



Using Technology to Advance Your Business Across Borders

The pandemic has caused significant hit to income, savings and mental health

1

Decrease in Income



66%

Suffered income loss

2

Decrease in Savings



70%

Faced decreasing savings

3

Decrease in Mental Health



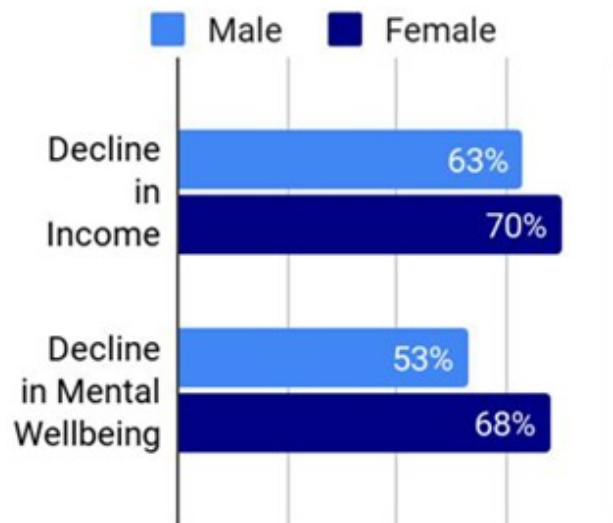
60%

Encountered mental health problems

MSMEs and women were especially hard hit

MSMEs and Women

MSMEs and women suffered greater decline in income and mental health



But we also see signs of resilience and entrepreneurial spirits

46% of the respondents found new jobs or businesses



Women, Homemakers and Existing MSME Owners are much more likely to start a new business

The COVID-19 pandemic accelerated Thailand eCommerce growth

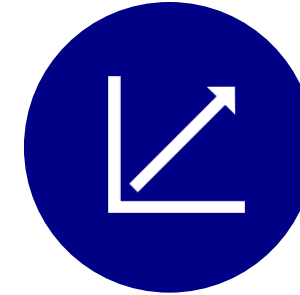
As a result, many business from small to large start exploring eCommerce



More new buyers
on Shopee



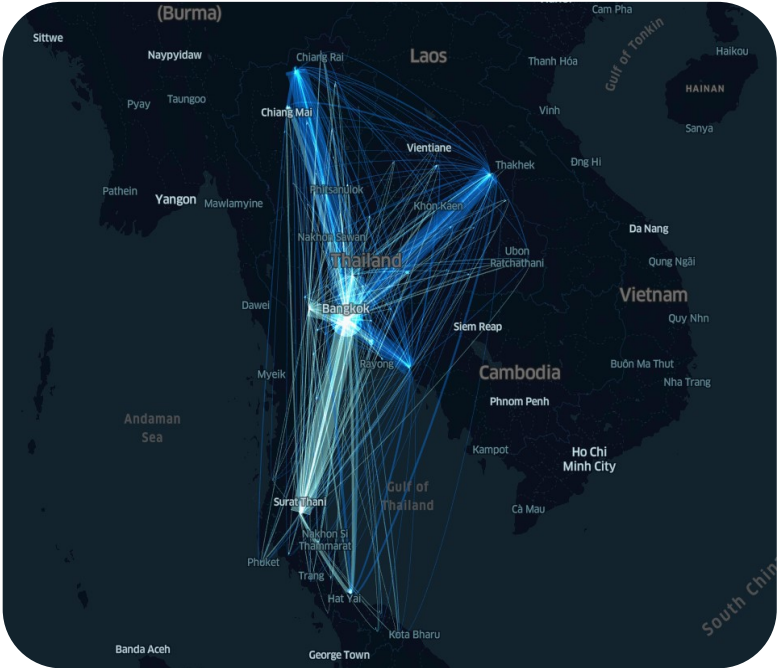
Higher number of
new sellers



Higher shopping
frequency on Shopee

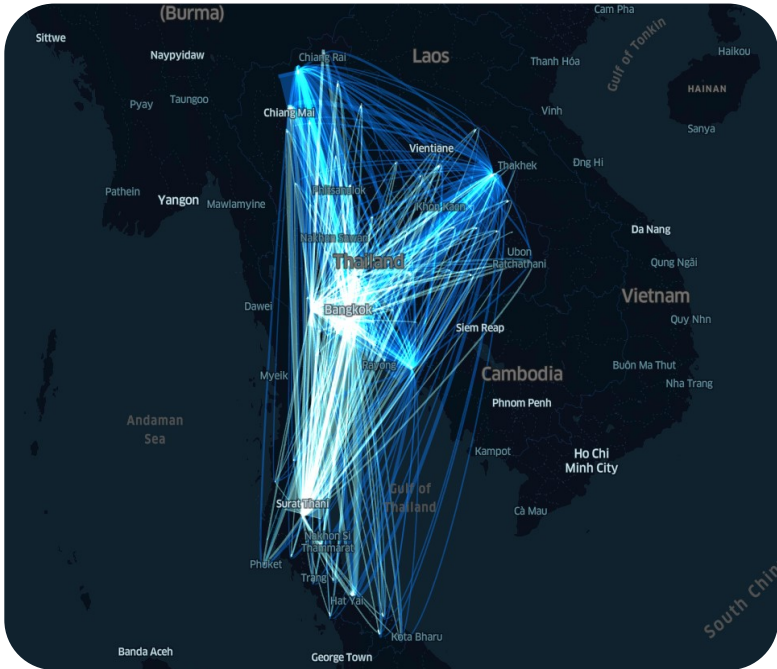
A shift towards the e-commerce ecosystem has helped MSMEs sustain and survive the pandemic

Before E-commerce



45% of Thai SMEs sold outside of their own region

After E-commerce



81% of Thai SMEs now sell outside their own region

Note: Line thickness represents trade intensity. Circles represent trade to own province of residence.



Going digital can have significant and lasting economic impact on MSMEs

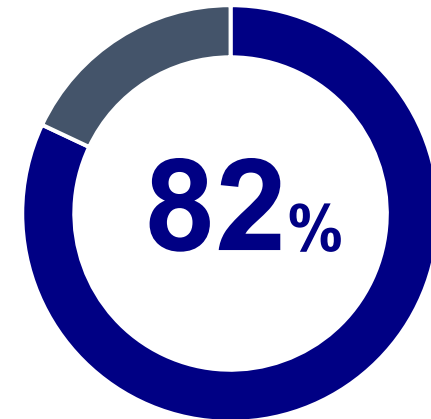
A shifting to e-commerce, Thai sellers experienced...

133%

Increase in total sales
(offline + online)

370%

Increase in total sales
(for fully online)



Reported an increase in
household income due
to e-commerce

Note: Approximately equates to a 51% annual revenue increase

Sea supports MSMEs in every step of their journey from setting up, growing, and expanding their online business through Shopee e-commerce platform



SETUP:

Help MSMEs to setup up shop and start online business easily with Shopee



GROW:

Leverage tools, technology, and our ecosystem to grow business



EXPAND:

Explore new markets through Shopee's network across Southeast Asia



Shopee University and Power SME Program are designed to help MSMEs setup their online business



Shopee University

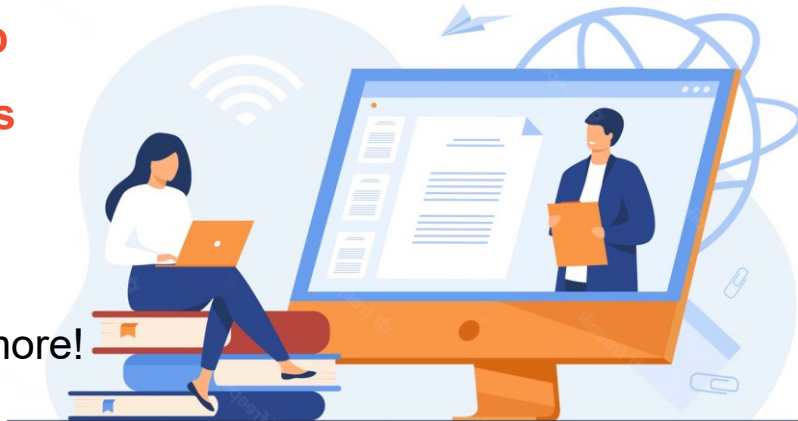


Shopee University enables MSMEs to acquire digital skills through free online training platform

A wide range of topics includes:

- Shop Setup
- Boost Sales
- Marketing
- Operations

And many more!



Power SME Program

An 8 week course designed for SMEs to start their online store



SME coach to help setup, train, and provide support for new sellers



Free training seminars to ramp up digital skills



Free marketing supports and special benefits from Shopee to grow orders

Sellers can leverage the tools and technology within Sea's ecosystem to help grow their business



Data analytics:

Collect business insights and improve performance through shopee seller center



Logistics:

Manage supply chain with Shopee fulfillment services and Shopee Xpress



Business/Marketing:

Enhance digital skills for MSMEs to grow their business with DOTs program



Payment and Funding:

Easy access to payment and funding features through SeaMoney and ShopeePay



Pivoting to online business saved a local Mauhom business and created sustainability for her community

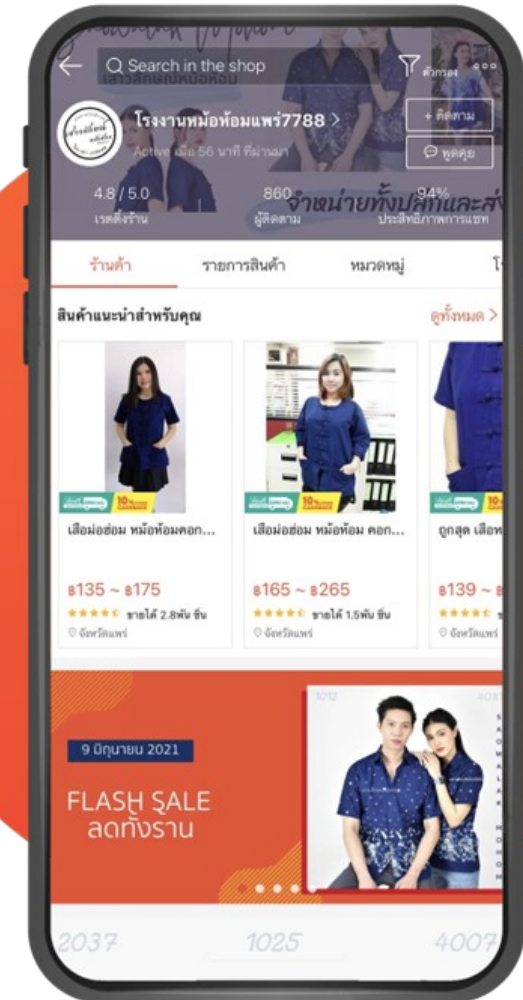


Saowalak

 **Local Mauhom Clothes**

 **Phrae Province**

- Saowalak Mauhom clothes business took a hit by the pandemic in 2020.
- Income during the crisis was not enough for her to take care of all her employees and family.
- By leveraging Shopee's large customer base and e-commerce platform, she is now creating sustainability for not just her family but for everyone in the community.



Seller success story video

To add edited video

SIP helps local sellers export through Shopee's network across Southeast Asia



Shopee International Platform (SIP)

An export program through Shopee platforms throughout Southeast Asia



In the initial phase, Thai Shopee sellers will be able to export to **Singapore, Philippines, and Malaysia**

Benefits for sellers



Increase sales



No additional cost



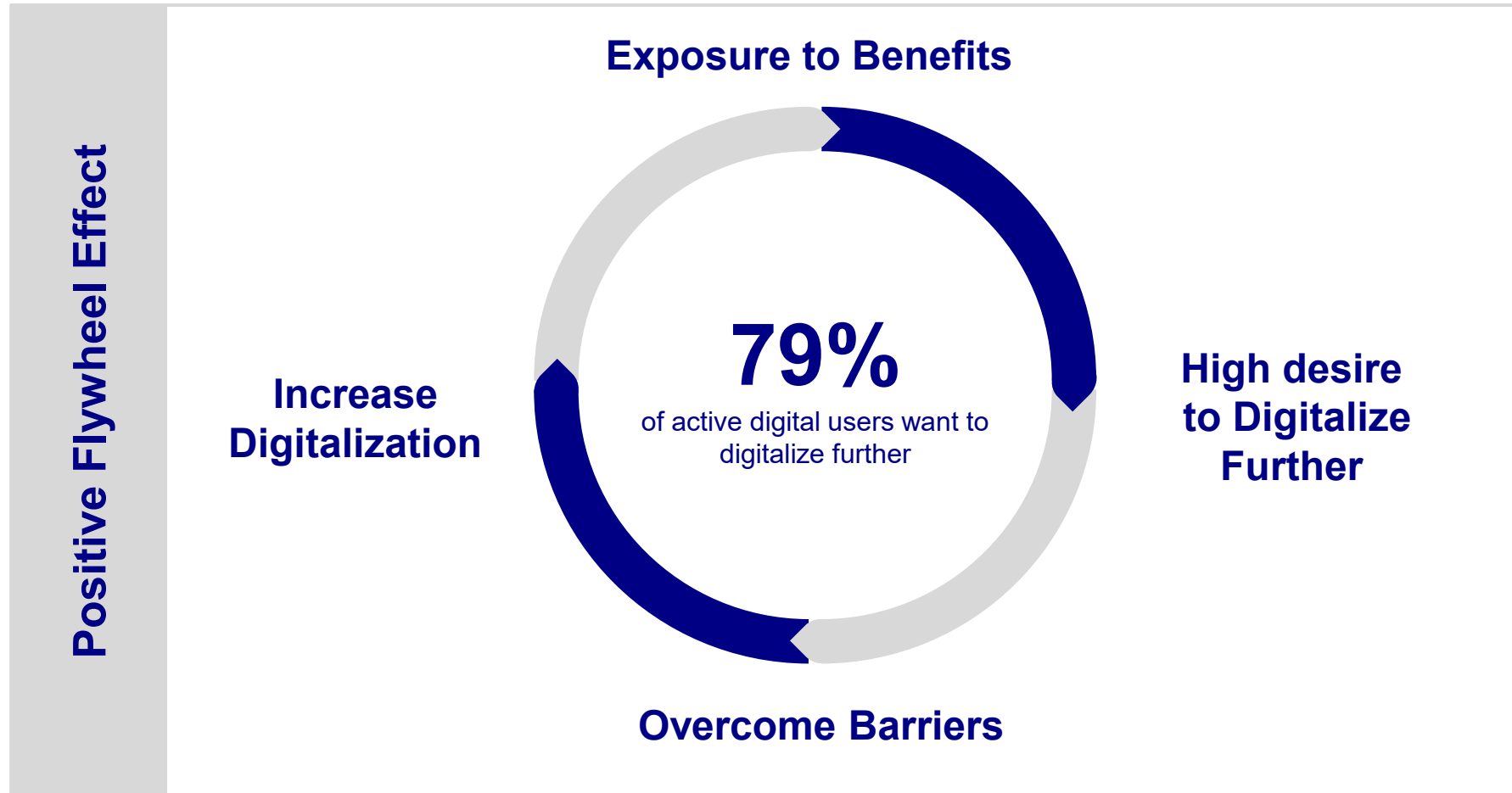
Simple management system



Promote Thai brands

Sea Group is continuously growing digital skills among our users through our ecosystem and strengths

Digitalization has a flywheel effect: The more digitized you are, the more you want to be digitized



To better the lives of consumers and small businesses with technology



เทคโนโลยีเพื่อชีวิตดิจิทัล





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