

ZALORA

MEDIA ALERT

ZALORA APP GETS A MAKEOVER!

-Asia's leading online fashion destination updates its iOS app for iPhone and iPad-

Kuala Lumpur, Thursday, April 10th; ZALORA, has given its popular shopping app a complete overhaul, making it easier than ever to purchase the best of high-street fashion on-the-go. The updated iOS app, which allows shoppers to select from over 500 top international and local brands and thousands of products anywhere, anytime, has had a facelift with a completely redesigned and improved interface.

Other updates include:

- Upgrade to iOS 7 compatibility and look-and-feel with beautified and simplified browsing with HD images
- Improved sorting and filtering by price, brand, size, category and colour
- Synced account settings allowing you to switch from desktop to device
- Wishlist feature to revisit favourite products
- Multi-language options including Bahasa Malay and English for Malaysia.
- ZALORA Wallet - keep credit stored and use directly in total cart
- Addition of 'My Account' feature allowing order detail views

To coincide with the launch, ZALORA is running a download to win promotion, which will give everyone who downloads the app a voucher entitling them to up to 20% off selected items.

ZALORA's Managing Director, Giulio Xiloyannis said "At ZALORA, over 25% of our revenue comes from mobile devices, through the app and the mobile site. Making the shopping experience as simple, intuitive and visually appealing as possible for our customers is the reason behind this app refresh. With over 140 % mobile penetration in Malaysia, it makes sense that as leaders in fashion e-commerce, we have the best mobile offering possible."

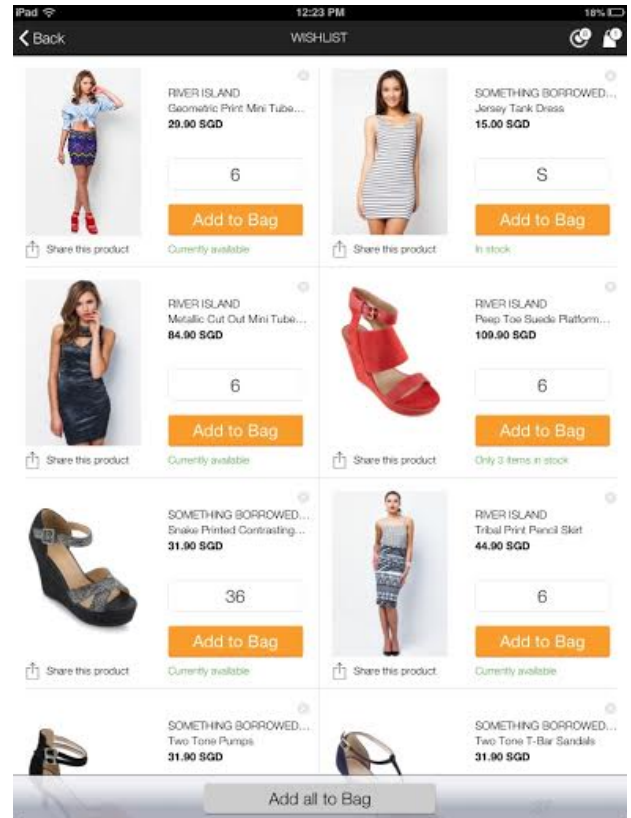
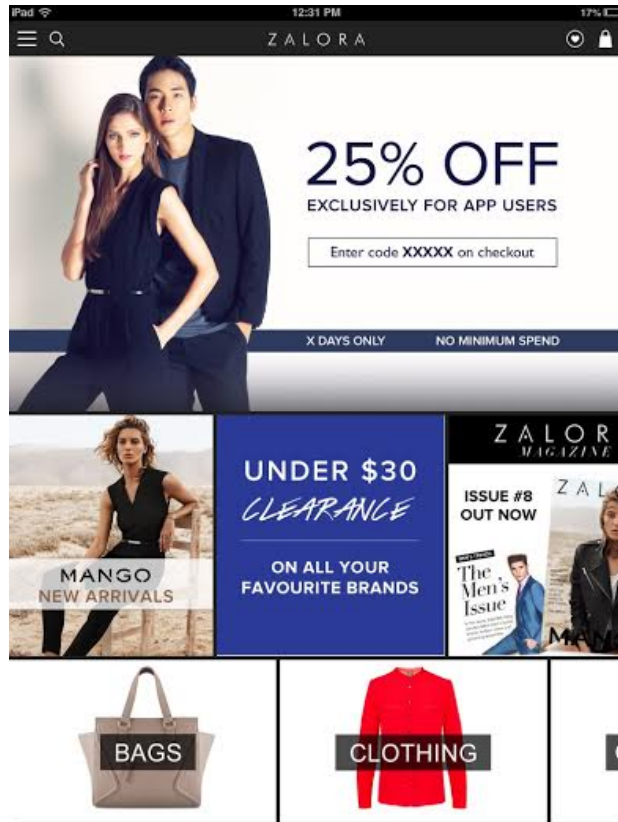
The ZALORA app was initially released in April 2013 and became one of the most downloaded apps in the fashion and lifestyle categories across all countries in Southeast Asia as well as in Malaysia where it was the number one app in the lifestyle category.

To download the ZALORA iOS app, visit the iTunes store click here <http://goo.gl/NK1ZCb>

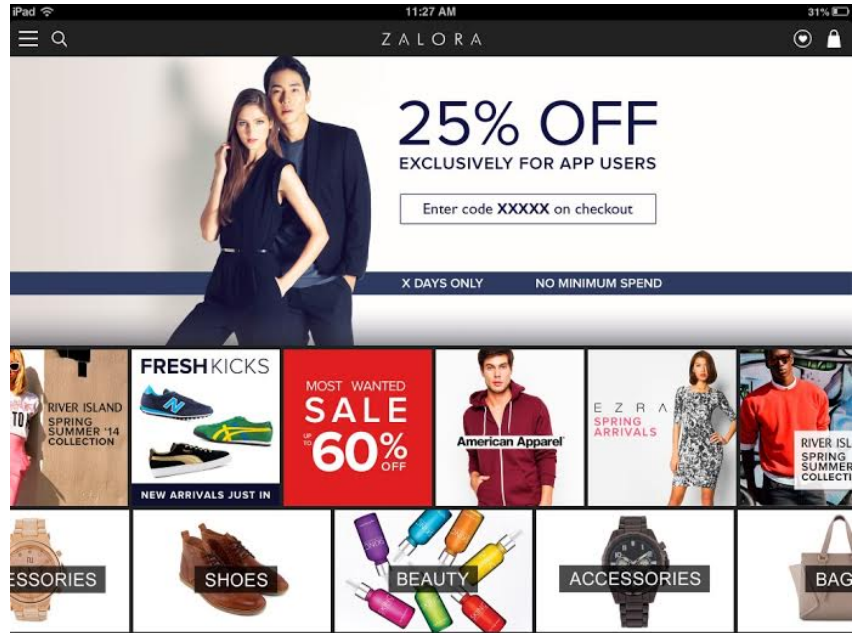
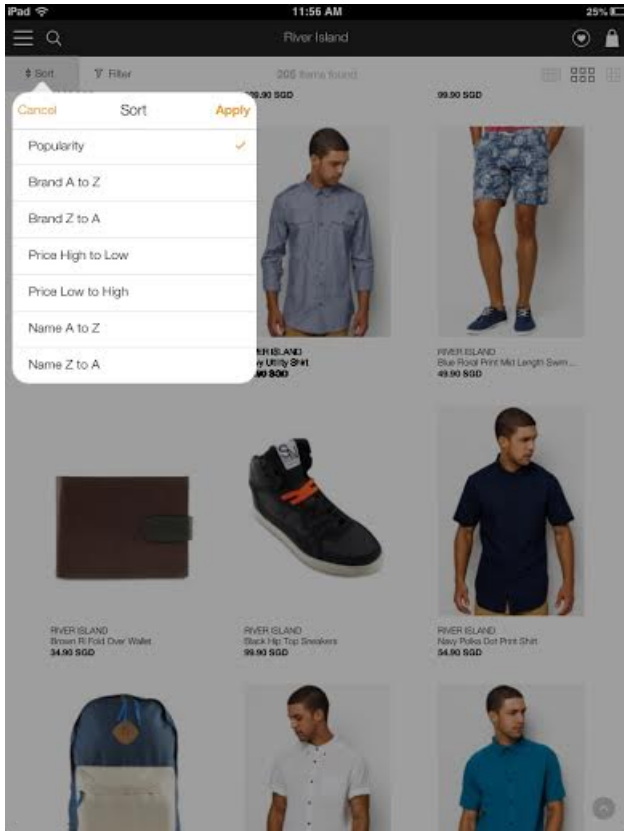
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*Images of the app below and attached.

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For more information, please visit www.zalora.com.my

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