



Official E-commerce Services Partner

DARAZ ANNOUNCES OLYMPIC GAMES PARTNERSHIP ACROSS SOUTH ASIA

South Asia's leading e-commerce platform added to Alibaba's partnership with the IOC ahead of the Olympic Games Tokyo 2020

Singapore, 16th July 2021: South Asia's e-commerce powerhouse and market leader, Daraz, has announced it will join as part of its parent company, Alibaba's twelve-year worldwide deal with the International Olympic Committee (IOC).

Through this agreement, Daraz will bring together the power of sport and e-commerce to deliver a positive impact across the region and further deepen Daraz's commitment to being a champion of South Asia.

Leveraging this partnership across Pakistan, Sri Lanka, Bangladesh, Nepal and Myanmar, Daraz will work with each local National Olympic Committee to inspire and uplift communities.

Daraz's Founder and CEO, Bjarke Mikkelsen, said the company's addition to Alibaba's Olympic partnership is a fantastic opportunity not only for Daraz but also the people of South Asia.

"Sport is a powerful equalizer. It doesn't discriminate and brings people together right across the world, from all walks of life. For a company like Daraz the foundation of our business has always been about using the power of commerce to break down barriers and improve accessibility for both consumers and local entrepreneurs. I believe this ethos sits alongside the values of the Olympic Games perfectly.

We have a deep understanding of each market we operate in across South Asia, and we understand the daily challenges, especially during COVID-19, that many have had to endure. Therefore, we want to use this partnership to inspire everyone to live their dreams and show them that nothing is impossible," says Mr Mikkelsen.

Timo Lumme, Managing Director at IOC Television and Marketing Services said, "South Asia has a strong sports tradition and the addition of Daraz to the Alibaba partnership will give us an opportunity to connect more people in the region with the Olympic values".

In the spirit of the new partnership, Daraz plans to extend its support to the region's participating athletes who have demonstrated dedication to following their dreams. As one of the brands included in the IOC's partnership with Alibaba, Daraz looks to tell athletes' stories and inspire local communities, while focusing on the concept of "Delivering Dreams" across the region.



About Daraz

Daraz is the leading online marketplace in South Asia, empowering tens of thousands of sellers to connect with millions of customers. Daraz provides immediate and easy access to 50 million products in over 100 categories, delivering more than 6 million packages every month across the region.

Daraz is a mall, a marketplace and a community for its customers and sellers. It strives to raise the standards of e-commerce in South Asia through a seamless ecosystem consisting of end-to-end payment and digital logistics solutions.

In 2018, Daraz was acquired by Alibaba Group, and is proud to carry its part of the mission to “make it easy to do business anywhere in the era of the digital economy”. As part of the Alibaba ecosystem, Daraz leverages Alibaba’s global leadership and experience in technology, online commerce, mobile payments, and logistics to drive growth in its markets.

For more information on Daraz, please visit <https://www.daraz.com/> or follow us on LinkedIn.

Targeted release date: 14th-16th July