Alibaba Presents

Gateway '17

Fact Sheet

Alibaba Group Mission

Our mission is to make it easy to do business anywhere.

Alibaba's founders started the company to champion small businesses, in the belief that the Internet would level the playing field by enabling small enterprises to leverage innovation and technology to grow and compete more effectively in domestic and global economies.

Alibaba's long-term strategic goal is to serve two billion consumers around the world and support ten million businesses to operate profitably on our platforms.

Company Overview

Alibaba is the largest retail commerce company in the world. We are building the future infrastructure of commerce to help merchants, brands, and small businesses all over the world reach and engage consumers. We operate a range of online marketplaces that connect buyers and sellers, as well as various synergistic services such as cloud computing, and digital media and entertainment. We also provide payment and logistics services through arrangements with our affiliated companies.

Alibaba in the United States

Our strategy in the United States is to help American brands and businesses of all sizes tap into the China market. China presents a massive opportunity for U.S. businesses, farmers and entrepreneurs to grow and succeed by selling goods and products to its consumers. Last year, Chinese consumers spent nearly $5 trillion. By 2020, China is expected to be 11% larger than U.S. total retail market.

The more than 500 million consumers on Alibaba's platforms are upgrading their lifestyles and hungry for high-quality American products. They are also increasingly shopping online, with the vast majority on mobile devices.

Two years ago, Alibaba executive chairman and founder Jack Ma made a commitment to make it easier for U.S. businesses to reach the China market. It is also part of our commitment to help U.S. businesses grow and succeed, which we believe will lead to economic growth and job creation in the United States.

Alibaba by the Numbers

(Full Fiscal Year 2017 ended March 31, 2017)

EMPLOYEES
50,097

GMV
$547 billion*
79% on mobile

MOBILE MONTHLY ACTIVE USERS
507 million*

天猫 TMALL.COM
OF BRANDS
>100,000
on Tmall

ANNUAL ACTIVE BUYERS
454 million*

PRODUCT LISTINGS
>1.5 billion*

ANNUAL REVENUE
$22.99 billion

Y-o-Y ANNUAL REVENUE GROWTH
56%

*On our China Retail Marketplaces

In 2016, the U.S. was the **second most popular** country-of-origin for products imported and sold on Tmall, Alibaba's retail marketplace.

The **best-selling product categories** from the U.S. are fashion & apparel, fresh foods, mother and baby, electronics, and health supplements (not in order of sales).

7,000 U.S. brands market and sell on Tmall today, including larger brands like Nike, Apple, Starbucks, Victoria's Secret, and smaller ones such as Stadium Goods, LuckyVitamin, Jewelry.com, and Real Techniques.

Alibaba aims to create **1 million U.S. jobs** over the next 5 years by enabling 1 million American small businesses to sell American goods to Chinese and Asian consumers on Alibaba's platforms.

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Gateway '17

We are hosting Gateway '17 to inspire and educate American businesses, farmers and entrepreneurs about the opportunities that the China market has to offer. Alibaba operates platforms that enable businesses to explore growth opportunities in China and reach millions of Chinese consumers. Attendees will develop a clear understanding of both the China opportunity and the Alibaba solutions available to them to grow their businesses in China.

Alibaba's Business Solutions

Sell to China

Think of Alibaba as the operator of the world's largest shopping mall. But ours is virtual, featuring more than 1.5 billion listings, and reaching more than half a billion Chinese consumers. Consumers can enter this integrated marketplace through the following touch points.

淘宝网
Taobao.com

Taobao Marketplace:

China's largest mobile commerce destination, offering the widest array of products of any online marketplace in China. Taobao is more than just an e-commerce platform. Chinese consumers use Taobao multiple times a day to discover, shop and seek entertainment, such as watching livestreamed videos, and interact with other consumers.

Solution:

Small to medium-sized businesses with little-to-no experience in the China market can tap into China's consumer market through Alibaba's extensive network of wholesale trade partners. These distributors provide a one-stop solution for businesses to market and sell into China.

天猫
TMALL.COM

Tmall Marketplace:

China's largest third-party platform for both homegrown and international brands and retailers. It provides a premium shopping experience and showcases top-quality branded merchandise for increasingly sophisticated Chinese consumers.

Solutions:

Medium to larger-sized brands with some existing brand awareness in the China market can open a "flagship store" on Alibaba's platform as a centerpiece of their China-specific branding and sales strategy.

Brands who are newer to the China market may choose to list select products on Alibaba's owned and operated storefront, which presents an easy and efficient way for brands to test the waters with the Chinese consumer.

Source from China

Alibaba.com

Alibaba.com:

For U.S. small businesses who wish to source products and find suppliers efficiently from China and around the world, Alibaba.com is a leading English-language wholesale marketplace for global trade. It offers hundreds of millions of products in more than 40 different major categories.

Additional Resources

- Media Assets Library: http://www.alizila.com/gateway-17-media-assets.
- Learn more about successful U.S. small businesses working with Alibaba: http://gateway17.com/customer-stories/.
- Read about Jack Ma's commitment to U.S. businesses in the Wall Street Journal
- Learn more about Alibaba: www.alizila.com.
- Learn more about the China opportunity: http://www.alizila.com/gateway-to-china/.
- Open letter from Jack Ma: http://www.alizila.com/jack-ma-invites-u-s-business-to-detroit/.
- Follow @AlibabaGroup on Twitter.