

# LINE Launches “LINE SHOPPING”-



LINE Launches “LINE SHOPPING”- A Big Step to E-Commerce Business with Target of 8 Million Users This Year. Aggregating 15 Leading Marketplaces in One Place with Must-Love Features.

- Highlight the concept “Know Well, Know All about Online Shopping”, collecting dominant products from 15 famous markets in one place
- Partner with Priceza to develop must-love features ‘Price comparison’ and Price Reduction Notification’ etc.
- Full of promotional campaigns throughout the year with LINE Points Back
- Emphasize “Life on LINE” – latest LINE’s vision to create seamless life infrastructure

LINE Thailand rolled out its LINE SHOPPING, an e-commerce platform that highlights the concept of “Know Well, Know All about Online Shopping” by offering a wide variety of products from over 15 distinctive marketplaces. It is dominant with a price comparison model developed by Priceza, the famous provider of price comparison platform. The platform adds not only the special searching function for shoppers to search and select items from LINE SHOPPING collection but also the Wishlist tool, allowing shoppers to purchase easier and faster than ever. Moreover, LINE Points Back will be offered for every purchase making via LINE SHOPPING. The new e-commerce platform aims at gaining more than 8 million users or 18% of LINE users, becoming the no.1 online shopping platform that delivers the most worthiness to customers and emphasizing LINE’s latest vision of “Life on LINE” to create seamless life infrastructure.

Mr. Lertad Supadilok, Head of E-Commerce Business Unit, LINE Thailand, said online shopping in Thailand continues to grow rapidly. According to the research\*, online shopping market is expected to grow at an average rate of about 16 percent per year and the market value could rise to about 470 billion baht in 2022. Online shopping will account for 8.2 percent of the combined retail and wholesale market, while e-Marketplaces will likely play greater role as an online platform. Despite the double-digit annual growth and high popularity, Thai online shoppers encounter many problems when they shop online. Those include difficulties in buying merchandises from online stores, ranging from challenging price comparison and over-advertising.

Seeing the problems as the opportunity to create better online shopping experience for Thai consumers, LINE launched its LINE SHOPPING service to be the channel offering the utmost worthiness and the right solutions to respond to consumers' need through its merchandise database and price comparison functions from various service providers. There are currently more than 15 dominant marketplaces, including Lazada, Shopee, Advice, Makro, Asia Books, All About You, Aston, Beauticool, Beauty Plaza, TV Direct, Wellness Mark Shop, Nespresso, MISSHA and It's Skin, in one place by partnering with Priceza, Thailand's famous price comparison service provider, to array products to offer the most value to shoppers. Consequently, they can enjoy the price comparison and make a decision to purchase based on their preferred choices.

LINE SHOPPING made its debut in March and received a promising response from online shoppers with about 2.5 million active users per month until today. Stepping forward to become the No.1 online shopping platform in the perception of Thai consumers, LINE SHOPPING is expected to have more than 8 million users or 18% of all LINE users in Thailand by the end of this year. The launch of LINE SHOPPING is also considered another step ahead to emphasize LINE's latest vision of "Life on LINE" to create seamless life infrastructure for Thais.

LINE SHOPPING offers fast and convenient services; for instance,

- Simply open LINE, access Wallet and click LINE SHOPPING to experience various merchandise categories such as fashion, beauty, electrical appliances, gadgets and special collections from a variety of famous brands. Users can also access through <https://www.lineshopping.me/>
- Worthier shopping with us when customers purchase merchandises at LINE SHOPPING, they will receive free LINE Points Back which can be traded for LINE stickers and themes.
- Do 'Search' and 'Price Comparison' in a single place.
- Receive Wishlist Price Notifications, when there is a discount on your favorite items.
- New shoppers and regularly price-monitoring shoppers will enjoy their shopping experience here with Top Deals & Weekly Trends.
- Shoppers can also use Personalized Notification Message function to get personalized updates of merchandises as per category settings of each user.

LINE SHOPPING offers the best value for money with LINE Points Back from all purchases. The Points earned can be used to buy LINE stickers and themes. Shoppers can share products or collections from LINE SHOPPING for friends to get 5 LINE Points Back for free. To celebrate the grand opening period, from August 8 - 18, 2019, LINE SHOPPING offers special discounts from famous brands and special deals to get 8% of LINE Points Back when purchasing products from 8 well known marketplaces, comprising LAZADA, Shopee, Asia Books, Beauticool, Konvy, All About You, It's Skin, MISSHA. from August 15 - 18, 2019, shoppers can use coupon code "LINE88" for discount of 88 baht when shopping in LAZADA, Shopee, Asia Books, Beauticool, Konvy, All About You, It's Skin and MISSHA.

\*Kasikorn research center