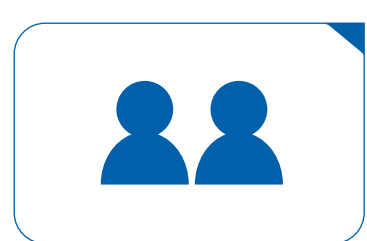


ONLINE SHOPPING IS CONVENIENT BUT IT ALSO HAS RISKS



More than 120 million consumers in ASEAN now shop online. This is more than twice the number in 2015.

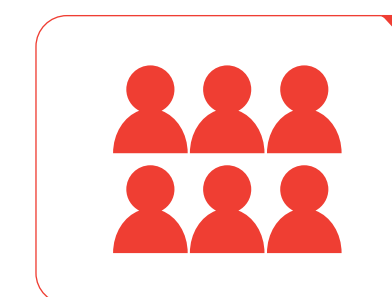
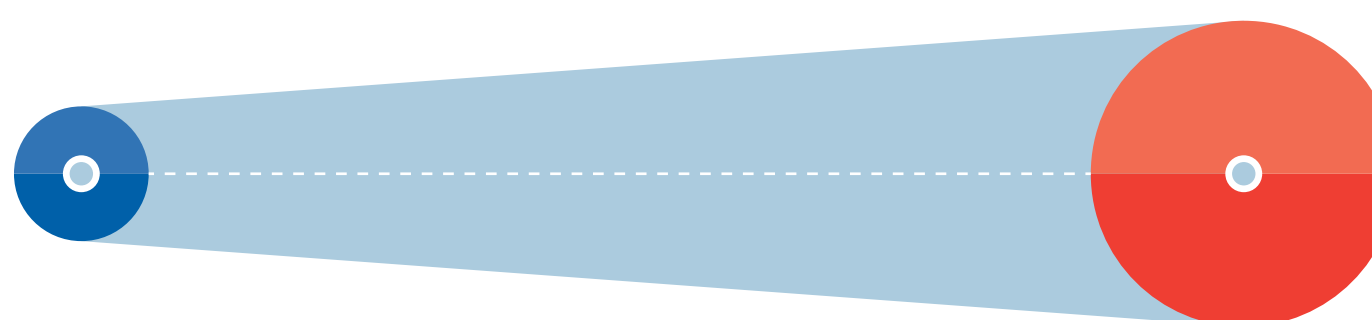
Source: e-Conomy SEA 2018: Southeast Asia's internet economy hits an inflection point



50 million

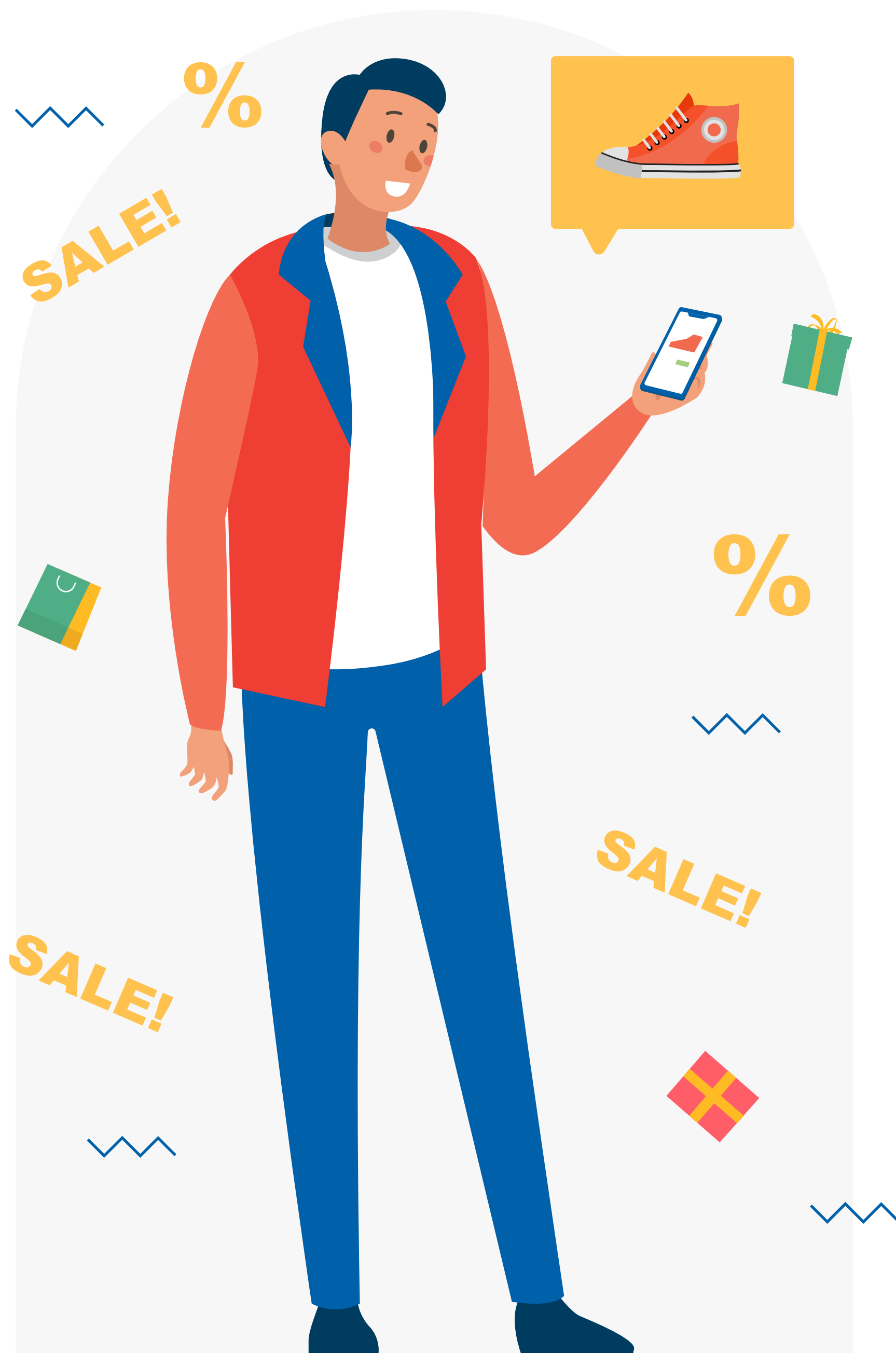
2015

2017



120 million

What are common complaints when shopping online?



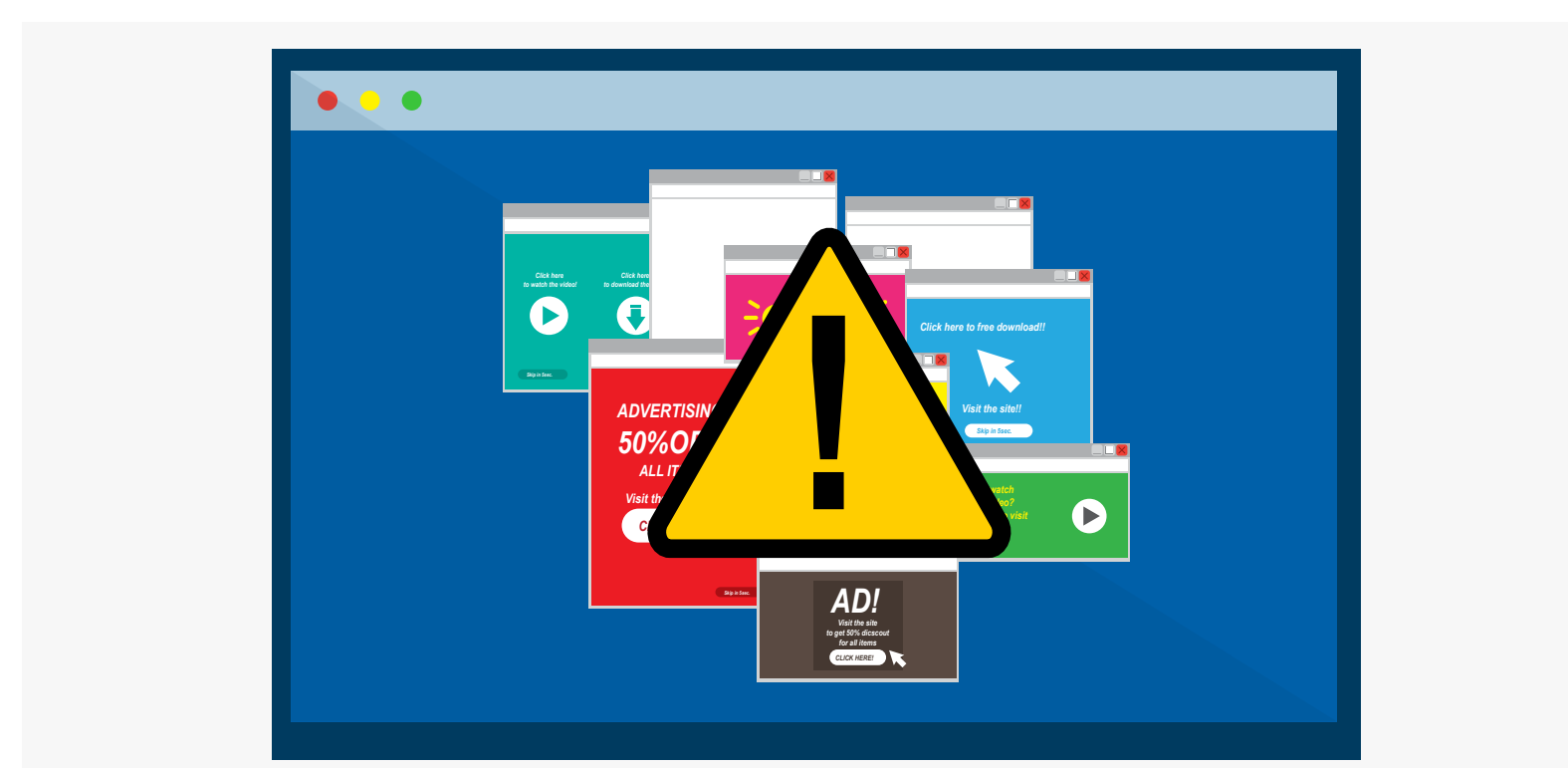
- PRODUCTS ARE NOT THE SAME AS ADVERTISED



- FAILURE TO DELIVER PRODUCTS



- PAYMENT ERROR/UNSAFE



KNOW YOUR RIGHTS AS ONLINE CONSUMERS AND FOLLOW THESE SIMPLE TIPS



1 BEFORE PURCHASE



- Check for **reviews** and research the product well.



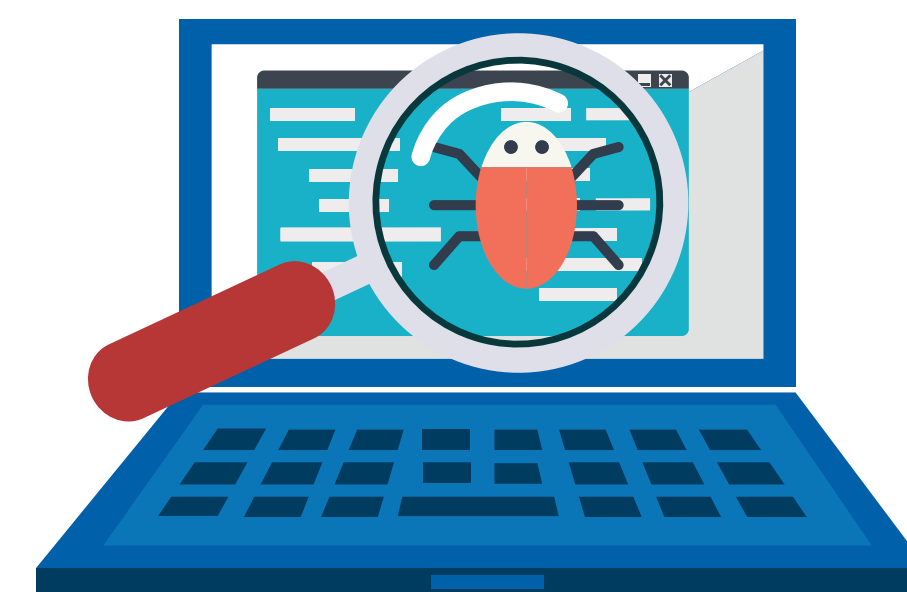
2 DURING PURCHASE

- Make sure that the website is **safe and secure**.

`https://.....`



The lock icon symbolizes a digital certificate which enables encrypted connections.

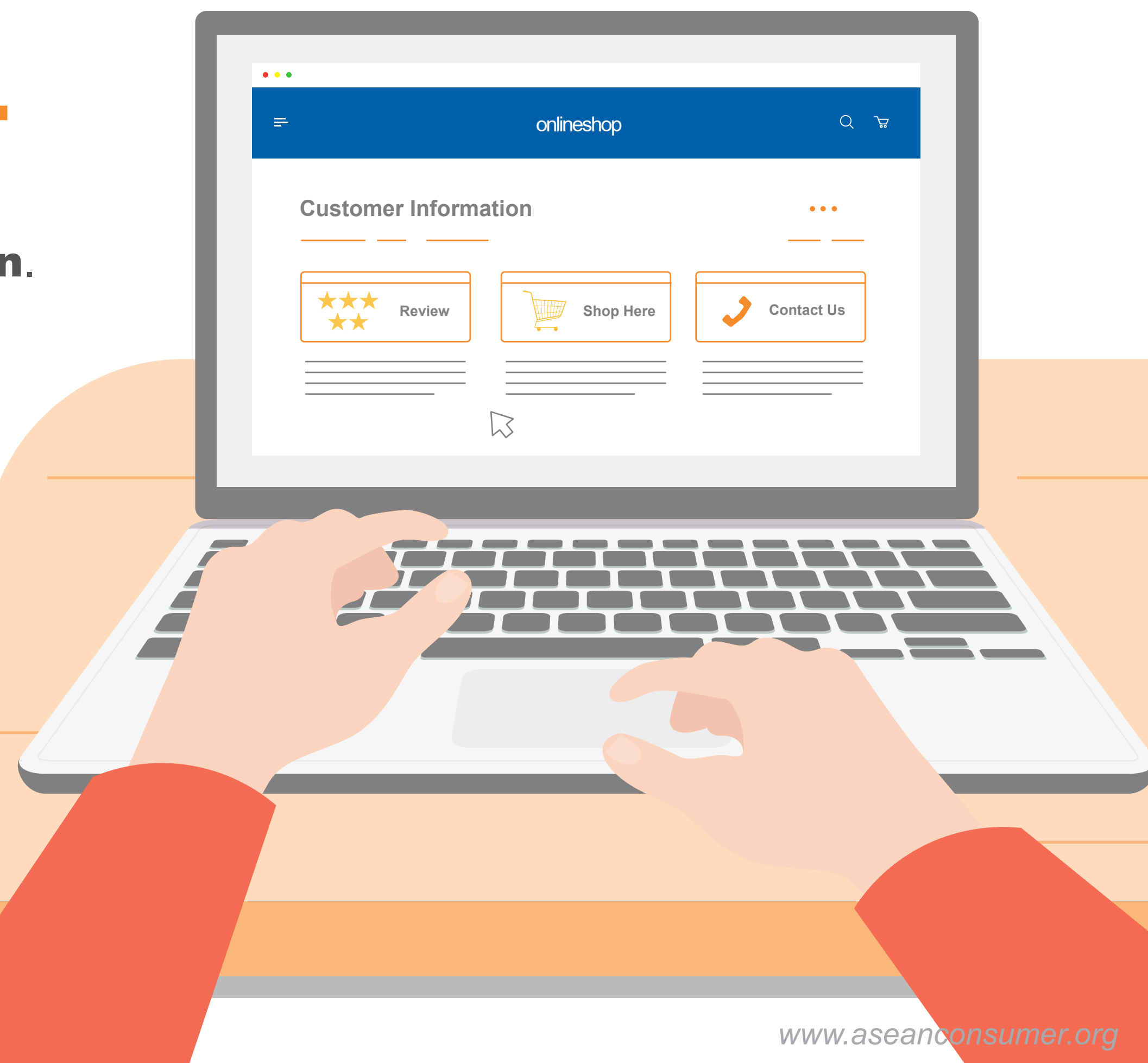


- Pay attention to the **terms and conditions**, particularly on the delivery, cost, and company's return and refund policy.

3 AFTER PURCHASE



- If anything goes wrong, do not hesitate to contact the company to demand appropriate **compensation**.



GOOD BUSINESS PRACTICES SHOULD ALSO BE APPLIED ONLINE



1 No fake reviews or removal of negative feedback

Product	Price	Reviews	Description
Yellow dress shoe	\$55	15 Good Review, 3 Bad Review	Description
Black boot	\$80	32 Good Review, 1 Bad Review	Description
Red sneaker	\$43	0 Good Review, 5 Bad Review	No Description

Good Business Practices

Dos:

- ✓ Accurate and complete information
- ✓ Clear redress mechanism
- ✓ Safe payment methods

Accurate, Clear, Safety

2 Fair terms and conditions on delivery, payment, warranties and guarantees

Terms & Conditions

- For normal shipping within ASEAN, the product shall be received within 7 working days upon confirmation of payment.
- For purchase in ASEAN, there will be no additional delivery charges.
- Our Company reserves the right to amend these terms and condition without prior notice. **X**

3 Available mechanisms for dispute resolution and redress

REPLACEMENT

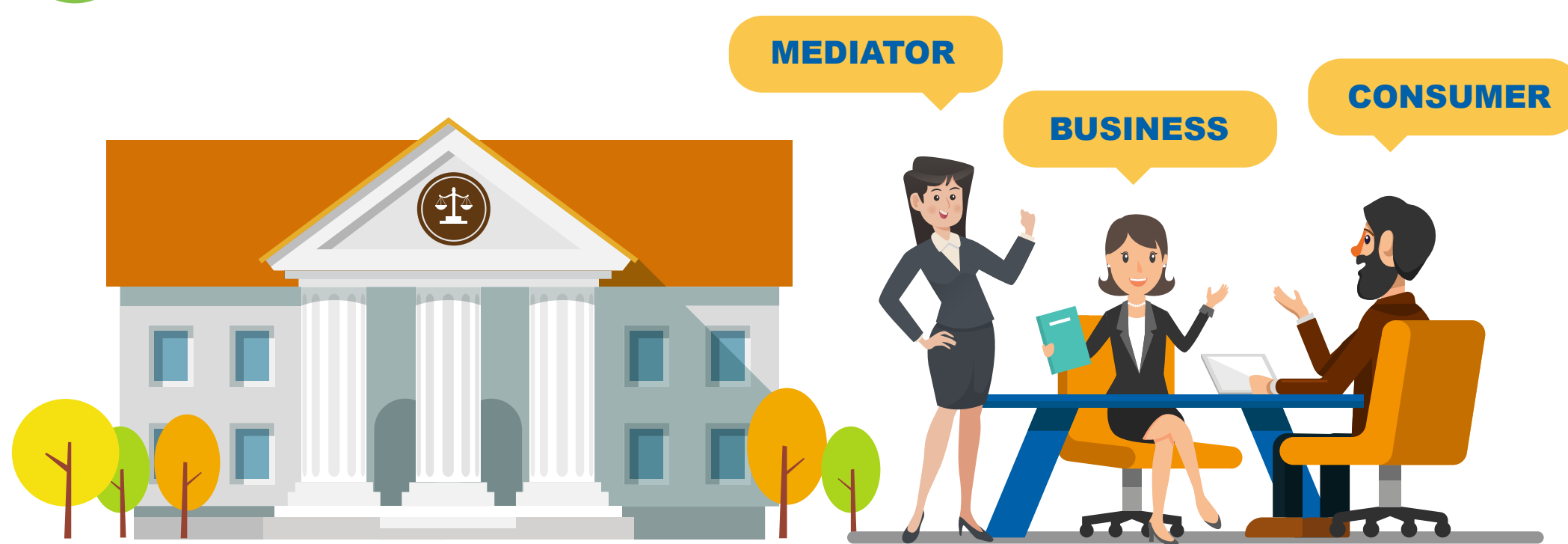
CONSUMER PROTECTION AGENCIES SHOULD APPLY LAWS TO PROTECT ONLINE CONSUMERS



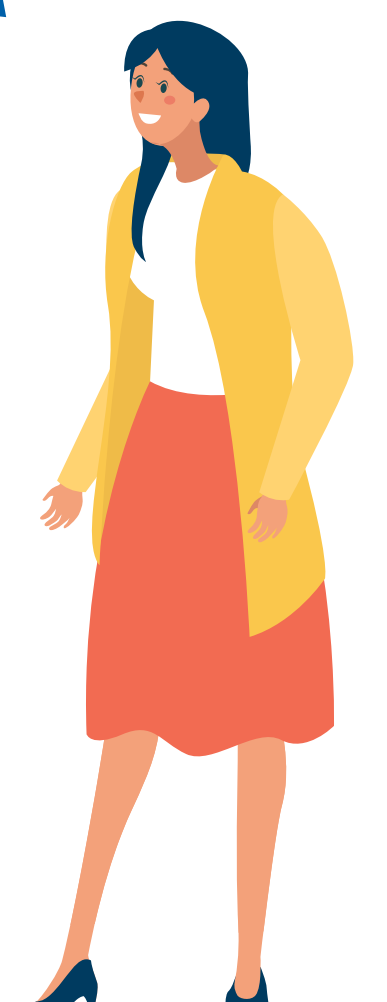
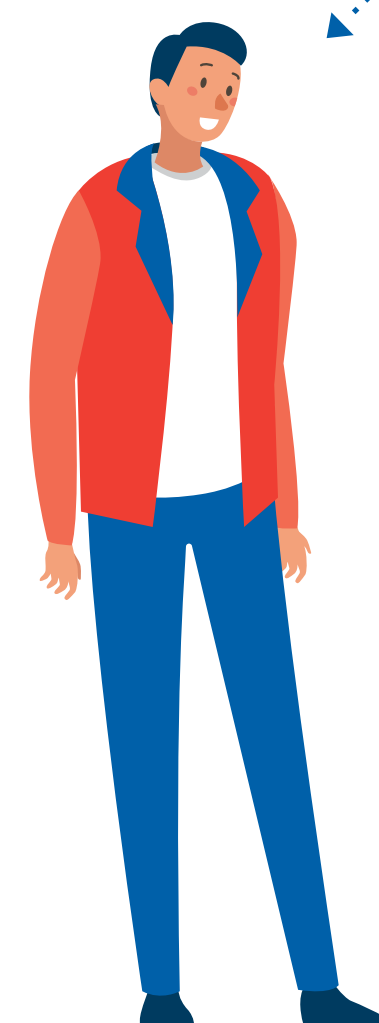
1 Clear terms and conditions for delivery, payment and redress



2 Access to justice and settlement of claims



3 Cooperation between ASEAN countries to address cross-border disputes



ONLINE SHOPPING



ONLINE SHOPPING IS CONVENIENT BUT IT ALSO HAS RISKS

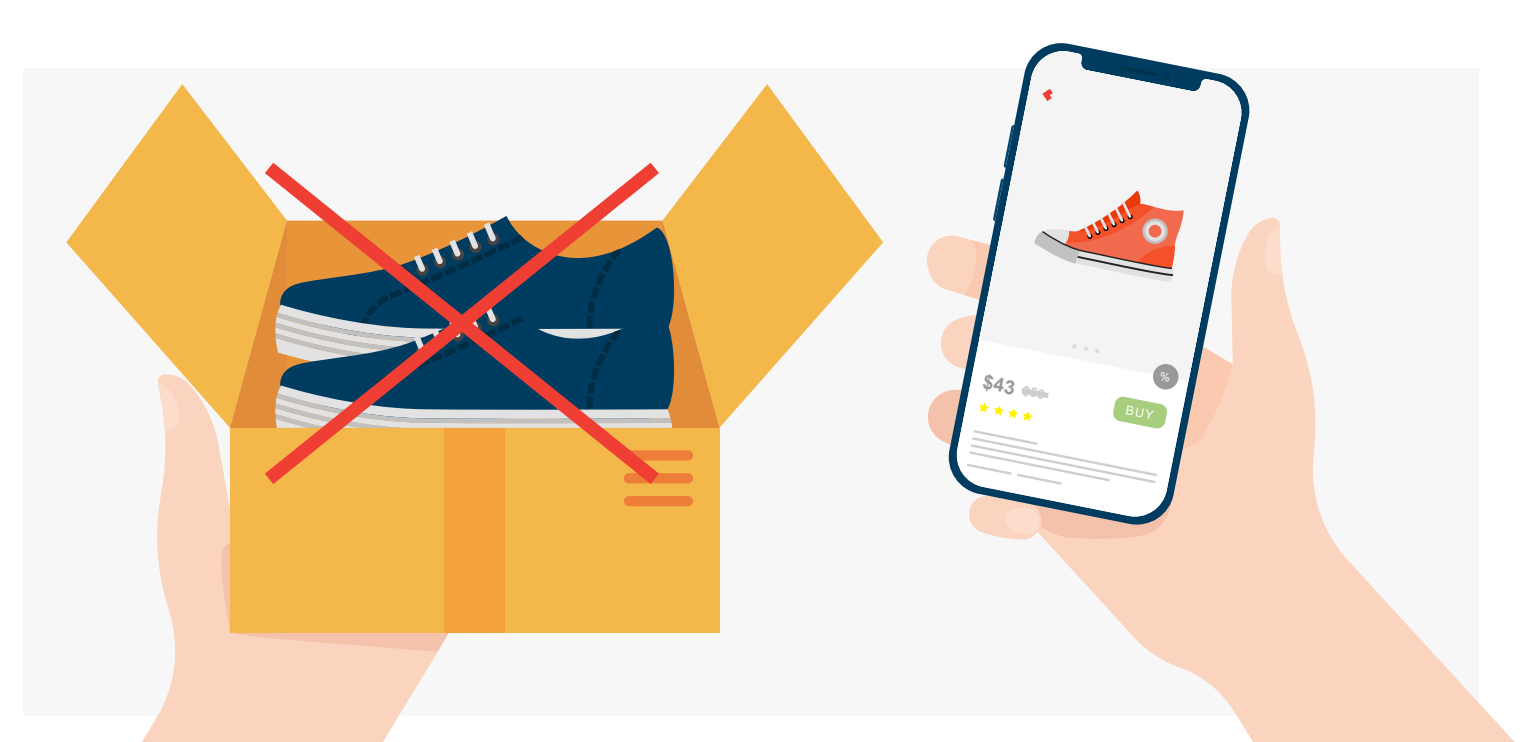
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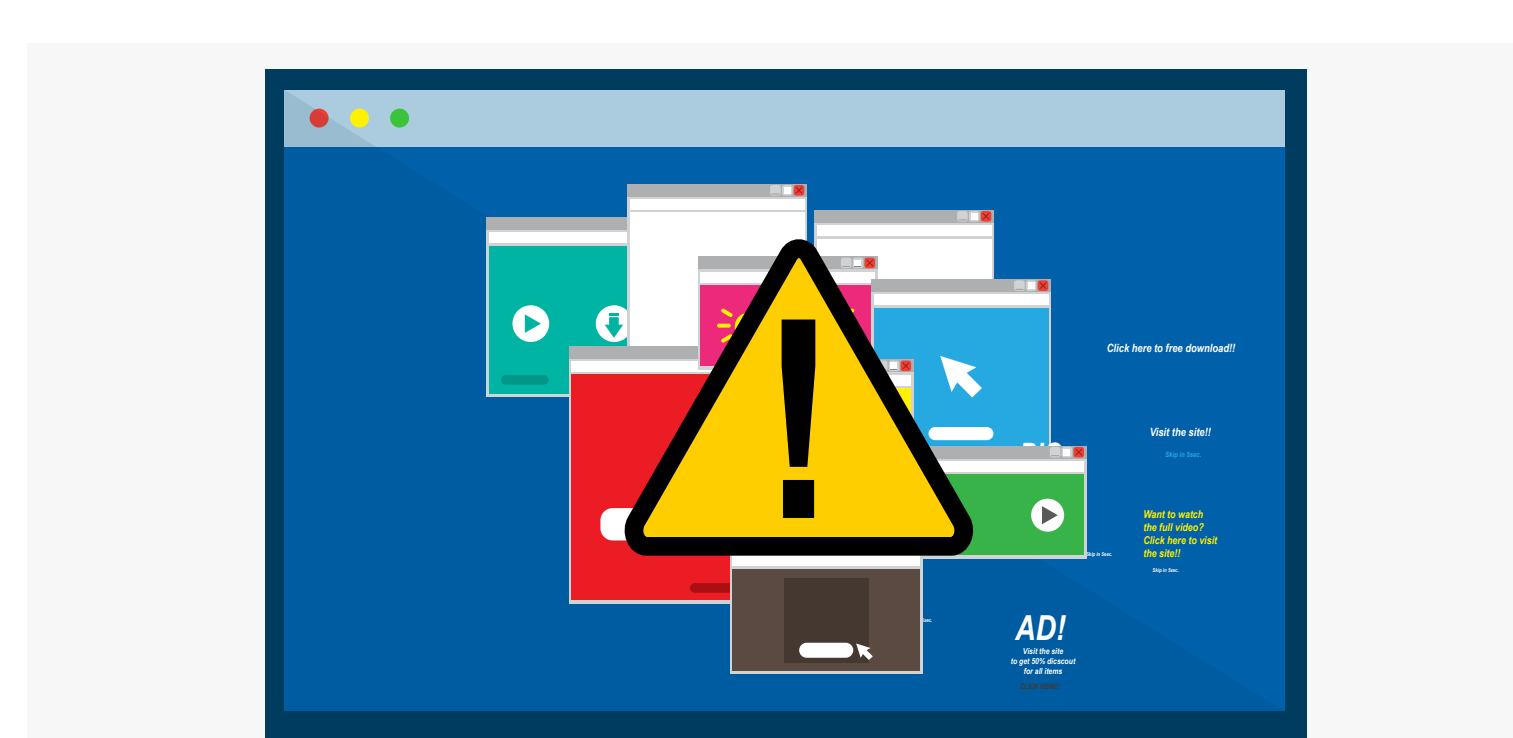
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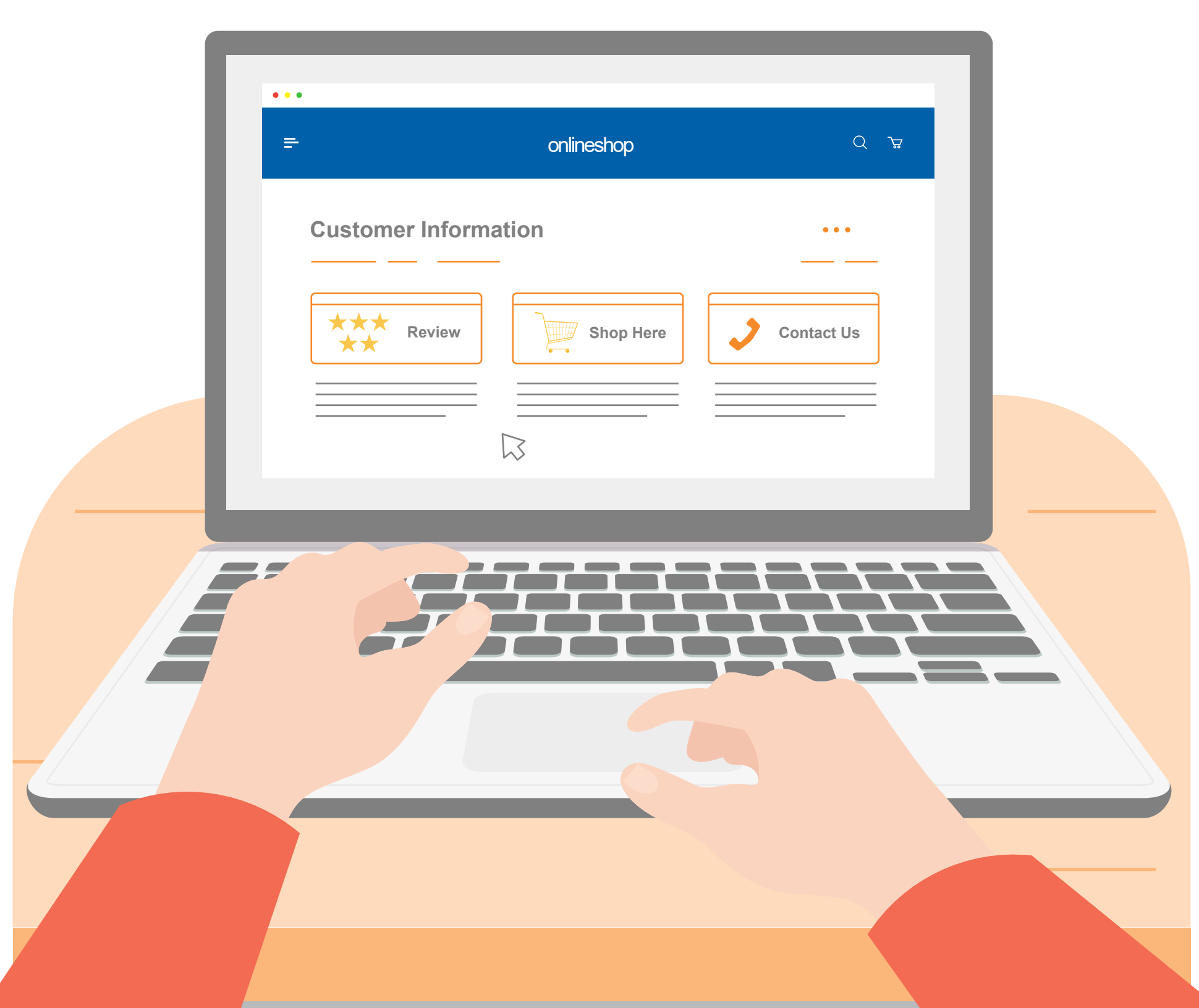
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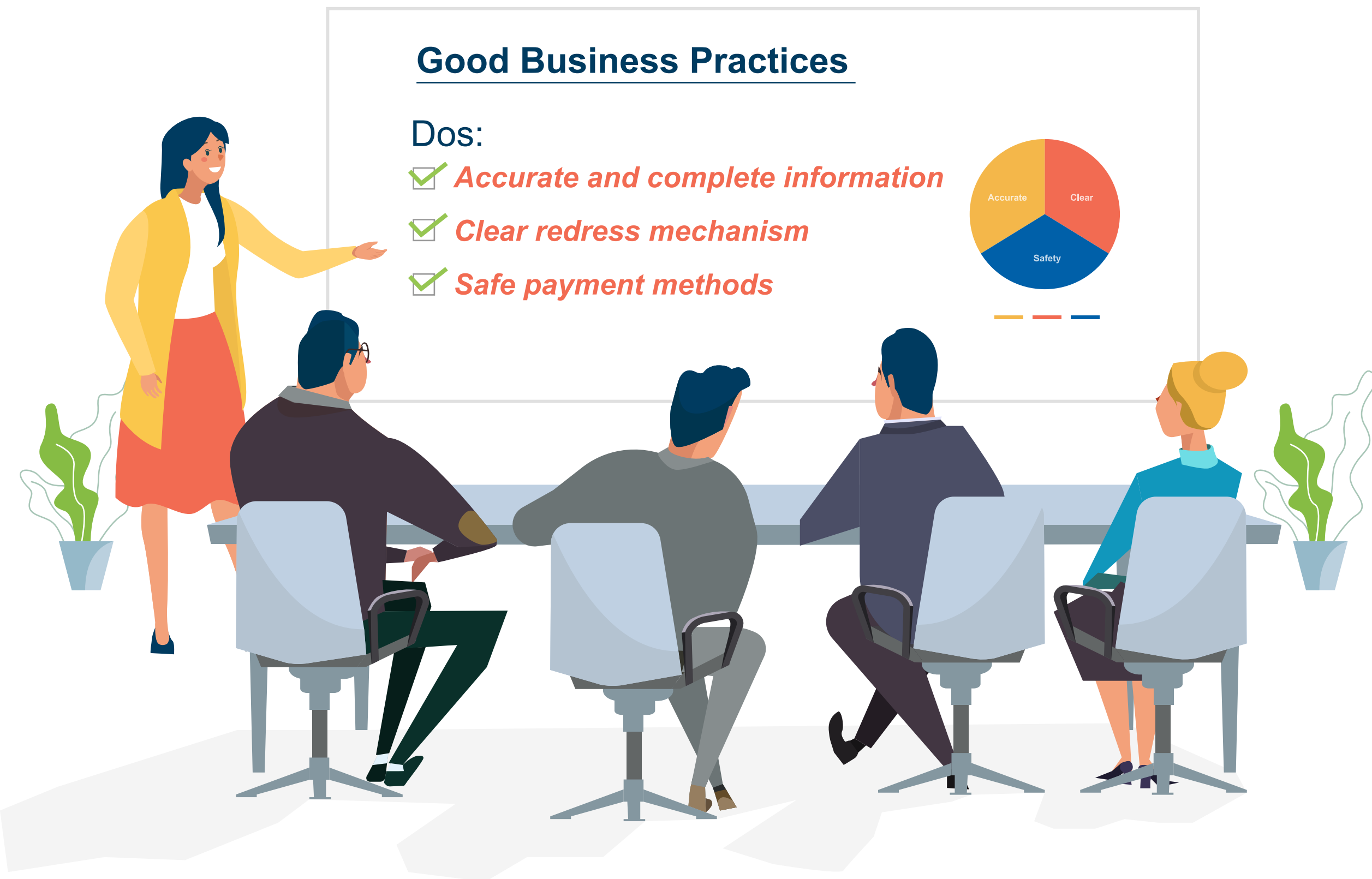
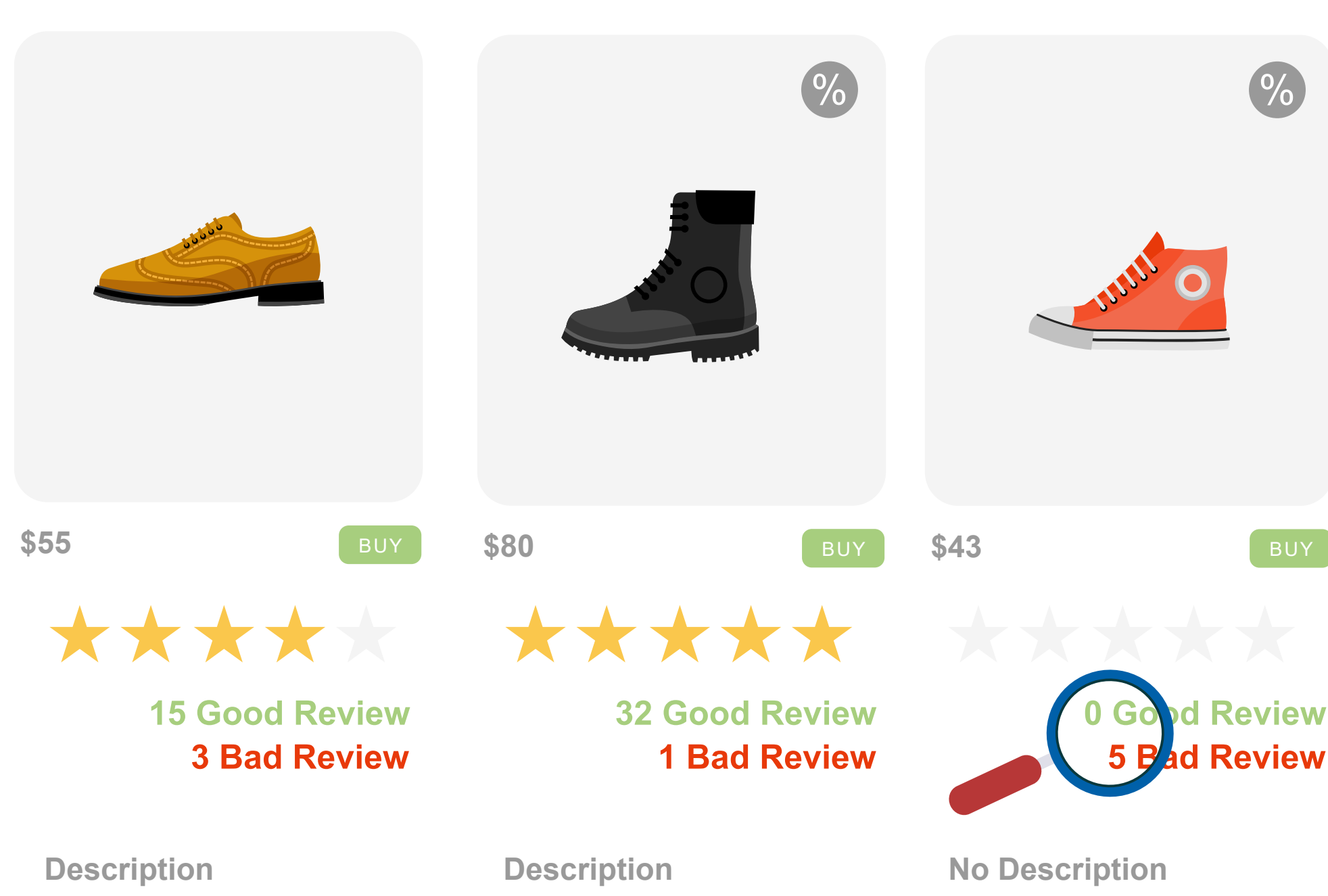
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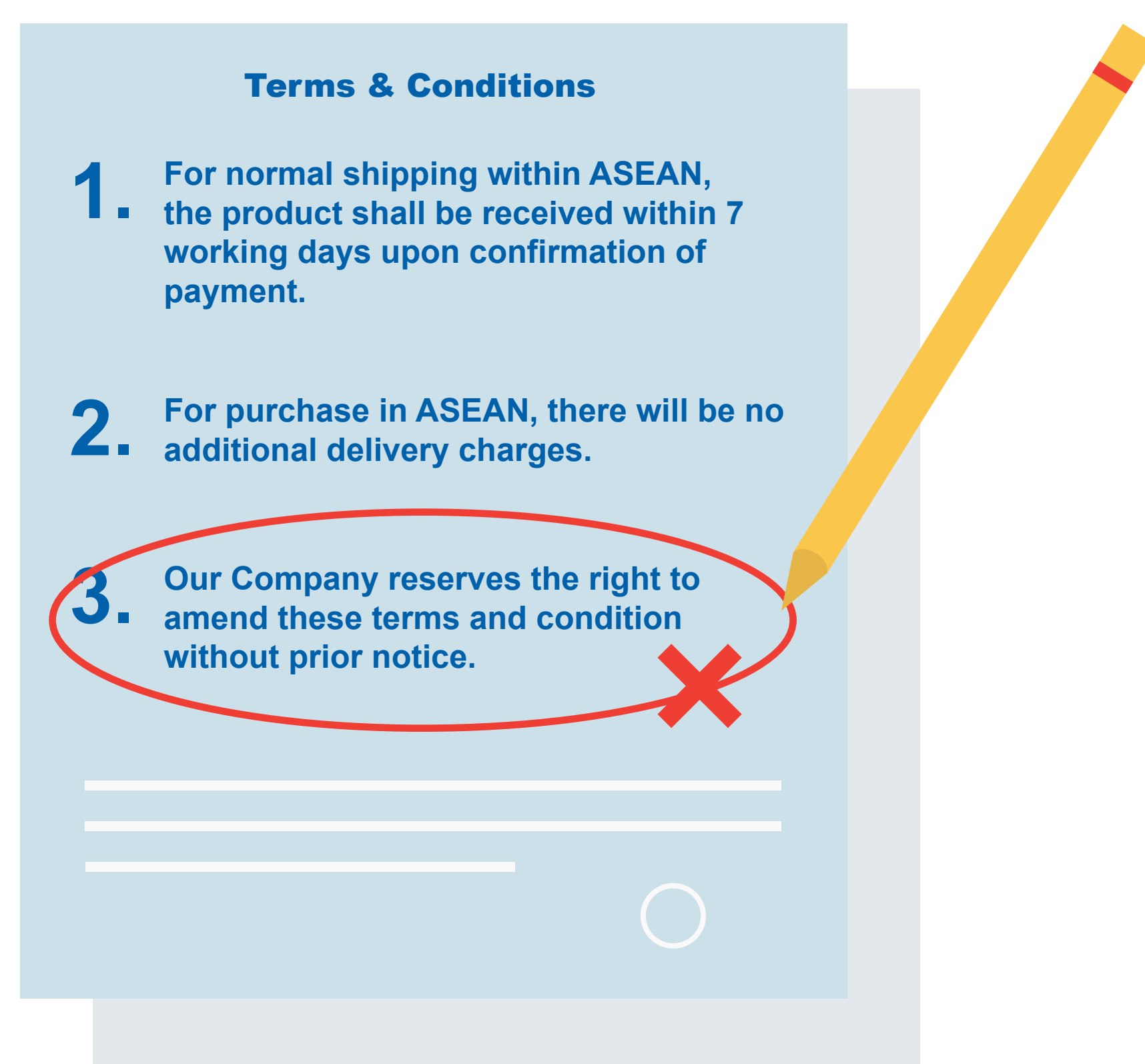


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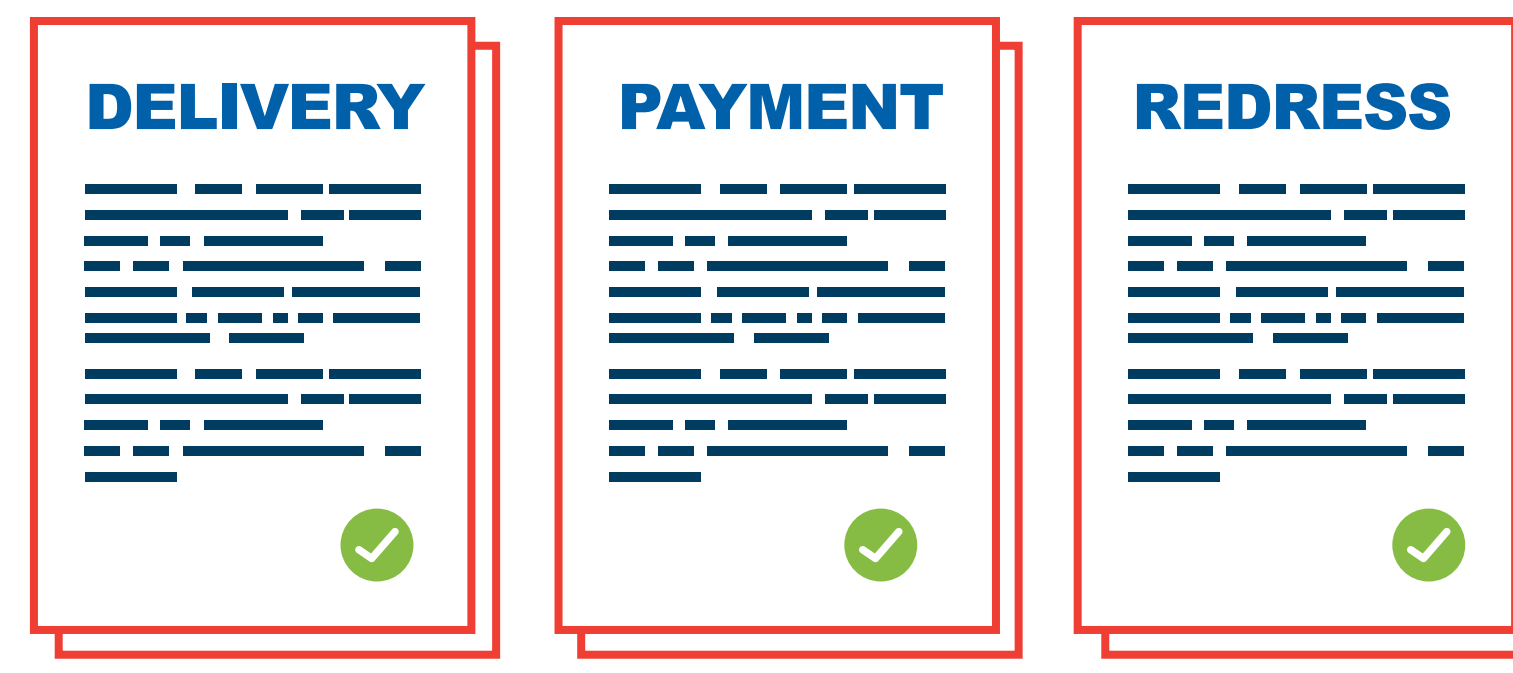
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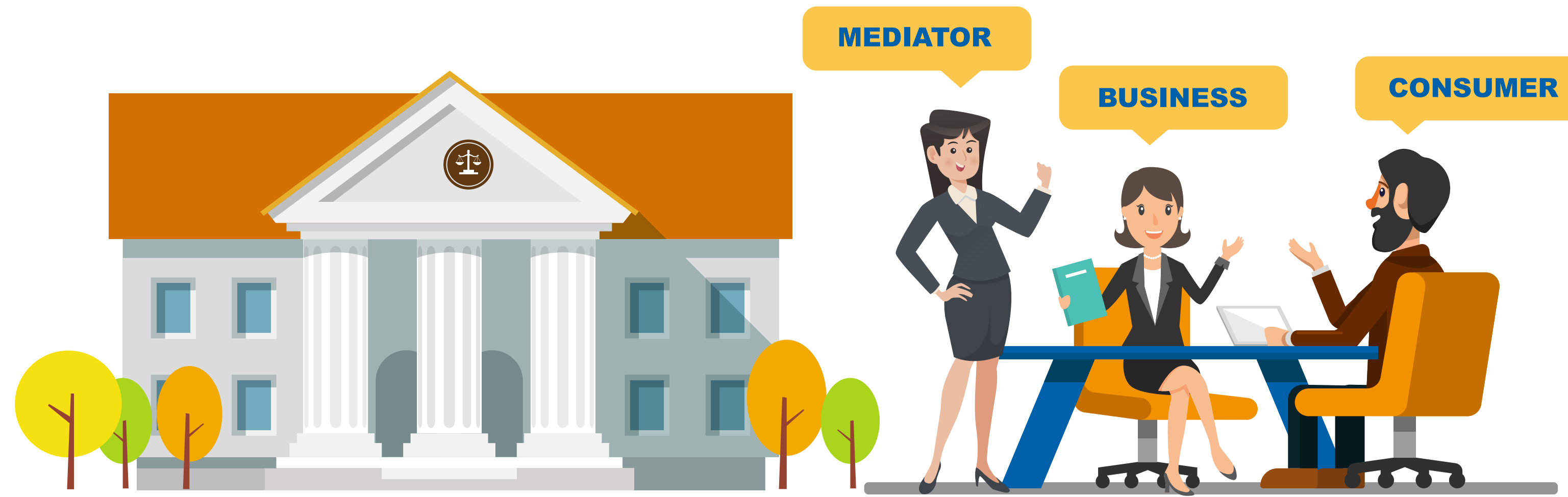
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