

# ShopBack Thailand Announces Partnership With Shopee



Bangkok, April 9rd 2018 - ShopBack, the biggest online Cashback platform connecting retailers and consumers, is partnering with Shopee, the leading e-commerce platform in Southeast Asia and Taiwan, in response to Shopee being the top-requested merchant by ShopBack customers. This strategic collaboration is set to enhance the ShopBack shopping experience, broaden the range of brands available and provide Shopee users up to a whopping 6.5% Cashback on their purchases.

Since ShopBack's launch in Thailand in July 2017, demand has been high, with shopping trends revealing that Thailand is leading the way in online retail therapy. Top favoured products by Shopback users include health and beauty products and electronics - two of Shopee's leading categories. Interest in these categories is growing and ShopBack has experienced huge buying peaks during big online sale events, with a 10 times increase in purchases - another reason why the ShopBack-Shopee partnership is destined to capture more of the online market.

Now, ShopBack fans can click on the Shopee logo on the ShopBack app, and conveniently shop millions of products on Shopee, while earning Cashback as they spend on their favorite products. New Shopee users can enjoy a special 6.5% Cashback rate while existing Shopee users can also benefit from a 2.5% Cashback rate on the purchase price of Shopee goods. The Cashback will be paid directly to users' bank accounts, allowing for greater convenience.

Kawin Prachanukul, Country Head of ShopBack Thailand explains how important the relationship with Shopee is, "The success of ShopBack is that we give power to consumers, not only by giving them Cashback for their loyalty and their custom, but also by listening and responding to the platforms, brands, and types of products they want. They want Shopee and now they've got it. ShopBack has experienced a great milestone in Thailand with over 1,300 merchants, over 4 million users and around 1,000 orders per hour."

Agatha Soh, Head of Marketing at Shopee, said, "We look forward to working closely together with Shopback to provide a great online shopping experience for users all across Thailand, and to further drive the growth of the Thai e-commerce industry."

Caption: Kawin Prachanukul (left), Country Head of ShopBack Thailand with Agatha Soh (right), Head of Marketing at Shopee, announce their partnership. This strategic collaboration is set to enhance the ShopBack shopping experience, broaden the range of brands available and provide Shopee users up to a whopping 6.5% Cashback on their purchases.

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## About SHOPBACK

SHOPBACK is leading the wave of smarter shopping in Asia Pacific, offering a one-stop online portal for consumers to discover the best deals in lifestyle, travel and technology. Currently, ShopBack is the dominant player in Southeast Asia e-commerce Cashback market, with established presence in Singapore, Malaysia, Indonesia, the Philippines, Taiwan and Thailand, closing one order every five seconds.

As a platform built and run by passionate shopaholics who are obsessed with empowering consumers, ShopBack bridges the gap between consumers and partner merchants with an attractive

offer. ShopBack enhances shopping, providing up to 30% Cashback for consumers to boost their purchasing power while directing concrete transactions to the partner merchants. With over 1,300 partner merchants, including Sephora, Expedia and Lazada, ShopBack constantly strives to bring a better shopping experience to the consumers.

Visit <https://www.myshopback.co.th> or download the app for iOS and Android for an enhanced shopping experience.

## About Shopee

Shopee is the leading e-commerce platform in Southeast Asia and Taiwan. It is a platform tailored for the region, providing customers with an easy, secure and fast online shopping experience through strong payment and logistical support. Shopee aims to continually enhance its platform and become the region's e-commerce destination of choice.

Shopee has a wide selection of product categories ranging from consumer electronics to home & living, health & beauty, baby & toys, fashion and fitness equipment.

Shopee, a Sea company, was first launched in Singapore in 2015, and has since expanded its reach to Malaysia, Thailand, Taiwan, Indonesia, Vietnam and the Philippines. Sea is a leader in digital entertainment, e-commerce and digital financial services across Greater Southeast Asia. Sea's mission is to better the lives of consumers and small businesses with technology, and is listed on the NYSE under the symbol SE.

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