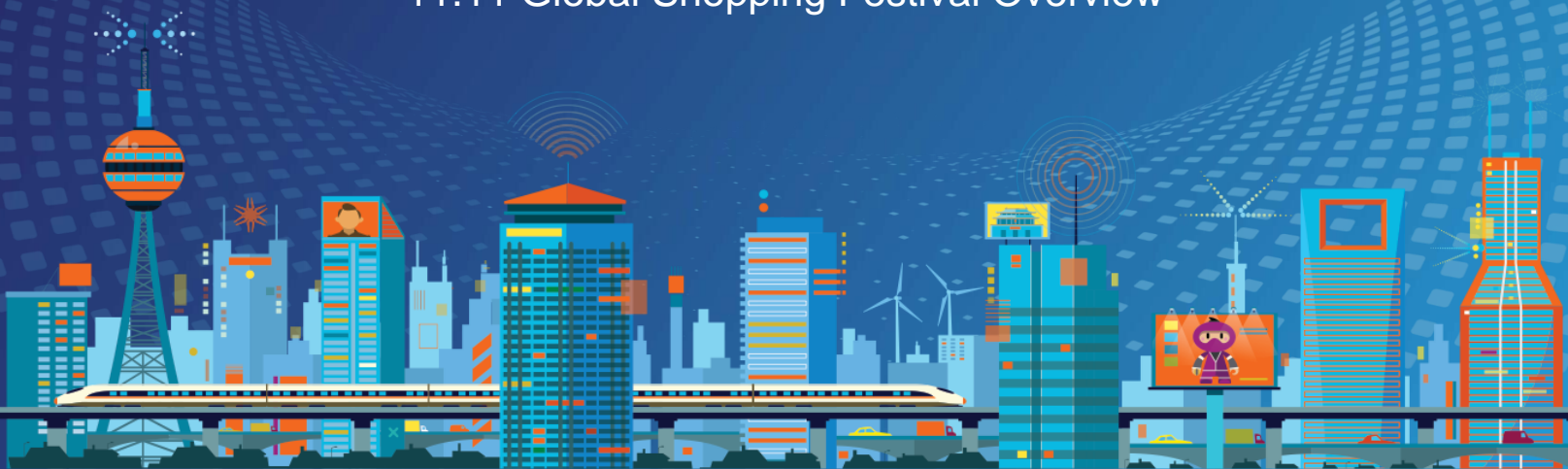




**Alibaba Group**

11.11 Global Shopping Festival Overview



# Our Ecosystem

## CORE COMMERCE



淘宝网 Taobao.com  
 天猫 TMALL.COM  
 聚划算 juhuasuan.com  
 Alibaba.com  
 阿里巴巴 1688.com  
 农村淘宝 cun.taobao.com  
 AliExpress  
 TMALL GLOBAL  
 LAZADA Effortless Shopping

## DIGITAL MEDIA & ENTERTAINMENT



youku 优酷  
 土豆网 tudou.com  
 TMALL TV  
 阿里音乐 Alibaba Music  
 UC Browser  
 阿里体育 Alisports.com  
 阿里巴巴-影业集团 Alibaba-Pictures

## LOCAL SERVICES



阿里旅行 Alitrip.com  
 口碑 koubei  
 ele.me 饿了么网上订餐

DATA-DRIVEN

DATA-REFUEL

SERVED BY PAYMENTS, FINANCIAL SERVICES, LOGISTICS, ADVERTISING, DATA MANAGEMENT & CLOUD COMPUTING



PAYMENT & FINANCIAL SERVICES

CAINIAO 菜鸟网络

LOGISTICS

阿里妈妈

ADVERTISING  
DATA MANAGEMENT PLATFORM



CLOUD COMPUTING

# What is 11.11?

- First celebrated on November 11, 1993 at Chinese universities as a celebration of being “single” – dubbed Singles Day for the four “1s”
- Alibaba adopted Singles Day in 2009 inviting Chinese to buy themselves gifts in the spirit of an “Anti-Valentine’s” Day
- Since Alibaba’s first 11.11, it has grown from 27 brands in 2009 to more than 40,000 brands last year
- In 2015, Alipay processed \$14.3 billion in GMV on China retail marketplaces, compared to \$5.8 billion in the US on Black Friday and Cyber Monday combined\*
- Brands and merchants around the world use special promotions and marketing campaigns across all of Alibaba’s properties to reach Chinese consumers

Gross Merchandise Volume (\$MM)



Number of Participating Merchants



\*US online desktop GMV according to Adobe Data

# 2015 Highlights

**\$14.3 BILLION**  
|| **TOTAL GMV** ||  
**60% YoY Growth\***

**467**  **MILLION**  
delivery orders generated in  

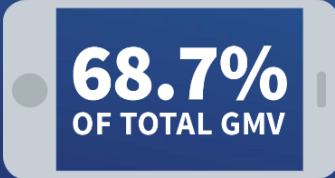

15 TIMES THE AVERAGE DAILY VOLUME  
OF ORDERS GENERATED

**24**  
**HOURS**

  
**140,000**  
transactions

  
PROCESSED  
PER SECOND  
BY  
**ALICLOUD**  
AT PEAK

Consumers from  
**232**  
COUNTRIES AND REGIONS  
  
completed  
transactions

**MOBILE**  
**GMV**  
was  
**68.7%**  
OF TOTAL GMV  


# 2015 Highlights



NYSE dressed up to help Alibaba celebrate the 2015 11.11 Global Shopping Festival



Alibaba and NYSE President Tom Farley rang the NYSE opening bell from Beijing



Chinese celebrities hosted the inaugural 11.11 countdown gala to kick off the 2015 event



Daniel Craig paid Jack Ma a special visit on his tour to launch *Spectre* in China



Media watched Alibaba set an 11.11 GMV record in real-time at the Olympic Water Cube



Frank Underwood (Kevin Spacey) gave a special address at the gala to Chinese consumers

# 2016 Participating Brands



MARS



P&G

BOSE



ZARA

Disney

Nestlé

dyson



Haier

GUERLAIN  
PARIS



Mondelēz  
International

iRobot

Johnson & Johnson

SAMSUNG

Suning

VICTORIA'S  
SECRET

★ macy's



Wyeth

ESTÉE LAUDER



Midea

MASERATI

COSTCO  
WHOLESALE



L'ORÉAL



# Innovative Consumer Engagement



## Mobile

Mobile shoppers engage in innovative mobile marketing campaigns such as “Shake Shake” to receive special real-time promotions and deals



## Social Commerce

Consumers can discover, share and endorse products, as well as engage with like-minded communities to ask questions, read reviews and gain valuable insight on potential purchases



## 11.11 Countdown Gala

In the hours leading up to 11.11, users tune in to a special Alibaba-hosted event online, on TV and on mobile devices to watch live performances by Chinese and international celebrities



## O2O

Users can participate in a more interactive shopping experience that enables access to special 11.11 promotions both online and in physical retail stores

# Pre-11.11 Engagement



## Pre-Load Shopping Cart

11.11 shoppers are able to pre-load their shopping carts to purchase as soon as the clock hits midnight – early-bird buyers can also gain access to exclusive pre-11.11 offers



## Live Broadcast

Consumers can watch live fashion shows, talk shows and concerts to see the latest styles and engage directly with merchants and celebrities to ask about new products



## Mixed Reality Gamification

“Pokemon Go-style” games through Tmall app drive traffic to brick-and-mortar stores and consumers get coupons and points to use on 11.11



## Virtual Reality

Consumers can enjoy 11.11 promotions at Macy's, Target, Chemist Warehouse and other virtual stores via cardboard (but fully functional) VR headsets, which are available on Taobao for just 1 yuan (15 cents)



## News Feed & Blogs

Consumers can browse and read popular Chinese media content with recommendations, styles and trends, with the ability to quickly purchase or share with friends



# What to Expect in 2016

## 2016 Themes: Technology, Globalization, Chinese Consumer

|                    |   |
|--------------------|---|
| <b>October 10</b>  | Announced 11.11 festivities will take place in Shenzhen; David Hill (LA-based producer of live events such as Oscars, Super Bowl and American Idol) will direct live countdown gala |
| <b>October 21</b>  | Kick-off press conference and begin pre-sale activities and promotions  |
| <b>October 23</b>  | Livestream eight-hour fashion show featuring international and Chinese brands; viewers can pre-order designs featured at the show   |
| <b>October 31</b>  | Announce gala lineup, including special guests and performances   |
| <b>November 10</b> | Countdown gala to kick off 11.11 broadcasted nationally on Zhejiang Satellite TV and livestreamed on Youku Tudou, Tmall TV Box and UCWeb. Katy Perry headlining.                    |
| <b>November 11</b> | 11.11 Global Shopping Festival  |

# Brand Testimonials

“In our point of view, Alibaba is way beyond just a selling platform... [Tmall] is a key platform to drive brand building in addition to sales... [When introducing new products, Tmall’s data] gives us the confidence to expand innovation to more channels.”

*- Jasmine Xu, Vice President, Proctor & Gamble*

“Working directly with Alibaba will enable us to tell our brand story, introduce the latest product innovations and connect directly with its consumer base of 367 million [active] buyers.”

*- Peter Wyman, President, Ocean Spray International*

“Double 11 is a really big part of my calendar...[online outlets] have allowed us to get into China in a much more direct way.”

*- Scott Wotherspoon, CEO, A2*

“The singles day festival is a very important period for us to reach Chinese consumers.”

*-Pierre Combaz, Asia-Pacific VP, Bose*