

Big things in store for Asia's Fashion Expert, ZALORA, as it enters another decade under the leadership of new CEO, Aashish Midha

Celebrating its 11th year, ZALORA continues to disrupt the digital ecosystem with innovations and expansion of services for customers and retail partners



HEART EVANGELISTA, ZALORA Brand Ambassador and AASHISH MIDHA, ZALORA PH CEO come together to celebrate ZALORA's 11th Anniversary

MANILA, PHILIPPINES - March 15, 2023 — ZALORA, Asia's Fashion Expert, is celebrating its 11th year with new milestones set to revolutionize the digital ecosystem. What was once a fashion e-commerce startup that emerged in South East Asia in 2012 is now a leader in innovating not only how people shop for fashion and lifestyle brands in the region but also empowering retail partners to streamline their e-commerce operations.

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PRESS RELEASE
ZALORA Philippines



As a platform, ZALORA's exponential growth spans the entire region and is now home to thousands of brands in 8 countries such as Malaysia, Brunei, Singapore, Hong Kong, Taiwan, Macau, the Philippines and Indonesia. With brand offerings that provide a full spectrum of price ranges and styles, ZALORA remains to be the ultimate place to shop for the most desirable international and local brands.

In its 11th year, under the new leadership of ZALORA Philippines CEO, Aashish Midha, there is nowhere else to go but up. ZALORA's solid brand identity, which had been built up for many years by his predecessor, former CEO and Co-founder Paulo Campos III, can now be solidified even more by broadening its reach with exponential and profitable growth.

An alumnus of Duke University, Fuqua School of Business, with a Masters in Quantitative Management as well as an MBA graduate in Marketing and Operations from the Indian School of Business, Midha acquired a professional insight on entrepreneurship. Prior to being the CEO of ZALORA PH, Midha held the position of Revenue Director, a testament to his capabilities in strategizing growth and measuring success.

In that regard, the ZALORA Group CEO, Gunjan Soni, has nothing but faith and trust in Aashish's ability to place ZALORA further up the ladder. *"I can't think of a better leader than Aashish for this role. Driven by a dynamic and entrepreneurial spirit, Aashish brings with him bottom-up business building expertise across analytics, marketing, operations, strategy, content, and product development to create growth and drive revenue,"* said **Gunjan Soni, ZALORA Group CEO.**

THE NEW ZALORA HQ: MCX E-COMMERCE CENTER

Last 2020, ZALORA launched its world-class fulfillment facility in MCX. The new space is truly one of the most sophisticated warehouse and fulfillment centers in the region complete with an automated structure with a chain of conveyor networks and a system-assisted consolidation, sorting, and packing operation areas.

As ZALORA enters its second decade, Midha aims to strengthen the brand's presence by becoming the strategic wholesale digital distributing partner of more fashion and lifestyle brands across South East Asia. With the best interest of the consumers and brand partners in mind, Midha brought in new milestones for ZALORA such as the overall growth for the MCX Warehouse, as well as capitalizing on the **Fulfilled by ZALORA (FBZ)** and **One Stock Solution (1SS)** marketplace models.

Now, with the leadership of Midha, his objective is to refine and upgrade the system that was started by his predecessor. Pertaining to Midha's capabilities, *"He is an experienced leader focused on unlocking the potential of his colleagues, as well as the overall expansion of ZALORA. Aashish understands the ever-evolving needs of our customers and brand partners. With his analytical mind, he can concretely*

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come up with strategies to fulfill those demands and translate it into tangible

*gains for our partners,” shared **Paulo Campos III, ZALORA Philippines Co-founder and former CEO.***

Through **Fulfilled by ZALORA (FBZ)**, brands can avail of ZALORA’s enhanced end-to-end e-commerce solution to enjoy a simplified operating process. With FBZ, brands selling in ZALORA rely on ZALORA’s network of logistics experts and established infrastructure while still having control over campaigns and marketing decisions.

Now, ZALORA also offers a new modular multi-channel e-commerce fulfillment service through **One Stock Solution (1SS)**. Available to a limited number of ZALORA brand partners, 1SS allows brands to enjoy the benefits of ZALORA’s warehousing and logistics infrastructure not only for their brand stores within ZALORA but also for external online platforms. Through 1SS, orders of brand partners from external marketplaces and brand websites are warehoused and fulfilled by ZALORA — giving brands the convenience of consolidating their e-commerce management through ZALORA’s end-to-end digital operations and fulfillment.

*“ZALORA’s success over the years has always been anchored on excellent customer experience — from our app functionality, assortment, marketing, logistics, down to after-sales service. Through expanding our B2B services with 1SS and FBZ, we are now also allowing our retail partners to leverage the efficiency of our robust logistics and fulfillment network to streamline their entire e-commerce operations on ZALORA and beyond to guarantee customers a seamless shopping experience. Ultimately, all we want is to offer our customers and brand partners the best service possible,” shared **Aashish Midha, ZALORA Philippines CEO.***

Beyond the intricacies of brand operations, ZALORA owes its many milestones and growth to their unique approach in brand storytelling, their commitment to constantly lifting the bar when it comes to fashion experiences, as well as their top-notch and reliable delivery services to ensure customer satisfaction. Hence, it comes as no surprise that ZALORA is an e-commerce platform that continues to innovate because of its added value to the needs of consumers.

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ZALORA X INTERNATIONAL STYLE ICON: HEART EVANGELISTA



(From left to right: GIRLY S. LARA, Senior Assistant Vice President for Alternative Productions, GMA; HEART EVANGELISTA, ZALORA Brand Ambassador; AASHISH MIDHA, ZALORA PH CEO; VICENTE DEL ROSARIO, Senior Talent Manager, GMA)

No one better embodies ZALORA's new tagline, "Asia's Fashion Expert" as long-time brand ambassador, Heart Evangelista. A prominent local and international fashion figure, Heart is a true fashion and lifestyle connoisseur, which makes her the ultimate arbiter for all things stylish and beautiful. Her sophistication and influence has inspired many to elevate their style choices.

One such milestone that ZALORA takes great pride in is their ongoing partnership with Heart Evangelista as the official ZALORA endorser. ZALORA always strives to provide access to fashion and style inspiration which is why Heart, an epitome of style and grace, is the perfect choice to represent the brand since there is no doubt that she is a fashion inspiration to Filipinos. With Heart as the face of the brand, her prestige as a style icon and tastemaker has encouraged brand love for ZALORA as well as that added reputation as a fully-fledged fashion authority.

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Cheers to more years with ZALORA as Heart Evangelista signs on to stay on board as a ZALORA Brand Ambassador.

Now in their 3rd year of collaboration, Heart Evangelista views her partnership with ZALORA as a perfect match. *“ZALORA is a company that shares my love for fashion, and what I really appreciate about them is how they’re able to make such a wide variety of brands accessible not only to me, but to everyone else too. And even for their 11th year, they’re making sure that the celebration is shared by all Filipinos with huge discounts throughout the month,”* said Heart Evangelista.

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ZALORA'S 11th ANNIVERSARY TREAT



Heart shares with event host, Janeena Chan, all about the amazing deals coming up for ZALORA's 11th Birthday sales.

To celebrate ZALORA's 11th Birthday running from March 17 to 26, customers will get to enjoy discounts of up to 90% off on their favorite fashion, sports, beauty, home, and luxury brands. Daily flash sales, 100% cashback deals, and birthday markdowns await from brands such as Nike, adidas, Birkenstock, H&M, Mango, and more; while Mastercard, BPI, and ZALORA Credit Card holders will also get up to 50% off on top of sitewide discounts.

ZALORA is even taking the festivities from online to on-ground with their mobile pop-up concept store **Z-Train** which will make its second stop at Greenbelt 3 Fashion Square, Makati City. From March 18 to April 18, 11 AM to 9 PM, customers can enjoy exciting products, discounts, and exclusive activities with brand partner Adidas and payment partner VISA.

Follow ZALORA's social media accounts to be on the lookout for more updates on the 11th Birthday celebration deals. Celebrate with us and say cheers to 11 years of retail therapy on <https://www.zalora.com.ph/>

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About Global Fashion Group Global

Global Fashion Group is the leading fashion and lifestyle destination in growth markets across LATAM, SEA and ANZ. From our people to our customers and partners, we exist to empower everyone to express their true selves through fashion. Our three e-commerce platforms: Dafiti, ZALORA and THE ICONIC connect an assortment of international, local and own brands to over 800 million consumers from diverse cultures and lifestyles. GFG's platforms provide seamless and inspiring customer experiences from discovery to delivery, powered by art & science that is infused with unparalleled local knowledge. Our vision is to be the #1 online destination for fashion & lifestyle in growth markets, and we are committed to doing this responsibly by being people and planet positive across everything we do. (ISIN: LU2010095458.)

For more information visit: www.global-fashion-group.com

About ZALORA Group

ZALORA is Asia's online fashion and lifestyle destination. Founded in 2012, the company has a presence in Singapore, Indonesia, Malaysia & Brunei, the Philippines, Hong Kong and Taiwan. ZALORA is part of Global Fashion Group, the leading fashion and lifestyle online destination in growth markets. ZALORA offers an extensive collection of top international and local brands and products across apparel, shoes, accessories, and beauty categories for men and women. Offering up to 30-day free returns, speedy deliveries as fast as 3 hours in some markets, free delivery over a certain spend, and multiple payment methods including cash-on-delivery, ZALORA is the online shopping destination with endless fashion possibilities.

About Aashish Midha, CEO and Managing Director, ZALORA PH

Aashish Midha, CEO and Managing Director of ZALORA Philippines, Asia's Fashion Expert. Prior to his post as CEO, Aashish was ZALORA Philippines Revenue Director. He is an experienced leader focused on unlocking human potential and creating a long-lasting and positive impact on the lives of customers and colleagues.

Before moving to the Philippines, Aashish held marketing and operations leadership roles in Myntra, a major Indian fashion e-commerce company, and Hero MotoCorp (formerly Hero Honda), the largest two-wheeler manufacturer in the world.

A quantitative expert, Aashish has a Master of Science in Quantitative Management from Duke University and holds an MBA in Marketing and Operations from the Indian School of Business.

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