

Alibaba Presents Gateway '17 Canada

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, create one hundred million direct and indirect employment opportunities and support ten million businesses to operate profitably on our platforms around the world.

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 supporting services in our ecosystem such as cloud computing, and digital media and entertainment. We also provide logistics and payment services through arrangements with our affiliated and related companies.

Alibaba in Canada

Our strategy in Canada is to help Canadian brands and businesses of all sizes tap into the Chinese market. China presents a massive opportunity for Canadian companies, agribusinesses, entrepreneurs, and the travel and hospitality industry to grow and succeed by selling goods and products to Chinese consumers.

In September 2016, Alibaba executive chairman and founder Jack Ma welcomed Prime Minister Justin Trudeau to the Alibaba campus in Hangzhou, China. Following a tour with the Prime Minister, Foreign Affairs Minister Chrystia Freeland and representatives from more than 30 Canadian companies, Alibaba and Canada launched the "Canada Pavilion" on Tmall Global to make it easier for Canadian brands to reach Chinese consumers.

Last year, Chinese consumers spent nearly US\$5 trillion (C\$6.1 trillion); by 2020 China's online spending is forecasted to be greater than the rest of the world combined. Many of the 529 million consumers on Alibaba's platforms are upgrading their lifestyles and hungry for high-quality Canadian products. They are also increasingly shopping online, with the vast majority on mobile devices.

Alibaba by the Numbers



EMPLOYEES
>50,000*



ANNUAL GMV
US\$547 billion*
(C\$672 billion)
79% on mobile



MOBILE MONTHLY
ACTIVE USERS
529 million+



OF BRANDS
>100,000
on Tmall



ANNUAL ACTIVE
BUYERS
466 million+



ANNUAL REVENUE
US\$22.99 billion
(C\$28.2 billion)*



PRODUCT LISTINGS
>1.5 billion*



Y-o-Y ANNUAL
REVENUE GROWTH
56%*



More than 600 Canadian merchants accept Alipay, the world's largest mobile and online payment platform, including Harry Rosen, Birks and Holt Renfrew. Alipay is operated by Ant Financial, an affiliated Alibaba Group company.



The best-selling Canadian product categories on our platforms are fresh food and agriculture, health and nutrition, and everyday goods including fashion, baby foods and maternity, as well as pet care products.



Over 500 Canadian brands market and sell on Tmall and Taobao today, including larger brands like ALDO, Lululemon, Arc'teryx, Webber Naturals and Roots; and smaller ones such as Viva Naturals, Babygourmet and LANCE & JOY.



As **interest and knowledge of Canada has grown over the years**, Chinese travelers increasingly opt for independent travel instead of organized tours. The transaction volume of local attractions and excursions on Alibaba's travel platform, Fliggy, tripled in the twelve months leading up to March 2017.



The **most popular Canadian fresh foods sold on our platforms** are seafood, including shrimp, lobster, clam and sea cucumber. Fruit such as blueberries and cherries, and meats, including frozen beef and pork, are growing in popularity.

Gateway '17 Canada

Gateway '17 Canada was created to inspire and educate Canadian companies, agribusinesses, entrepreneurs, and the travel and hospitality industry about the rapidly growing demand among Chinese consumers for Canadian goods and by Chinese travelers to Canada.

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 grow their businesses in China.

Who's Attending Gateway '17 Canada?



x **3,000**

3,000 registrants, exhibitors and media representing 10 Canadian provinces

➤ **Six times** the original target of 500



A range of product categories will be represented, including:

- Fashion and apparel
- Packaged food and beverage
- Home and garden
- Health and nutrition
- Beauty and personal care



= **66%**

66% of registered attendees from a business smaller than 50 people

Additional Resources

- Media Assets Library: <http://www.alizila.com/gateway-17-media-assets>
- Learn more about the China opportunity: <http://gateway17.com/access-to-china/>
- Read about Alibaba's outreach to Canadian businesses in the [Financial Post](#).
- Follow @AlibabaGroup on Twitter.
- Learn more about successful Canadian businesses working with Alibaba: www.alizila.com