



Shopee launches region's first and largest media agencies partnership program to support brands to scale and succeed online

Shopee will empower five media agencies with skills and expertise to boost presence of brands on e-commerce

SINGAPORE, 21 September 2020 – Shopee, the leading e-commerce platform in Southeast Asia and Taiwan, announced the launch of its **Shopee Media Agencies Partner Program (SMAP)** comprising five leading global media agencies: Dentsu Aegis Network (DAN), Omnicom Media Group, Publicis Groupe, Havas Group and Mediabrands. This strategic program which is the region's first and largest of its kind, will empower media agencies with in-depth e-commerce knowledge and skills to help brands and sellers scale and succeed online. It will cover all seven markets where Shopee operates in, offering local and international brands the opportunity to scale their reach.

As e-commerce evolves and becomes an increasingly important channel for business growth, brands are seeking innovative ways to amplify their online presence. To meet this need, Shopee will educate and train the media agencies in understanding the e-commerce ecosystem, and utilising Shopee's suite of marketing solutions and tools to plan brand campaigns. These include advertising solutions such as Shopee Ads and online marketing ads to drive traffic to brand stores, in-app marketing products such as Shopee Live and Shopee Games, social media, as well as other value-added services.

Peggy Zhu, Head of Brand and Growth Marketing at Shopee said, "We're extremely excited to establish a win-win partnership with these five outstanding media agencies across the region. As we synergise the best-in-class expertise from e-commerce, media and communications, we'll be able to create strong end-to-end marketing solutions for brands to drive higher sales and deliver better online shopping experiences for consumers. Following the launch of Google Ads with Shopee, SMAP builds on our ongoing efforts to elevate the standards of e-commerce marketing in the long-term, alongside valuable brand and agency partners."

Through SMAP, Shopee and the agency partners will also share best practices on store management, campaign execution and optimisation, which will empower the agencies to achieve better marketing performance for their clients.

Sunil Naryani, VP Commercials & Partnerships, Dentsu Aegis Network Asia Pacific said, "As commerce continues to evolve, so must the way brands make themselves available to consumers. At DAN, we understand the importance of this and recently launched our global practice under Dentsu Commerce, which is aimed at helping brands own their omnichannel commerce experience. Marketplaces play a significant role within this always-on shopping



ecosystem, especially in Southeast Asia hence the timing of this partnership with Shopee could not be more opportune as we look to dial up our efforts in this area. Early conversations with large, leaned-in clients have helped chart out some parts of the journey which we are eager to begin with Shopee. Starting with training of our commerce force and partnerships at multiple levels to unlock client and consumer value, we are excited to see how this partnership pans out and grows.”

“Omnicom Media Group is excited to partner with Shopee to bring best-in-class e-commerce solutions to our clients, with an emphasis on innovating and enhancing the consumer experience,” said **Tony Harradine, CEO, Omnicom Media Group, APAC**. “This partnership is also in line with our commitment to pivot our clients’ businesses by leveraging technology to accelerate an end-to-end commerce solution for them,” he added.

In addition to strengthening the e-commerce marketing capabilities of media agencies and brands, Shopee will provide timely technical support to the agencies’ media and ad operations teams. Media agencies and their clients will also have the opportunity to get first-hand, exclusive access to Shopee’s new marketing solutions and products.

About Shopee

Shopee is the leading e-commerce platform in Southeast Asia and Taiwan. It was launched in 7 markets in 2015 to connect consumers, sellers, and businesses in the region.

Shopee offers an easy, secure, and engaging experience that is enjoyed by millions of people daily. It offers a wide product assortment, supported by integrated payments and logistics, as well as popular entertainment features tailored for each market. Shopee is also a key contributor to the region’s digital economy with a firm commitment to helping brands and entrepreneurs succeed in e-commerce.

Shopee is a part of Sea Limited (NYSE:SE), a leading global consumer internet company. In addition to Shopee, Sea’s other core businesses include its digital entertainment arm, Garena, and digital financial services arm, SeaMoney. Sea’s mission is to better the lives of consumers and small businesses with technology.