

 daraz

#PAKISTAN

#ECOMMERCE

#DIGITALISATION

#SOCIETALPROGRESS

#CREATECHANGE

What is Daraz?

“Daraz is the leading online marketplace in South Asia, empowering tens of thousands of sellers to connect with millions of customers.”

OK, but what is Daraz REALLY?

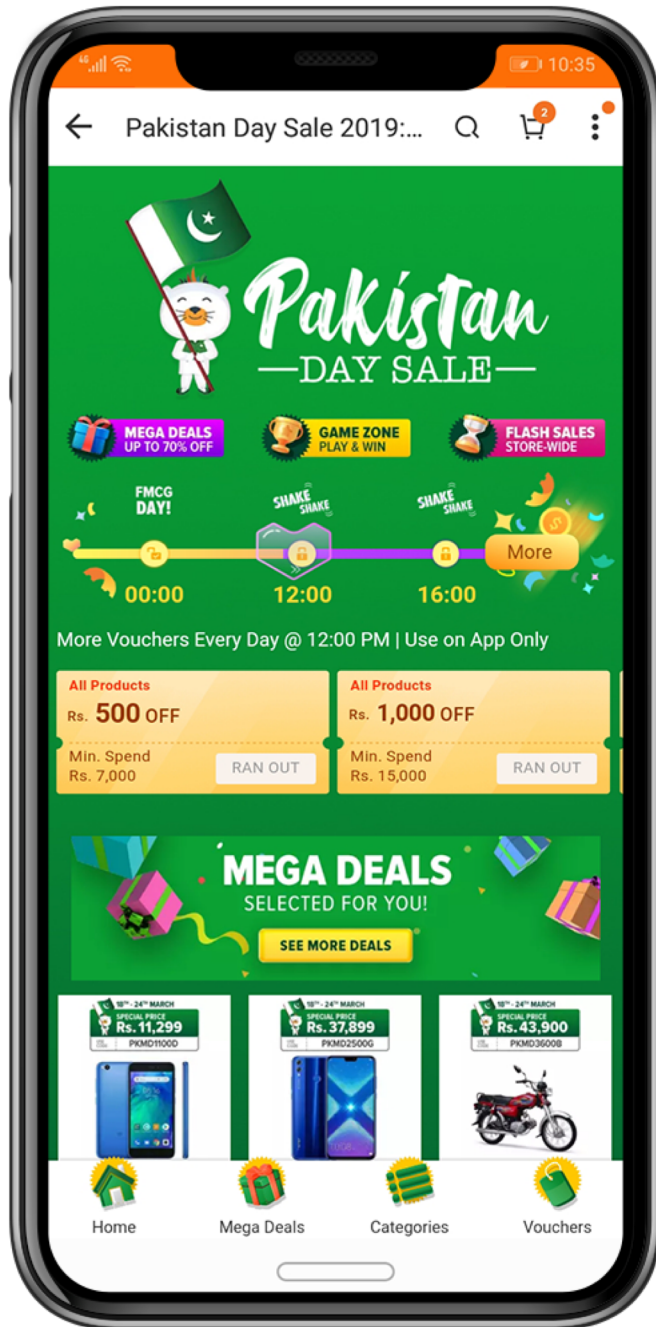
*“Daraz is a Mall, a Marketplace,
and a Community in your pocket”*

*We provide immediate and easy access to
4 million products in more than 100+ categories.*

More than 2 million Pakistanis use Daraz every day.

*We deliver more than 1 million packages every
month to all corners of Pakistan.*

*We have created 50,000 jobs in Pakistan, and every month
2,000 new sellers are educated through our university.*



What changed in 2018?

EVERYTHING....



A new and **Personalised App** giving each user a unique experience.

DarazMall was introduced for users to follow their favourite brands with premium quality and service level.

Global Collection for our customers who like to shop from abroad.

Top-ups & E-store for convenience and a **Voucher Module** for the deal hunters.

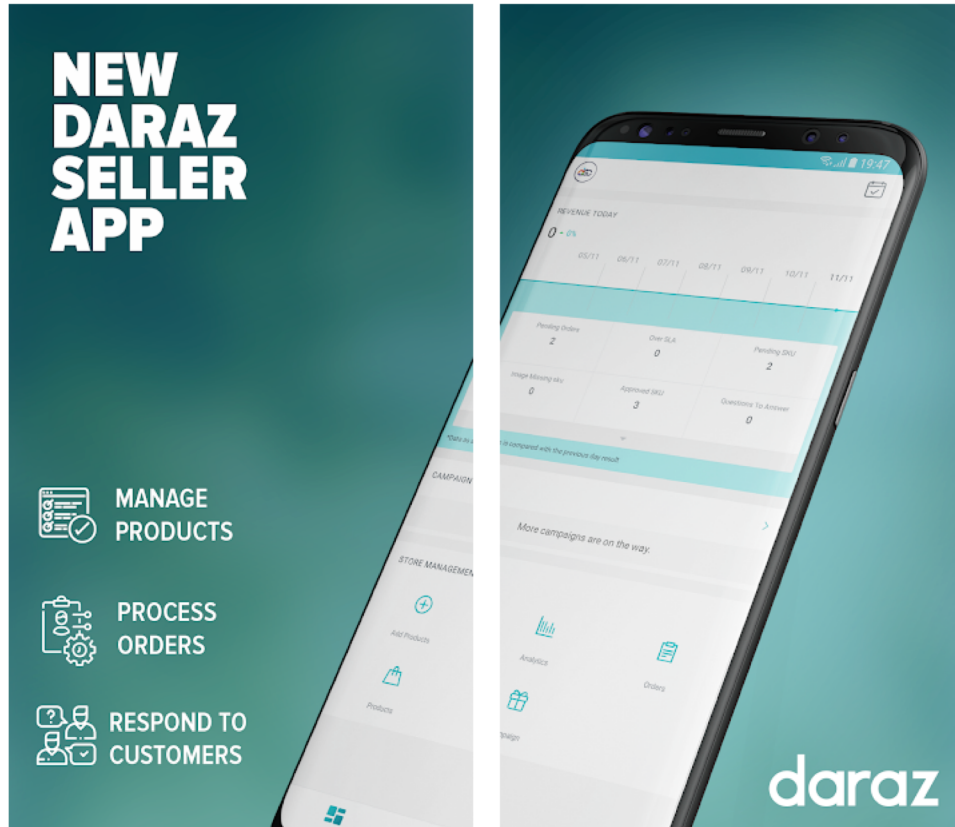
Daraz Wallet for easy payments and instant refunds.

Message Center to keep all your information in one place.

Q&A feature to allow customers and sellers to interact freely.

...and many more innovations to come in 2019!

“Daraz is a University for Entrepreneurs”



Anyone who has a smartphone can start a business...

... and our Education is free of charge

Join Daraz BootCamps and learn to grow your sales nationwide

Learn more, Earn more

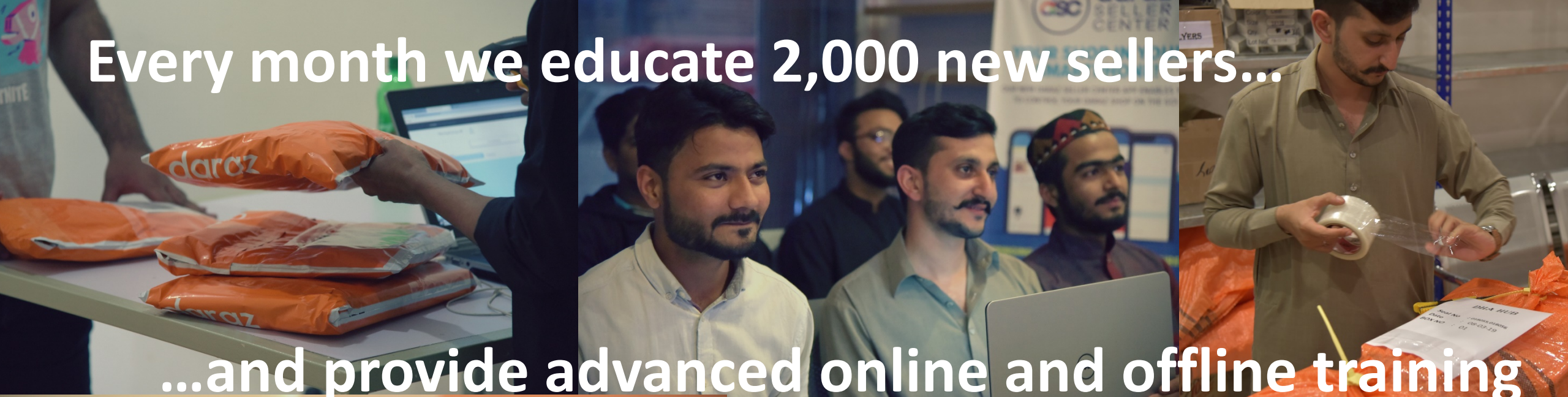
Register Now

“20,000 sellers have been educated on e-commerce operations through Daraz University”

With Daraz BootCamps, you can learn to manage your shop and increase sales!



Every month we educate 2,000 new sellers...



...and provide advanced online and offline training courses to our existing sellers.



“Logistics is a challenge because the ecosystem in Pakistan is not digitalised and integrated.

To overcome this challenge, we have built Pakistan’s first logistics company specifically designed for e-commerce operations.”



DEX already has ~1,000 riders in 30 cities for faster and better delivery service (including much better tracking and visibility).

Today, we do more than 55% of all Daraz deliveries through DEX and delivery time is 1-2 days faster than with external partners.

We are helping existing and new logistics providers digitalise (large and small).





You will recognize DEX by the orange uniform...



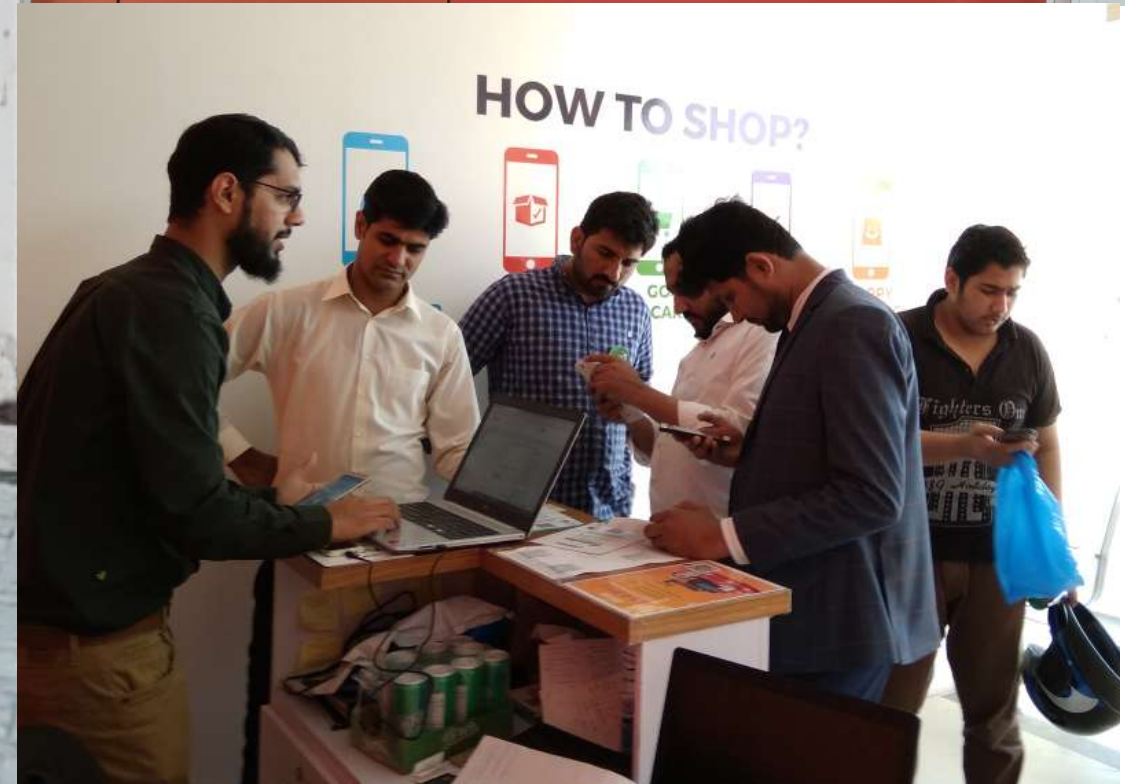
...and a big smile!



*Our Hubs also serve as
Customer and Seller
Experience Centers*

*Easy Pick-ups and Returns
Personalized Customer Service*

Friendly community



Can you deliver in 1 day?

Yes! But only for selected products

For grocery products that you need fast, we operate 30 hubs across the country that provide a One-Day Delivery service.

Use the City filter to find products available for One-Day Delivery in your city (more to come!)

10:04 0.00 K/s 4G 84%

← One Day Delivery 🔍 🛒 ☰

ONE DAY DELIVERY
*Except Sunday
LOWEST PRICES GUARANTEED
EXCLUSIVE PK DAY SALE OFFER

24 HOURS

GET **FREE SHIPPING** ON ORDERS ABOVE RS. 500

SCROLL AND SELECT YOUR CITY!

Sahiwal Sargodha Hyderabad Multan Okara

SAHIWAL

SEE MORE

ONE DAY DELIVERY IN SAHIWAL
FREE SHIPPING ON ORDERS ABOVE RS. 500

National
چکن تیکا
Chicken Tikka
100

Tikka Masala(One day delivery in...
Rs.97
Rs.122 -20%

ONE DAY DELIVERY IN SAHIWAL
FREE SHIPPING ON ORDERS ABOVE RS. 500

National
دہلی نھاری
Delhi Nihari
65

Nihari Masala(One day delivery in...
Rs.97
Rs.122 -20%

For our Premium Service “Fulfilled by Daraz”, we operate 4 major warehouses in Karachi, Lahore and Islamabad

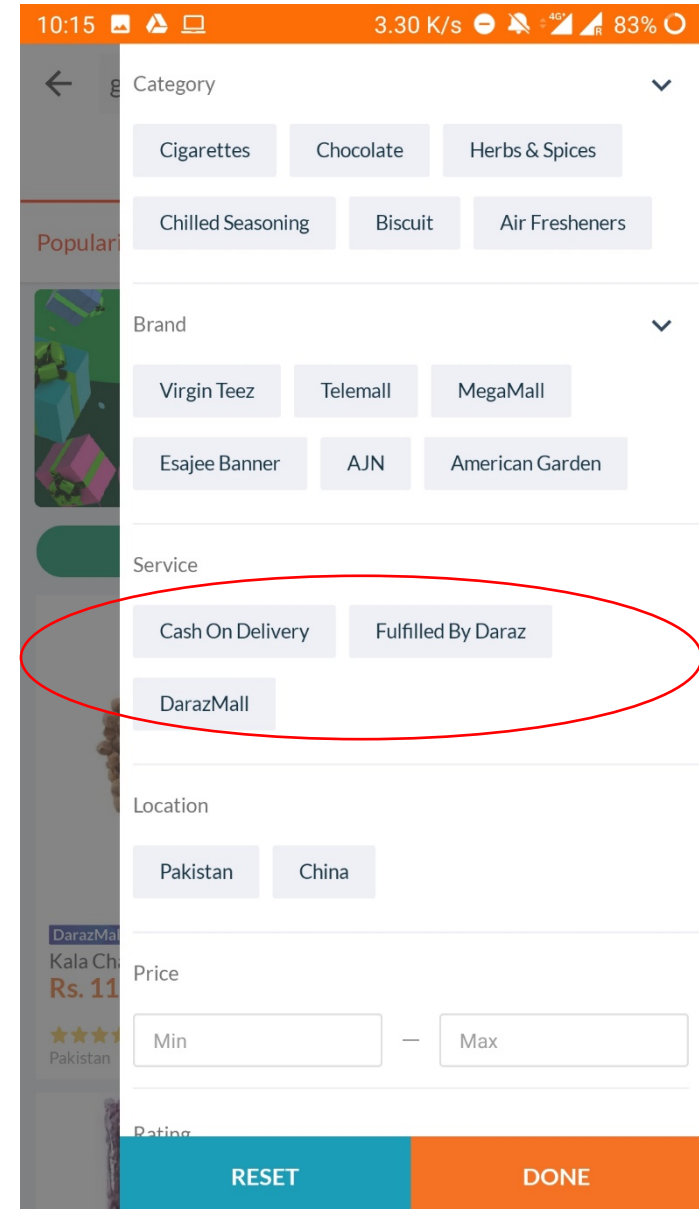


They cover an area of more than 200k sq.ft. and employ more than 500 people

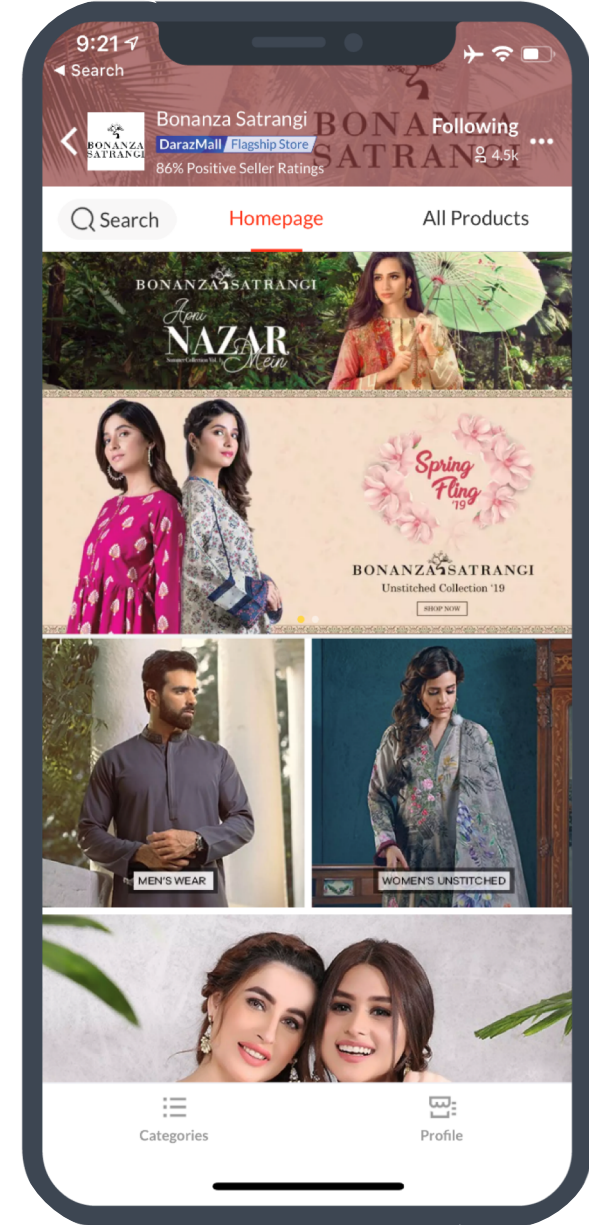
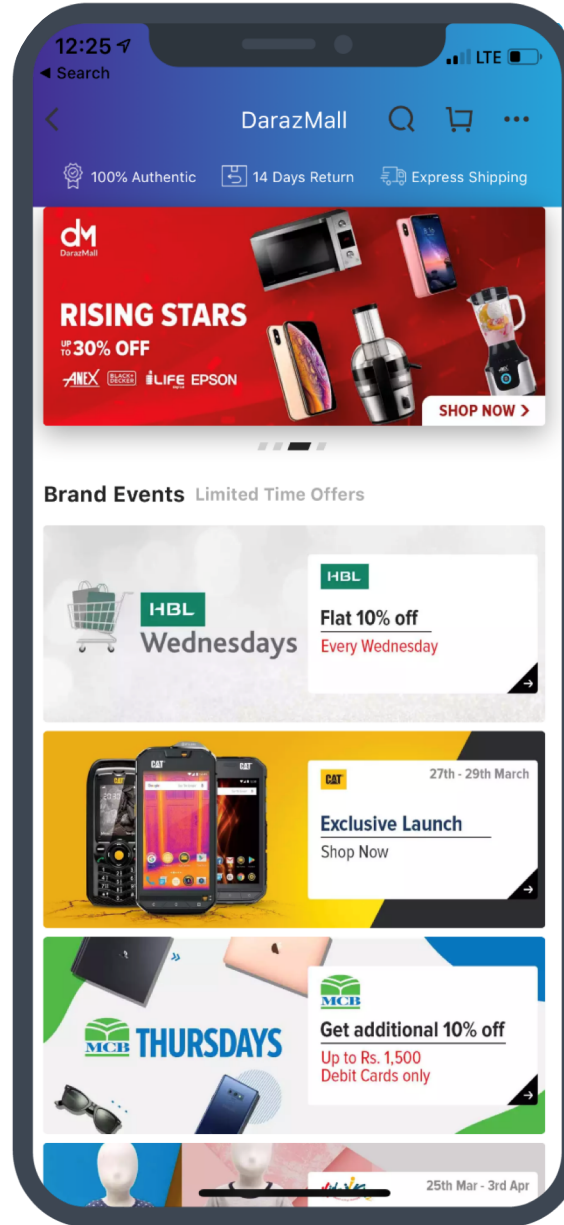
“Fulfilled by Daraz” means that the product is shipped from one of our own warehouses.

For fastest delivery and quality assurance, we always keep the top ~30% selling products in our KLI warehouses.

Use the filters to select the service level designed for your needs.



“DarazMall is the doorway to our top trained sellers that are committed to top-quality products, express shipping and a 14-day return policy”



“With thousands of marketplace participants, our most important job is to make sure the customer is always protected.

We work hard to minimise mistakes, but when they do happen, we make them 100% right!”

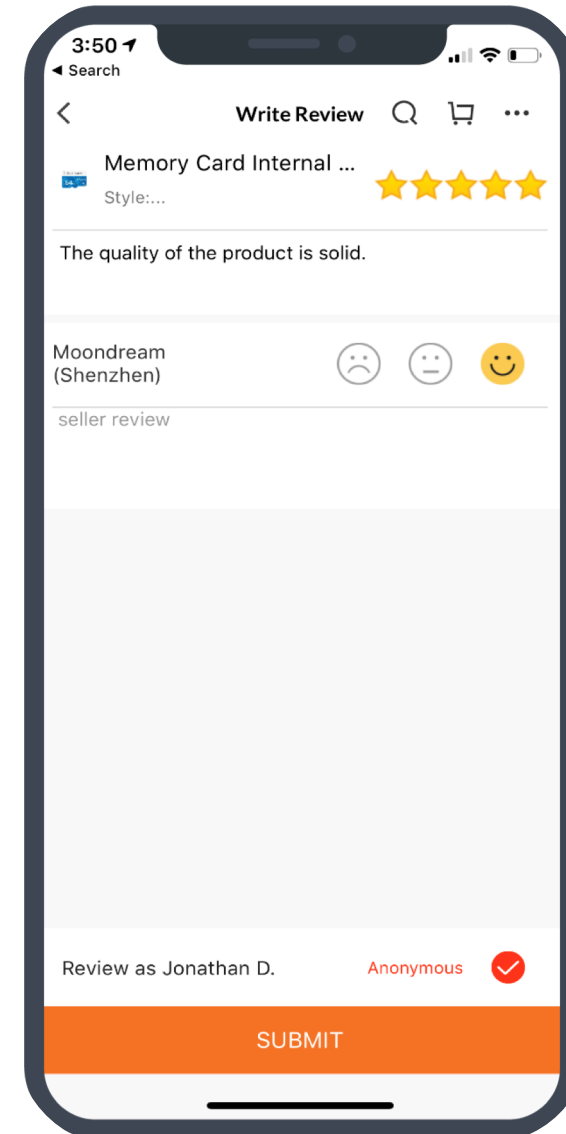
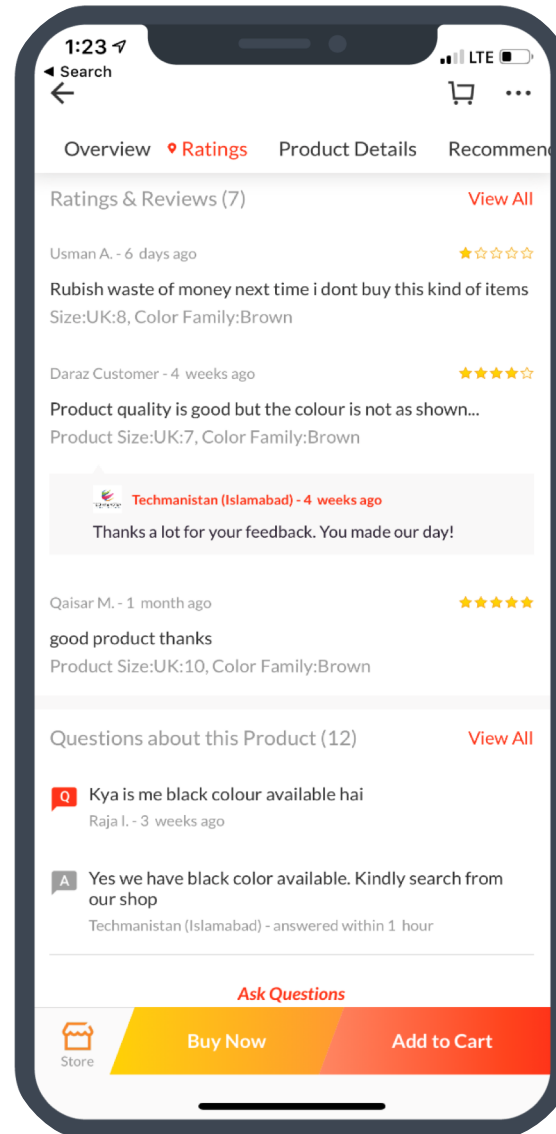
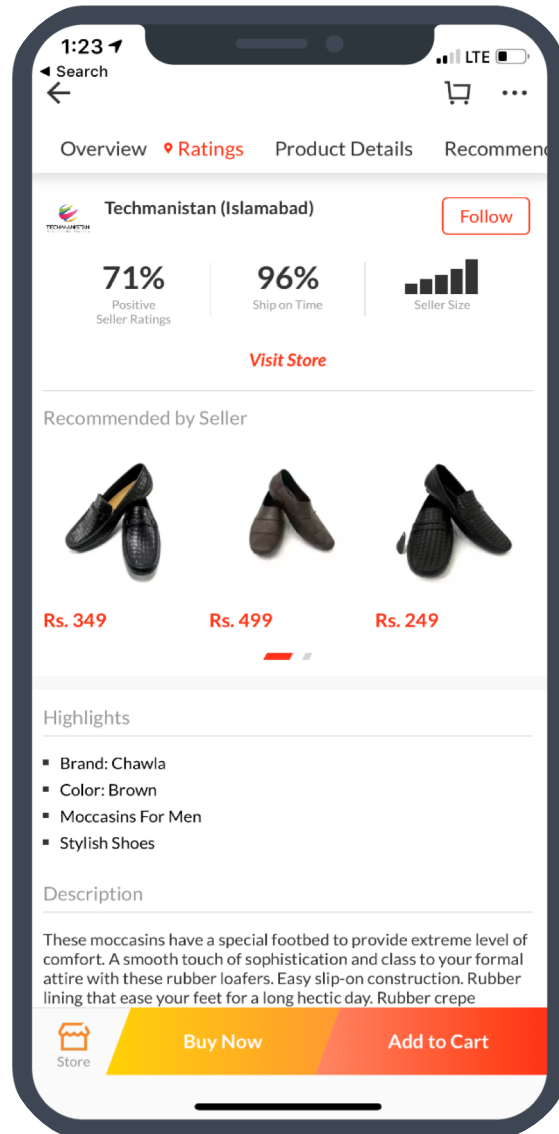
“Technology and Seller Education are the keys to create a safe and happy shopping experience for our customers”

All of our sellers are educated through Daraz University where we put a big weight on appropriate pricing, product quality and service levels.

Our technology allows us to monitor price inflation and irregularity instantly. Sellers that falsely increase prices are strictly penalised or delisted.

Our App is designed so that Sellers that offer the the best prices, best customer service levels, and fastest delivery automatically get the most visibility on our App.

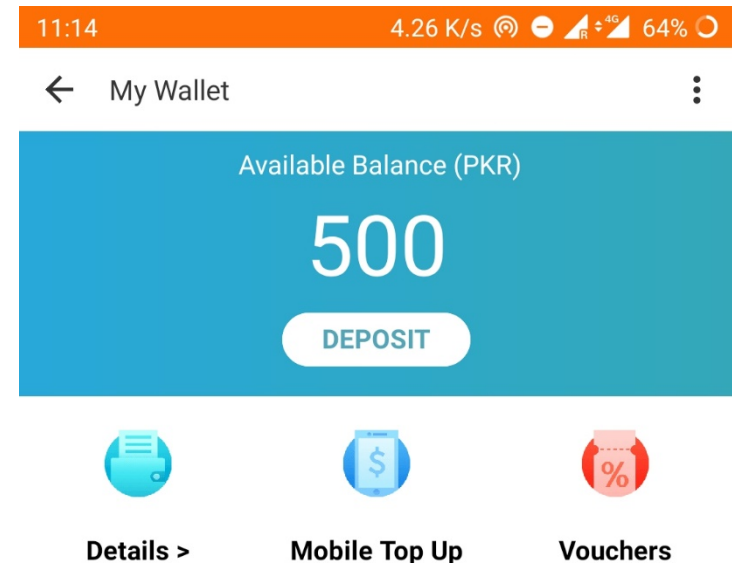
“Ratings & Reviews give customers additional product and seller information before the purchase”



“Refunds for returned products have always been one of the major pain points for customers because funds have to go through multiple banks to reach the customer’s account.

With the Daraz Wallet, we have made the refund process instant and convenient.

Customers can also use the wallet to collect vouchers and make online payments with maximum security and convenience.”



“Purchase Protection is the biggest commitment we give to our customers”

PURCHASE PROTECTION IS OUR BIGGEST COMMITMENT

At Daraz, we take pride in ensuring our buyers' privacy and also safeguard them against frauds, tricks and other deceitful sellers.



Genuine Products

We have made it to our mission to offer only genuine products in the original packaging on Daraz. We work hard to provide you with the largest selection of authentic and brand new products at the highest quality.



Safe & Secure Payments

Whether you pay on delivery or conveniently with one of our digital payment methods, your privacy is important to us and we keep your data secure. For further information, please visit our [Privacy Agreement Page](#).



Free & Easy Returns

Returns and replacements are easy and free of charge. For further information on the detailed terms, as well as on how to return your product, please visit our [Returns & Refunds Page](#).

In summary:

- 1 Daraz is a Mall, a Marketplace, and a Community in your pocket.*
- 2 Daraz is a university for entrepreneurs and we educate more than 2,000 new sellers per month.*
- 3 DEX is Pakistan's first logistics company specifically designed for e-commerce operations to raise the standards for the industry.*
- 4 For a premium experience, try our 'DarazMall' and 'Fulfilled By Daraz' services.*
- 5 With Daraz Wallet we have made secured online payments even faster and the refund process instant and convenient.*
- 6 Purchase Protection is our biggest commitment to keep customers safe.*

Where do we go from here?

*Here is a look at our Mission together with
some of the ambitious targets we have set!*

Our Mission:

“Make it easy to do business anywhere in the era of the digital economy”

“We firmly believe that the digital era is on par with the Industrial Revolution. In the coming 10-20 years, digital technology will fundamentally alter many parts of society from commerce to politics to culture.

Our purpose is not only to embrace this change, but to proactively create change and welcome a better future for Pakistan.

Progress is not without challenges, but we are ready to be the innovator in this era and we are dedicated to overcome any challenges on the way.”

Our Six Aspirations to lead Pakistan into the Digital Era by 2022:

- 1 As the market leader, we will continue to **drive 100%+ annual growth** of the e-commerce market for the next 4 years.*
- 2 Reach **200,000 active Daraz sellers** (all educated through Daraz University).*
- 3 Engage **25 million Daraz users** monthly by being relevant, convenient and service-minded.*
- 4 **Create 1 million jobs** for marketplace participants.*
- 5 **Fully digitalize the logistics ecosystem** with real-time visibility for customers regardless of location.*
- 6 Introduce **digital payments** to **10 million new customers**.*

“This also requires an adjustment to our Values.

A small change with with huge implications and responsibility.”



Customer Commitment



Create

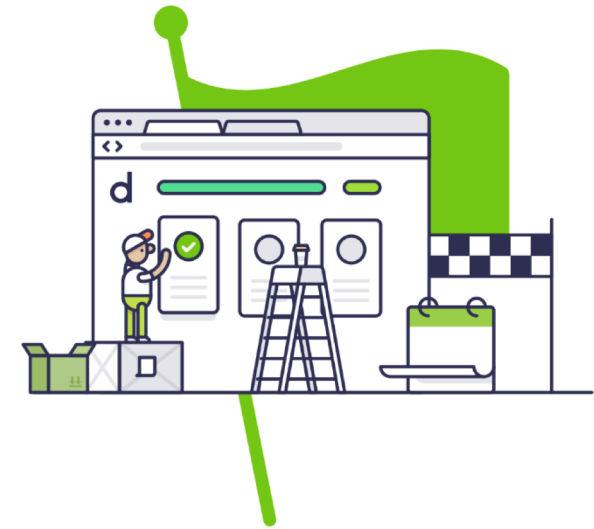
~~Empower~~ Change



Teamwork



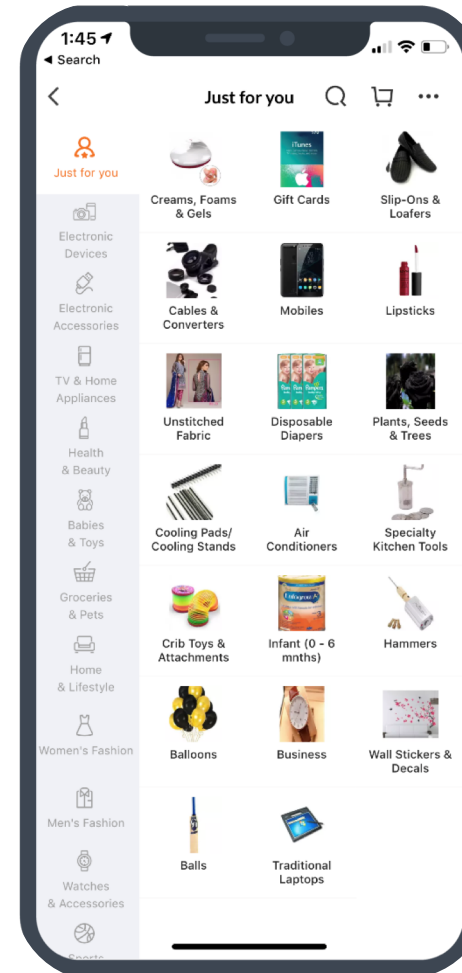
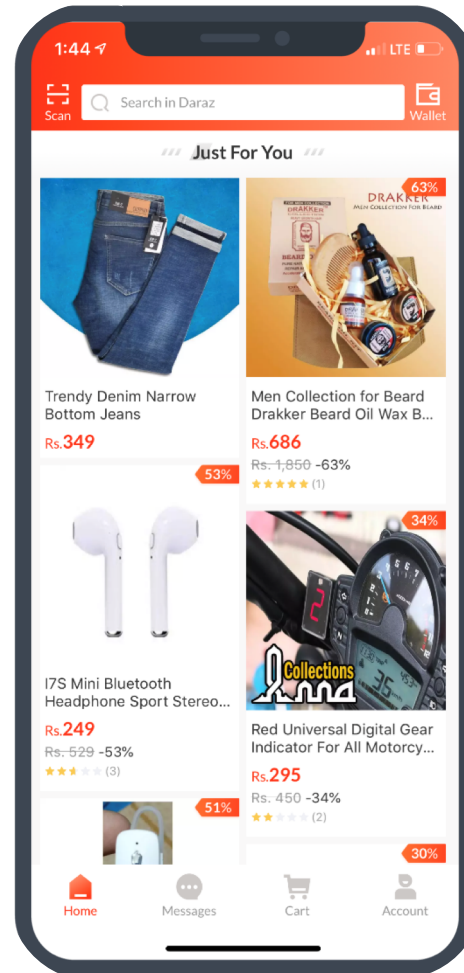
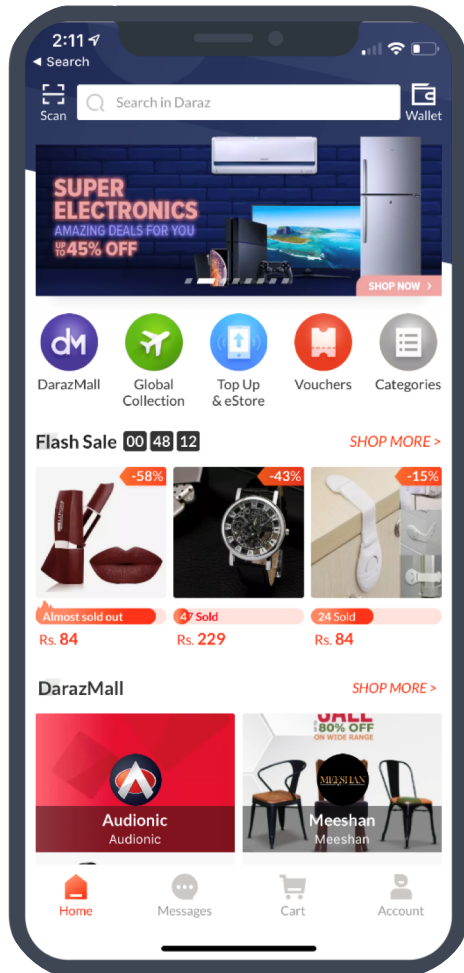
Integrity



Ownership

APPENDIX

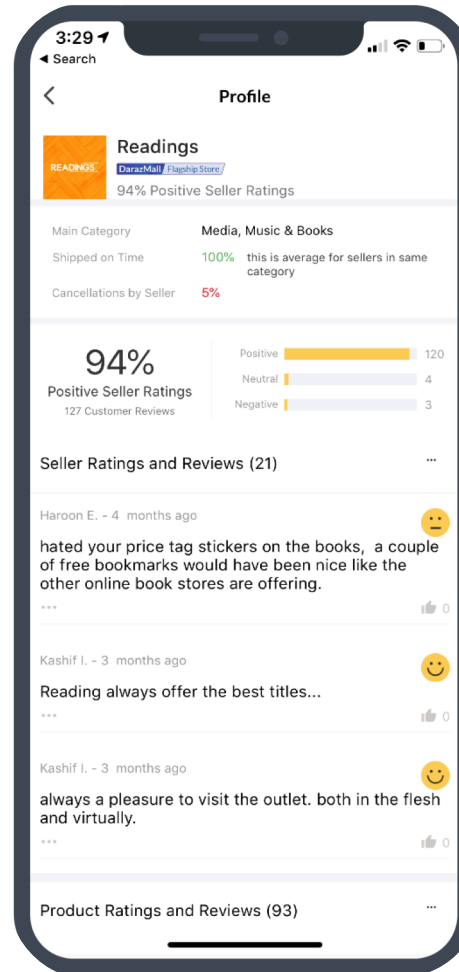
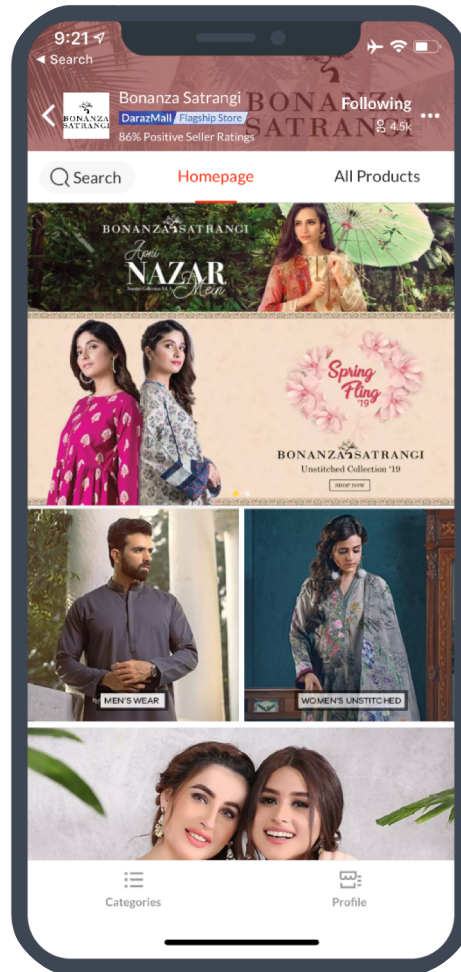
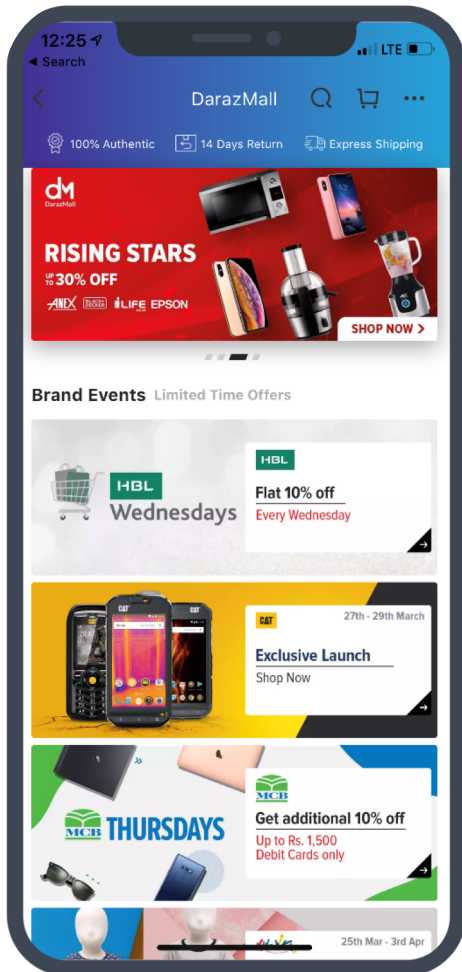
Our new Personalised App giving each user a unique experience



Personalised App

- Our real-time machine-learning algorithms enable us to show the right product to the right person at the right time
- The personalized experience is supported by over 450 data points within our app e.g. browsing, clicking and search behavior
- An important impact on search results and category product listings is the seller performance – the better the seller, the more visibility he gets
- “Just For You” is the personalized product guide and inspiration to our users
- With the help of our algorithms, over 90% of the users find the product they search for
- As result of all these technology improvements, the time users are spending on our App went up by 3x

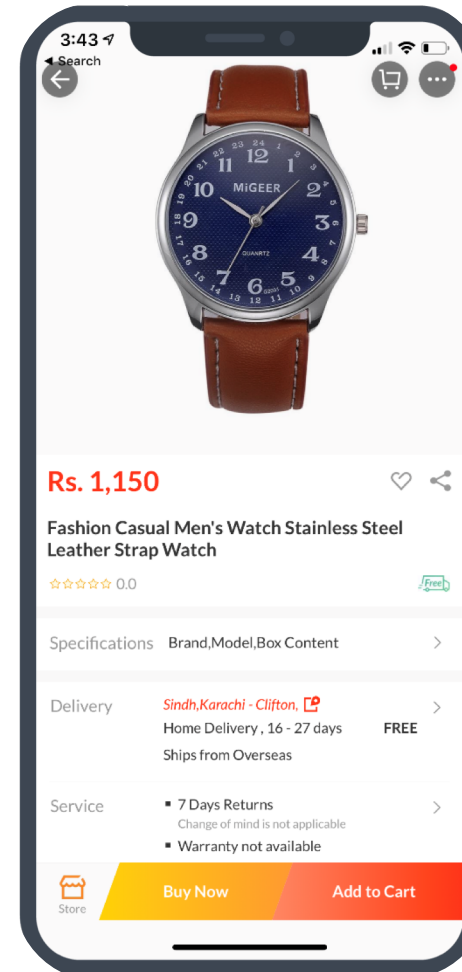
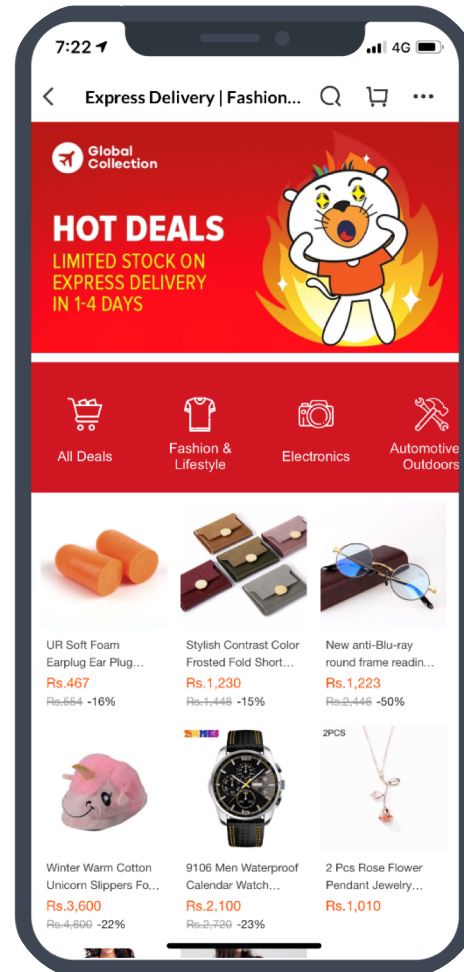
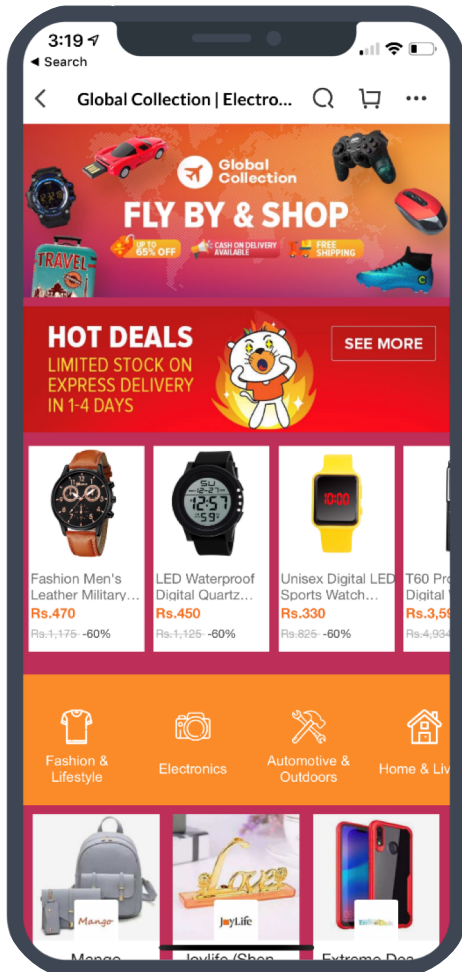
DarazMall was introduced for users to follow their favourite brands with premium quality and service level



DarazMall

- DarazMall has 300+ top brands across all categories, offering guaranteed authentic products, express delivery and 14-day return policy
- DarazMall carries over 100,000 products, ranging from fashion and grocery essentials to sophisticated electronic implements - catering to all walks of life
- To ensure maximum satisfaction, DarazMall offers a rating and review system that gives visibility on product quality and brand performance
- DarazMall brands have gained over half a million followers in the last 3 months
- DarazMall provides an ideal platform for brands, both established and new, to set up their stores in a way that conforms to their ethos and brand personality

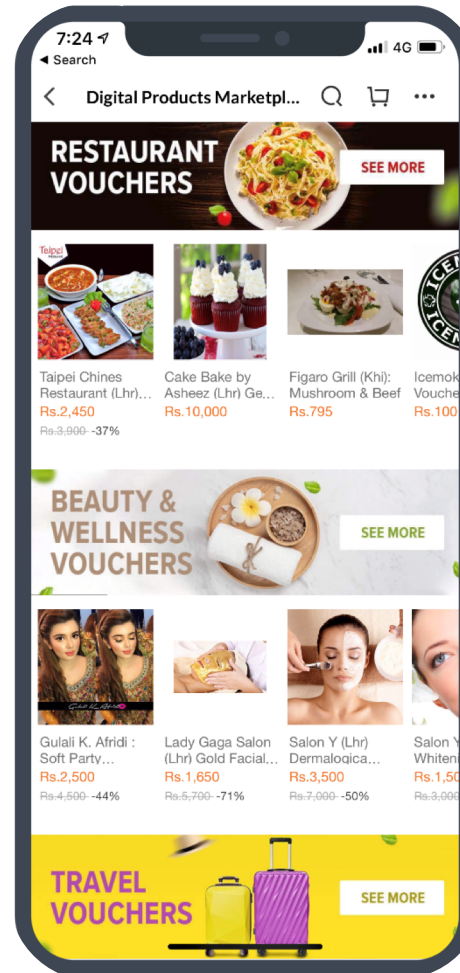
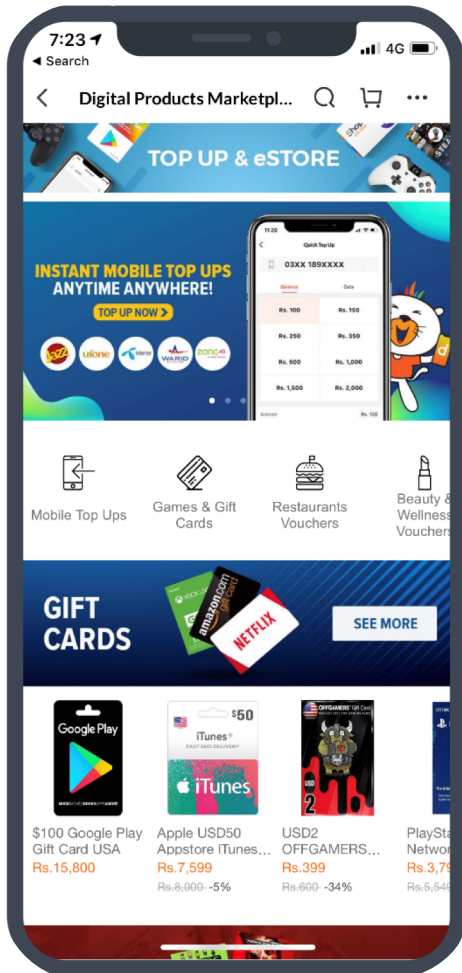
Global Collection for our customers who like to shop from abroad



Daraz Global Collection

- Daraz offers over 1m overseas products, many of which cannot be found in Pakistan
- Global Collection orders come with free shipping and the guarantee of no hidden charges
- Customer pay for global products in PKR with any of our payment options, including Cash on Delivery
- Speedy doorstep delivery from around the world in 2 weeks along with hassle free returns
- A dedicated Daraz team works with selected sellers to get the hottest deals at the best prices with the most efficient supply chain

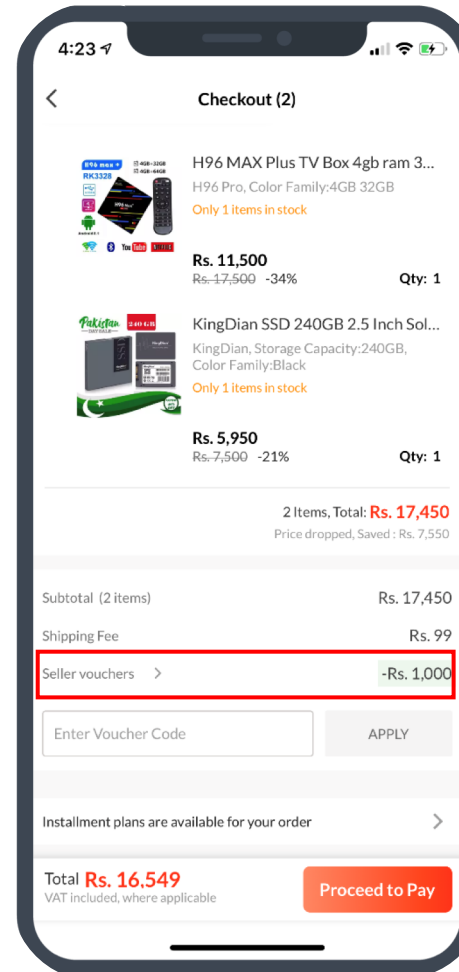
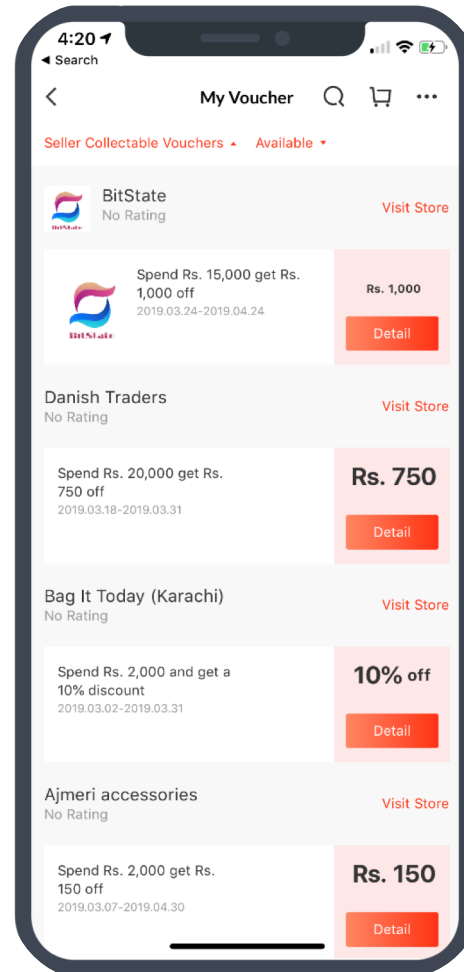
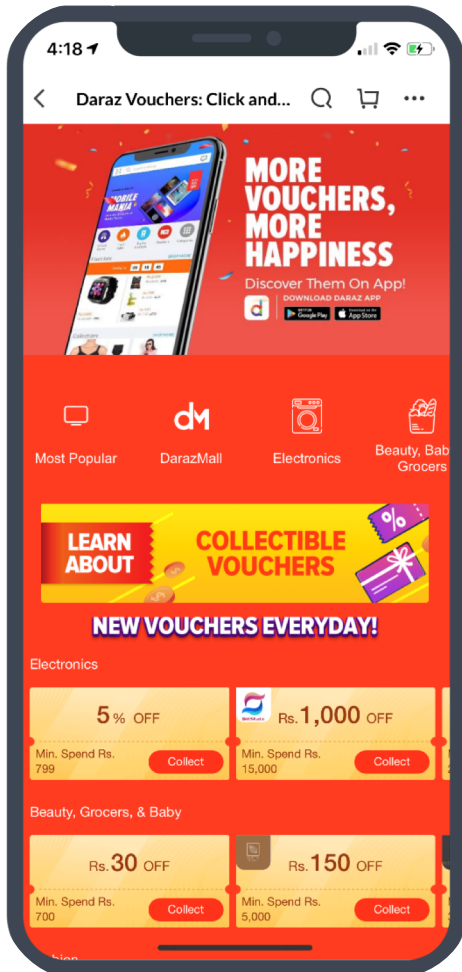
Top-Up & eStore offer special digital products and local deals



Top-Up & eStore

- The new Daraz App allows instant Mobile Top-Ups for prepaid, postpaid and bundles of Ufone, Telenor, Jazz and Zong
- Special discount offers and constantly changing bundles attract daily thousands of users for convenient top-ups
- Daraz eStore offers discounts and deals in 6 categories: gift cards, game codes, restaurant, spa, entertainment, travel & insurance packages
- For local discount offers the customer receives instantly a QR code via email, that can be redeemed at the service offer location
- Daraz currently offers over 8,000 digital products and deals

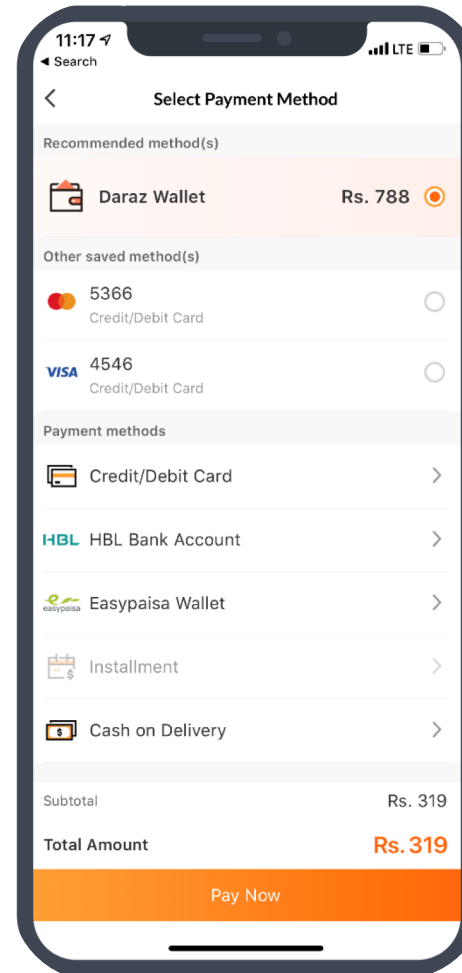
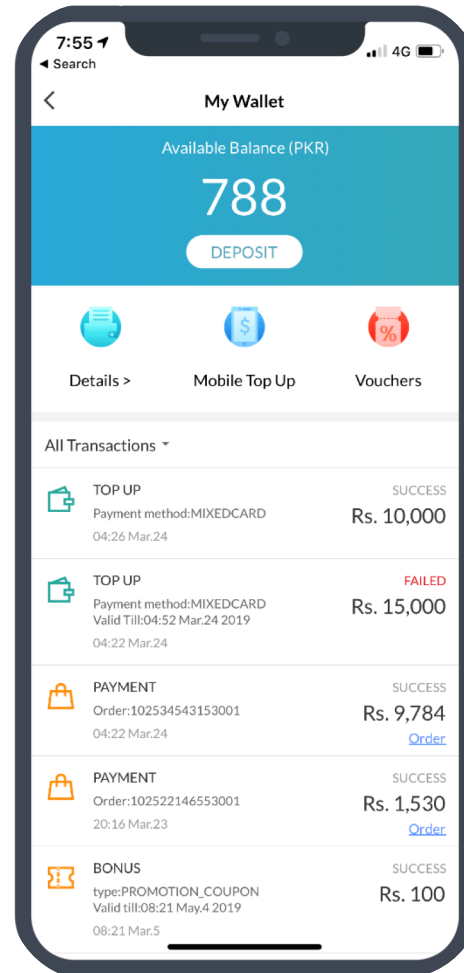
The Voucher Feature provides discounts to App users – with Collectible Vouchers, customers can use multiple vouchers at the same time



Daraz and Seller Vouchers

- Daraz as well as Brands and Sellers offer thousands of vouchers on the app
- Collectible Vouchers can be collected by the customer and are automatically stored in the Daraz Wallet
- Collectible Vouchers apply directly to a customers cart when the criteria is met - multiple vouchers can be used at the same time
- The Daraz App will automatically pick the best vouchers to apply, so customer can enjoy the highest discount
- In 2019 Daraz customers collected in total over 2.5m vouchers
- Sellers that created vouchers saw a 5x increase in sales

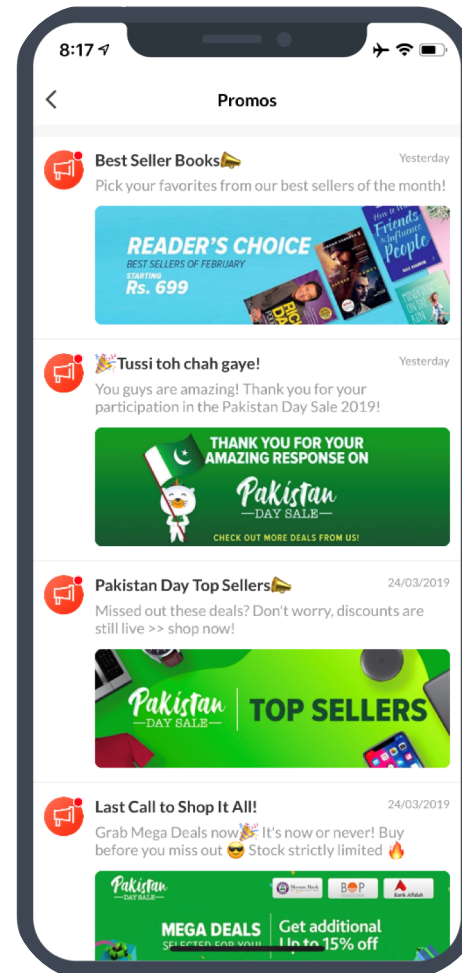
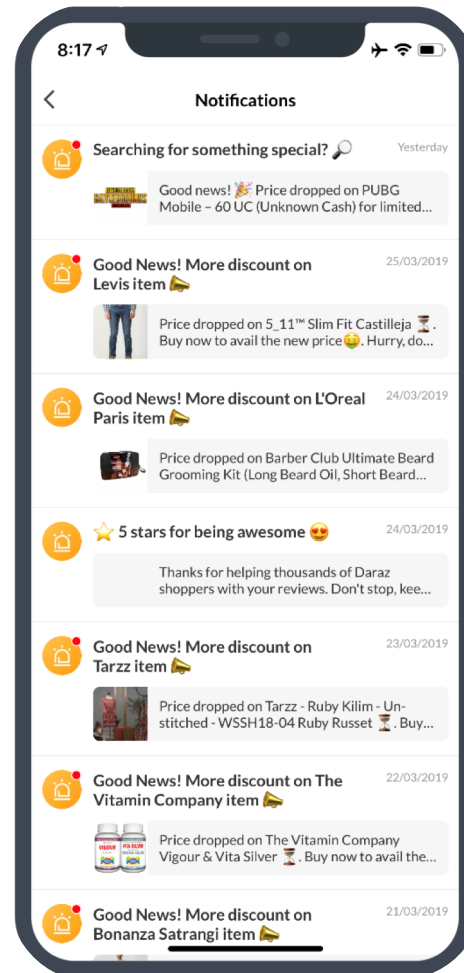
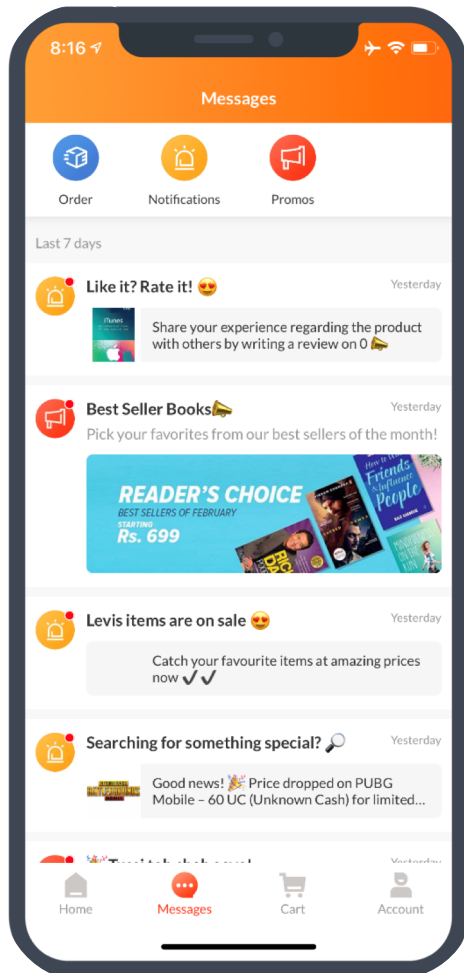
With the Daraz Wallet, we have made secured online payments even faster and the refund process instant and convenient



Daraz Wallet

- With the Daraz Wallet, we have made the refund process instant and convenient
- The Daraz Wallet is the fastest way to pay securely on Daraz
- In the first 4 months after the launch, already 300,000 Daraz customers activated their wallet
- In March around 8% of all orders on Daraz were paid with the Daraz Wallet
- Deposits into the Daraz Wallet can be made by
 - Easypaisa Wallet
 - Easypaisa OTC as cash deposit
 - HBL Bank Transfer
 - Debit/Credit Cards
- 70% of Daraz customers prefer the Easypaisa Wallet as deposit option
- Over the next months Daraz and its partners will add more options deposit money to the Daraz Wallet

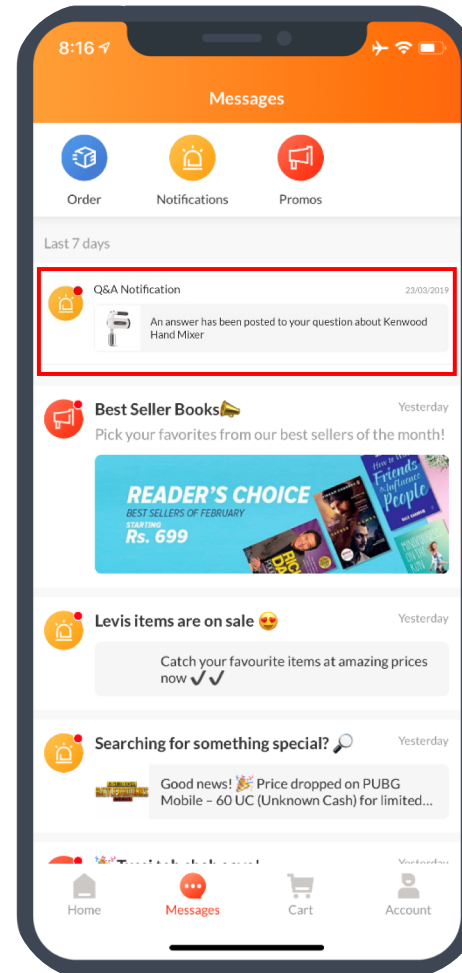
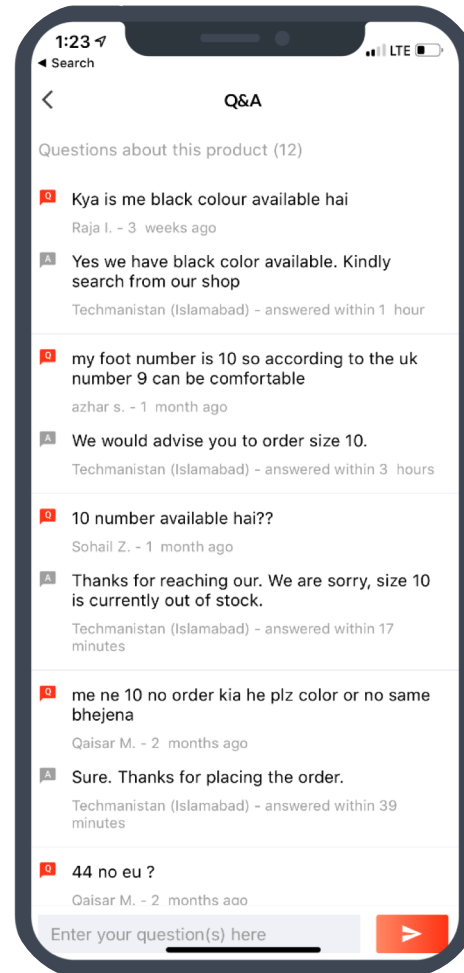
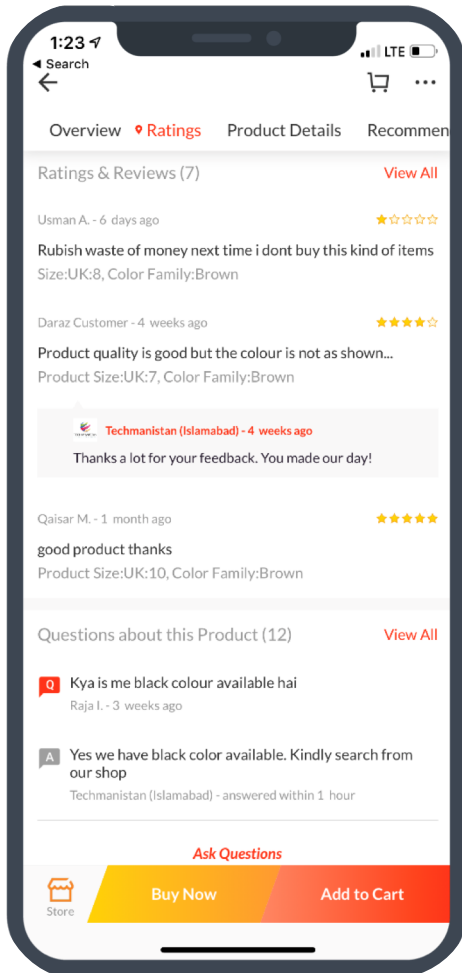
Daraz Message Center keeps all your information in one place – Order Status, Personal Push Notifications and Special Promos



Daraz Message Center

- Our smart algorithms send personalized push notifications and emails to Daraz App users
- The messages provide useful information such as price drops and low in stock on users favorite products
- AI driven recommendations of different brands, categories and products reaching around 2.5m users
- Providing relevant and timely information about different promotions, discounts and vouchers on Daraz, we achieve Click-Through-Rates of up to 20%

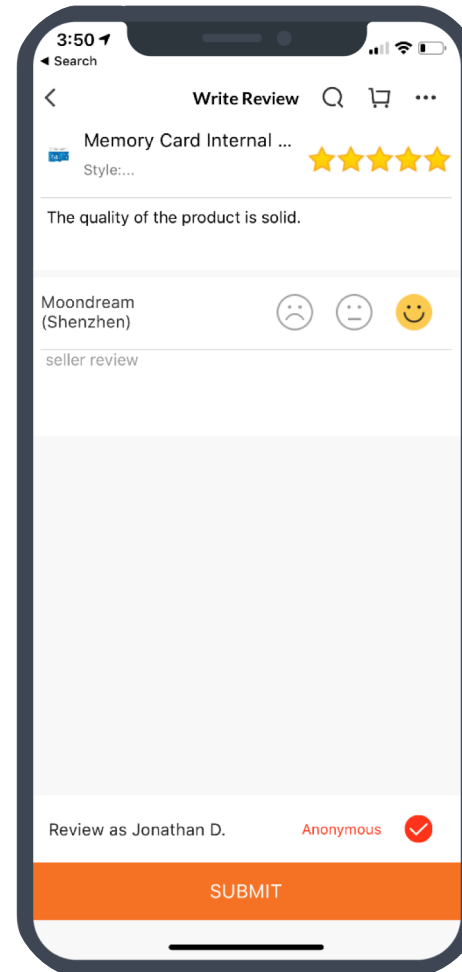
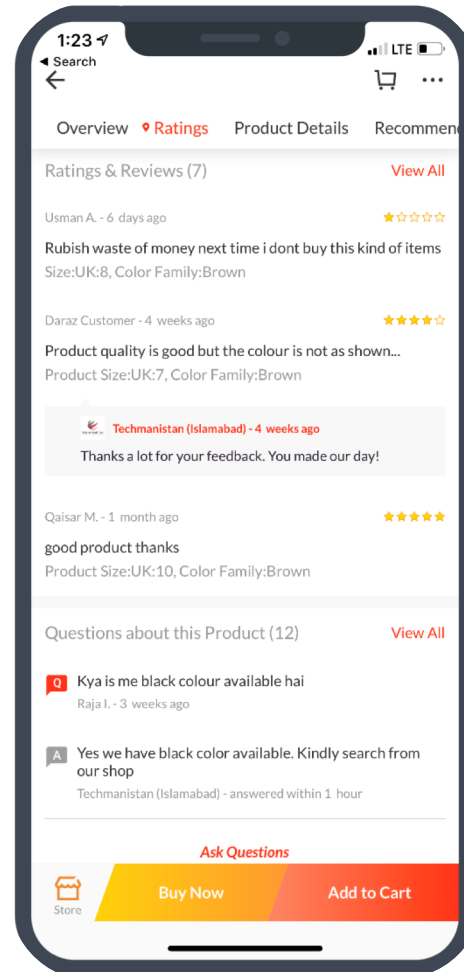
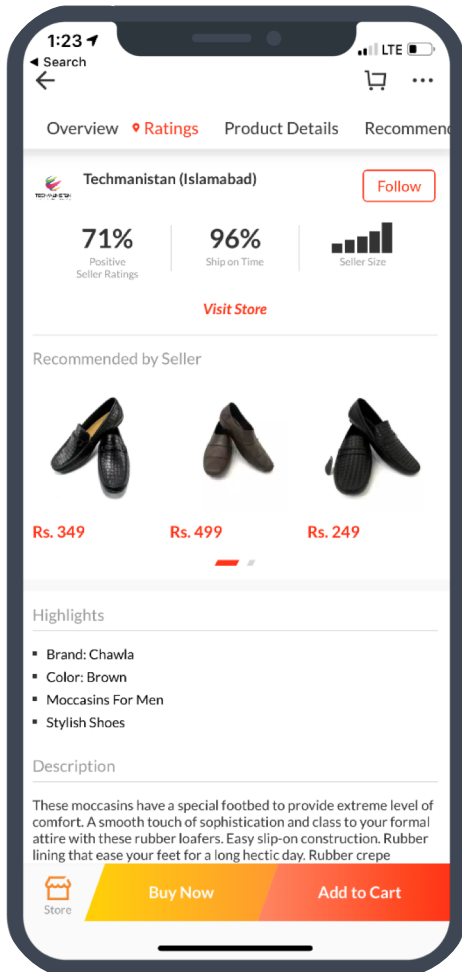
The Q&A feature allows customers and sellers to interact freely - soon we will launch a live chat for super fast communication



Daraz Q&A Feature

- The Q&A feature on our product pages allows customers to ask questions directly to the sellers
- Customers are able to make a more informed purchase decisions after having their queries addressed
- In 2019, over more than 800,000 questions have been asked by our customers
- Daraz sellers responded these questions in average less than 12 hours
- 30% of all questions were answered within only 3 hours

Ratings & Reviews give customers additional product and seller information before the purchase



Product Ratings and Reviews

- Product ratings and reviews have a big influence on the buying process of online customers
- In 2019 we have received over 500,000 reviews
- About 80% of ratings are 4 & 5 stars