marketplace sellers continue to enjoy 0% commission fee.



Useful Shopee Seller Features & Programmes



Sign-Up for Shopee Free Shipping Program to Enjoy Free Shipping

Shopee Free Shipping Program allows our Sellers to offer free shipping to customers, with the cost of free shipping paid for by Shopee

Here are some of our partners :



* Ninja Van is currently only available to selected sellers



Pick-Up Option Available For Shopee Supported Logistics

Shopee Supported Logistic Partners provide added convenience to our Sellers with pick-up services as a solution to the restricted movement during and after the MCO period.

Couriers



Considerations

- No upfront payment
- Sellers must fulfill a minimum average daily order count of 5 paid orders per day to be eligible to use the pick up option.

Key Benefits

- Reduce the hassle of travelling during and after MCO
- Sellers need not manage downstream (B2C) logistics delivery
- Improve operational efficiency



0% Installment Plan for Buyers

Shopee's Installment Plan is a payment solution for **Buyers facing cash flow issues**, it aims to mitigate low purchase orders, particularly for high value goods, during the current economic downturn.

Benefits of Utilising this Payment Method



Increase appeal to buyers facing liquidity problems due to MCO



Stand a chance to be featured on special installment specific campaigns for greater exposure



Higher orders on high value products



No additional fee for Sellers or Buyers



0% Installment Plan for Buyers

Enabling installments are **FREE** to Sellers and Buyers are able to enjoy **0% installments** using their **Maybank** or **Public Bank Credit Cards!**



INSTALLMENT TENURE	MINIMUM CHECKOUT PURCHASE AMOUNT (MYR)
6 Month	500
12 Month	1,000

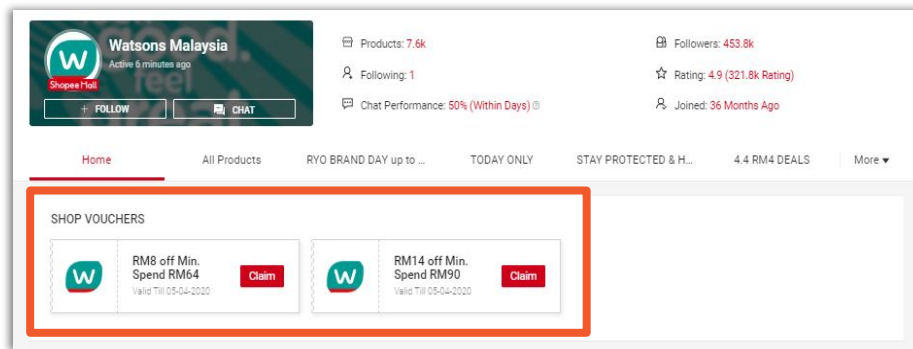
Note: The normal 2.12% transaction fee for all payment channels is still applicable



Create Shop Vouchers and Product Discounts to Drive Conversion

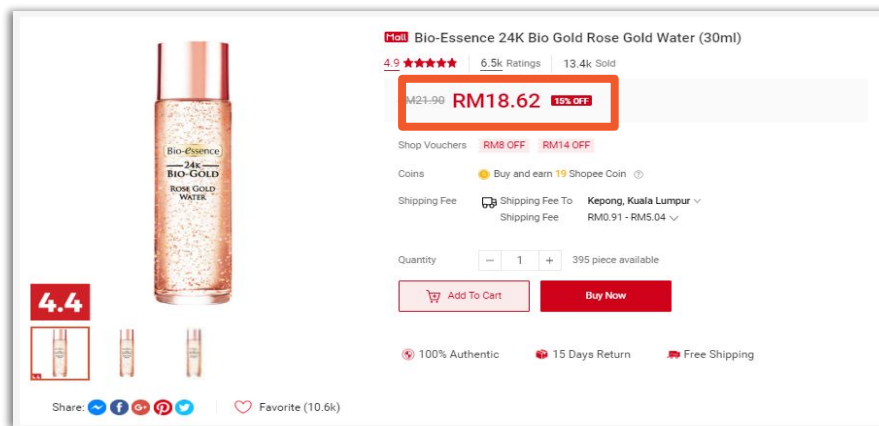
1 SHOP VOUCHERS

Increase your shop orders and sales amount per order



2 PRODUCT DISCOUNTS

Increase conversion rate

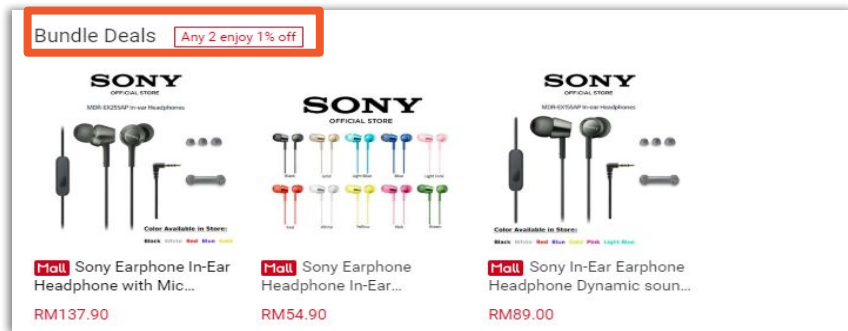




Create Bundle Deals to Increase Sales and Build Customer Relationship With Shopee Chat

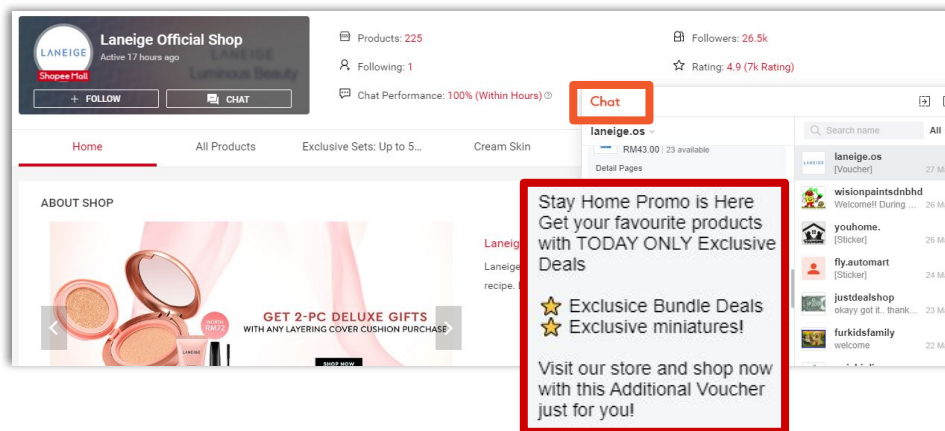
3 BUNDLE DEALS

Attract more clicks and increase items per order



4 STAND-BY ON SHOPEE CHAT

Build customer loyalty and drive higher conversion of products





Nominate Your Products for Campaigns to Gain Exposure and Boost Sales

5 PRODUCT NOMINATION FOR CAMPAIGNS

Get more exposure and be more visible to shoppers

- If you have great offers for skincare products, you can join a **Beauty Bazaar campaign**
- If your shop specialises in Electronics, you can join a **Home & Lifestyle campaign**.

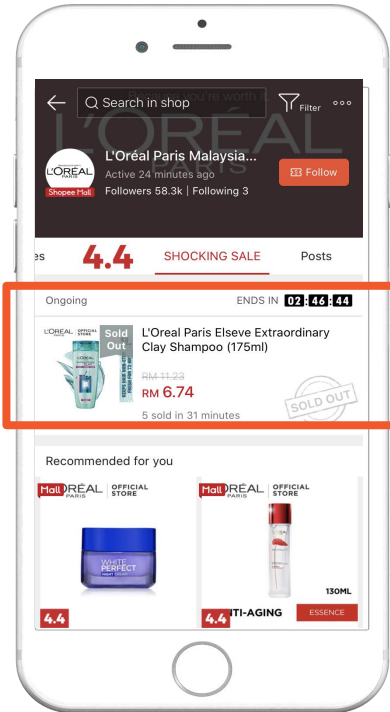




Create Personal and Unique Identity for Your Shop

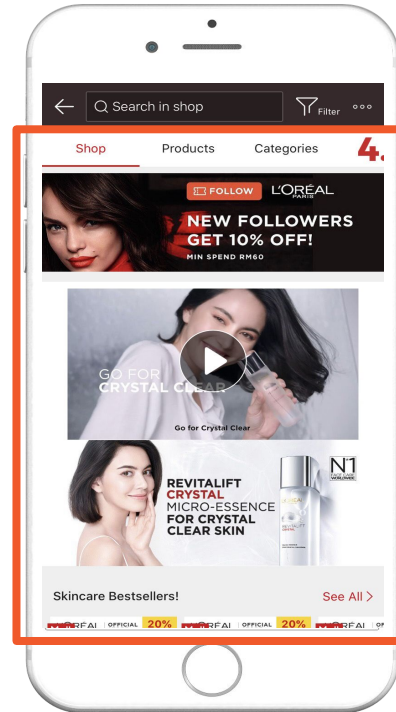
6 MY SHOP'S SHOCKING SALE

Increase conversion rate



7 SHOP DECORATION

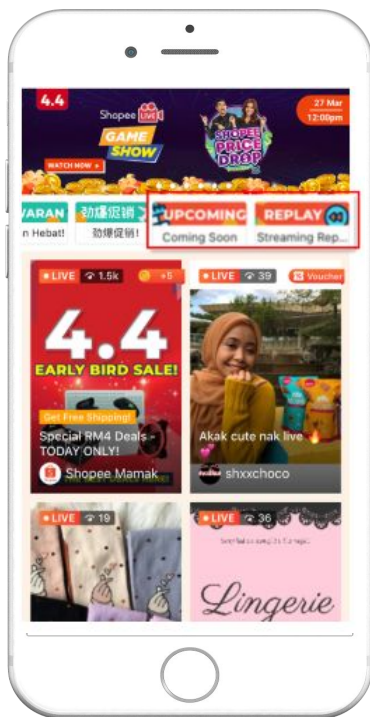
Build customer loyalty and drive higher conversion of products





Engage With Audiences via Shopee Live

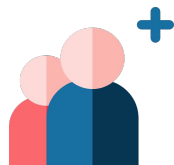
Shopee Live is a channel where **Sellers can host their own live shopping videos** within the Shopee app to showcase **hot selling products, vouchers** and **engage with potential buyers** in real time.



Benefits of Shopee Live



Increased exposure with thousands of viewers watching your streams



Grow follower base through interaction and relationship building with customers



Increase sales through encouraging viewers to add item to carts with product tags & vouchers



Online Equivalent of Demo Counters and Promoters

Shopee Live Streamer

Shop Views

Engaging content generating > 1,800 unique viewers per stream

Item Impressions

Stream interaction leads to > 40k item impressions per stream

Shop Followers

Relationship building and gain > 750 followers per stream

Orders & GMV

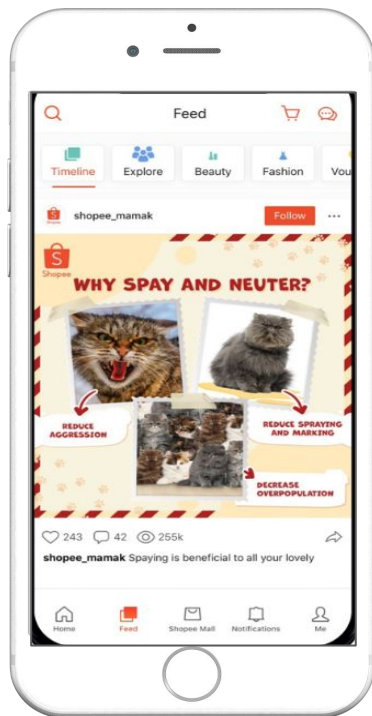
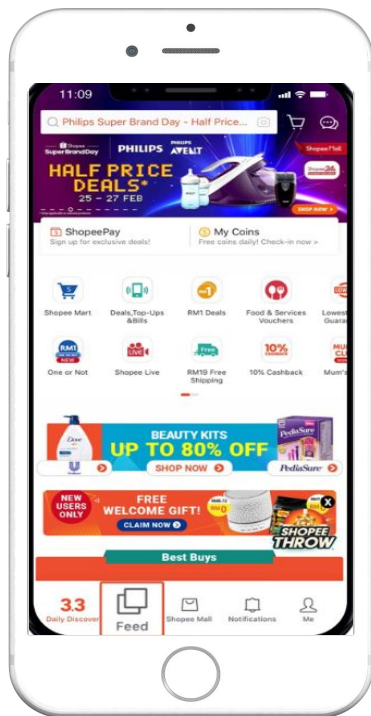
Encouraging add-to-cart behaviour results in 40-50% order uplifts during stream

Note: Data extracted from top 10% Shopee Live Streamers

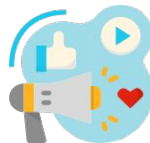


Engage With Audiences and Increase Shop Exposure via Shopee Feed

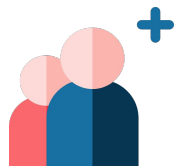
A platform for sellers to actively engage with their followers through well designed posts. Sellers can share posts regarding their store promotions etc. to engage buyers and increase sales.



Benefits of Shopee Feed



Increased exposure through postings and hashtags



Grow follower base through posting great content



Increase sales through voucher tags & product tags



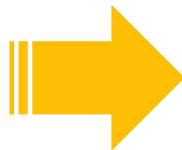
Take Advantage of Shopee Feed's Traffic Today!

ShopeeFEED

> **76 million post impressions** since Jan launch

> **RM500,000** in monthly sales

> **375,000** Daily Active Users



Shopee Mamak



> **40 million total post views**

> **250,000 views per post**

9 million followers





What is Shopee University?

Shopee University offers **free** online and offline classes to our beloved Shopee sellers!

Why should you join Shopee University?

Shopee University classes cover a wide range of topics which include:

- **Sales:** how to increase your sales
- **Marketing:** how to increase your shop exposure
- **Operations:** how to improve your operations process

Learn how you can take your shop performance from 0 to 100!



Here are some courses available in Shopee University:



Sales

- Boost your sales with RM19 Free Shipping
- Captivate buyers and increase sales with Shopee 10% Cashback!
- Data-Driven Business
- Sales Masterclass: Mastering the Selling Process



Marketing

- All About Shopee Live
- Marketing Masterclass: Expanding Your Reach
- Marketing Masterclass: How to Market Your Products Strategically
- Shopee Features Masterclass



Operations

- Customer Service Masterclass
- Fulfillment & Logistics Masterclass
- Returns & Refunds Masterclass
- Understanding Penalty Points



How to start being a Shopee University student?

Join our **Shopee University Basic: Start your e-Commerce Business with Shopee!** class (<http://uni.shopee.com.my>) which happens **twice a month**.

This is what our Shopee University graduates have to say:



Good information and loads of useful tips given.
Looking forward to the next one!

- furrenz

Very good training for me as a newcomer to
Shopee. I will come back for more training.

- My Decor Collections





Mar Apr

SUN	MON	TUE	WED	THU	FRI	SAT
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

1 April 1 Training & Courses

Shopee Uni Basic: Start your E-commerce business with Shopee!

🕒 11:00 | 🗉 General

Register

How to sign-up?

1. Check out our **Class Schedule** on Seller Education Hub (<http://uni.shopee.com.my>) or your push notifications titled “ShopeeUni Webinar”
2. Register with the relevant details on the registration page
3. That’s it! Welcome to Shopee University 😊



Access to Shopee Seller Community





Get Support and Early Updates on ShopeeUni Facebook Group



1 Event Updates

A channel for Sellers to **stay updated** with Shopee's **latest announcements**, including updates on the **Restricted Movement Order (RMO)**



2 Selling Tips

Engage the **ShopeeUni Dean** and **provide feedback** for further **improvements** in order to make your **experience using Shopee seamless**



3 Seller Discussion

New Sellers can **create discussions** to **gain tips** and **learn from more experienced Sellers**



4 Inspiring Sellers

Support hub for Sellers to come together to **express their opinions** from **their experiences selling on Shopee**



Examples of What Goes on Inside Our ShopeeUni Facebook Group

1 Stay updated with Shopee's **important policy changes and announcements**



Shopee Uni Dean shared a link.

Admin · 25 March at 19:05

[IMPORTANT] Shopee's Next Steps For Sellers To Adjust To The Restricted Movement Order Period Extension (As of 25 Mar)

Dear Sellers,
Thank you for your patience. As announced by our Prime Minister, Tan Sri Muhyiddin Yassin on 25th March 2020, the **National Restricted Movement Order period has extended until the 14th of April 2020**. Having said that, we would like to **announce the new arrangements to the existing steps we're taking to help your business adjust during this period...**

[See more](#)



SHOPEE.COM.MY

Shopee: Buy and sell on mobile

Discover Shopee mobile marketplace. Buy and sell in less than 30 sec, anytime, anywhere.

Ling Zi Il, Gene Chum and 75 others

46 comments

2 Gain **seller tips** and insights by ShopeeUni



Shopee Uni Dean

Admin · 24 March at 17:30

👉 4.4 SELLER SPECIALS 👉

Hey #ShopeeFAM! ❤️ As you all know, **4.4 Shopee Brands Festival is happening NOW!** Missed **YOUR** chance to nominate your products? Well, you can still **gain exposure, drive conversion and boost sales** with the help of our seller specials pictured below! 🤗🌟

<https://shopee.com.my/m/44-seller-tips>

Take advantage of high-traffic this period and use features such as **Follow Prize** to boost followers 🏆, **Add-On Deals** to boost sales 🛒, and **Bundle Deals** to boost orders! 📦 What are you waiting for? Click the link above to get started!





Examples of What Goes on Inside Our ShopeeUni Facebook Group

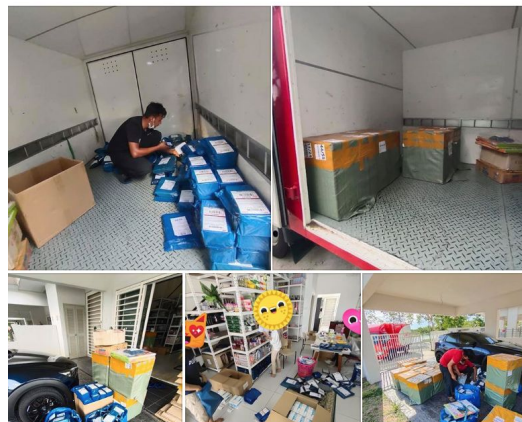
3 **Create discussions** to gain insights by other sellers



4 **Get inspired** by other sellers on their sales progress

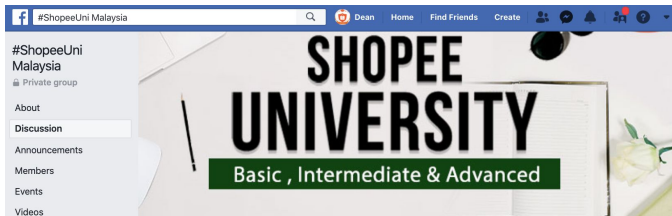


Appreciation post.
Thank you Shopee and also our main courier J&T for your awesome platform and courier service!
I was so busy with handling import of face mask order until I forgot we enroll for Shopee 4.4 Sales!
This 2 days saw a very good increase in sales! And looking forward for next busy Monday. New orders still coming in!
Will push with whatever stocks left until finish. Sadly no new stock coming in already since sea freight have stop working til the pandemic has settle down.
Credit goes to my team and also my Shopee Manager for ensuring a smooth sail in our online store.





How to Join ShopeeUni's Facebook Group?



You will **gain access to ShopeeUni's Facebook group** from one of the following modes:



Once you have **completed**
your **onboarding** with
the **Sales team**

O
R



When you **attend a**
ShopeeUni Basic class*!

Visit seller.shopee.com.my/edu to check out **ShopeeUni's webinar schedule*



**Setup Shop in
Less Than a Day**

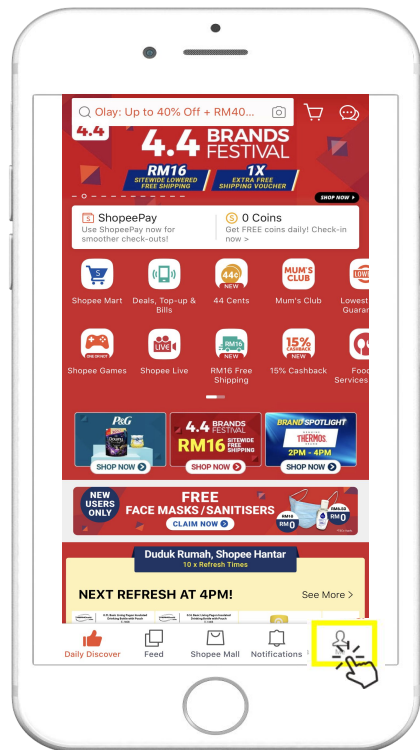




How to Create Your Shopee Account

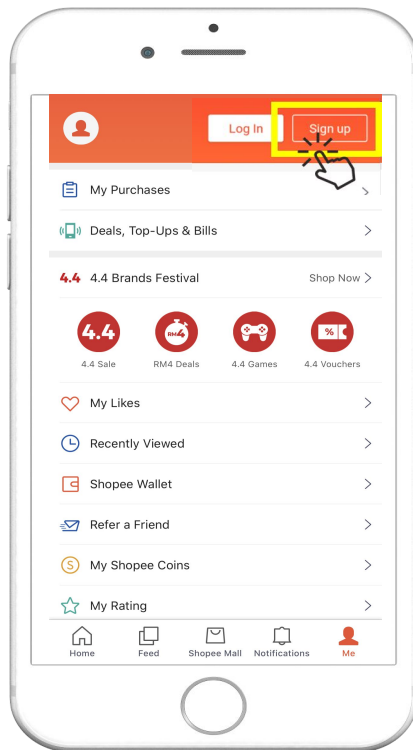
1

Open your Shopee Malaysia Application and click on [Me].



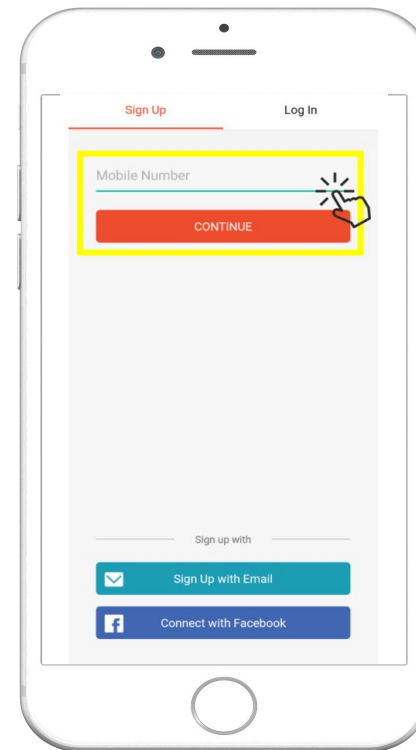
2

Click on [Sign up].



3

Enter your mobile number and click [Continue].

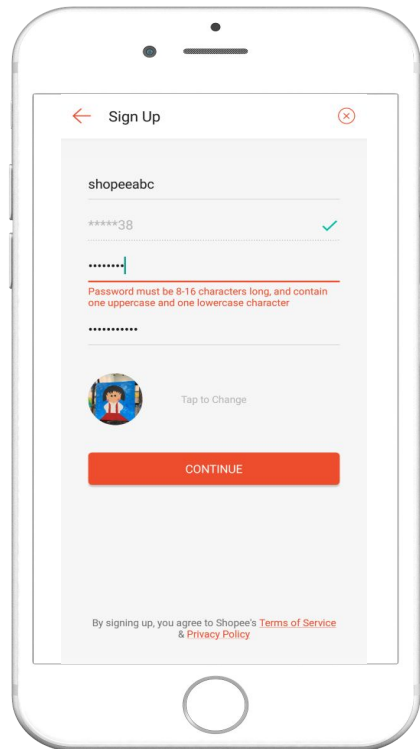




How to Create Your Shopee Account

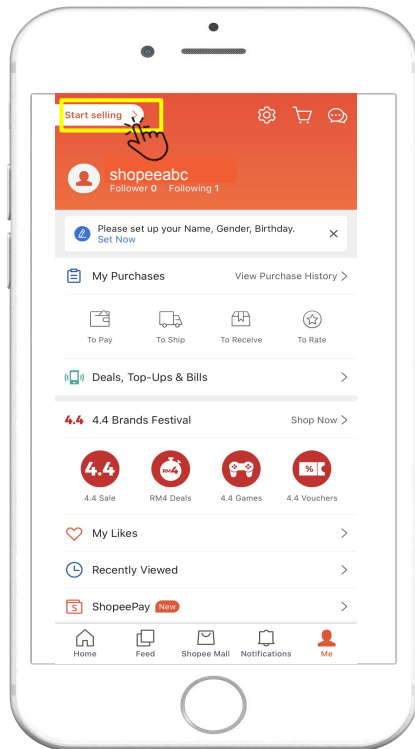
4

Once your mobile number is verified, enter your user information required as below:



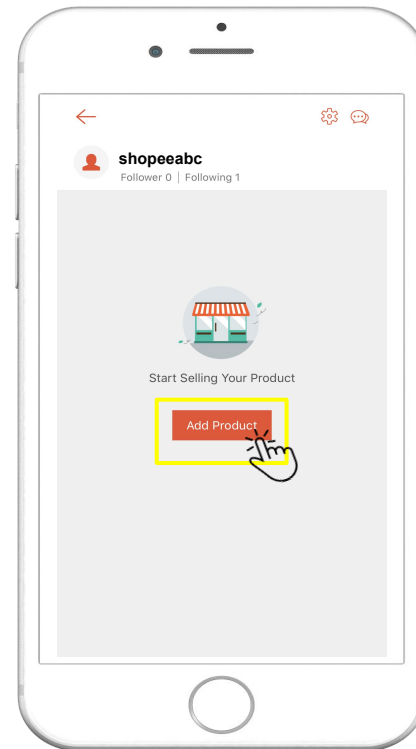
5

All set! Next, to create your Shop, click [Start selling].



6

Click [Add Product] and start listing your items!





Thank You

