Media Center New Retail Showcase

"New Retail" is Alibaba's strategy to redefine commerce by seamlessly integrating the online and offline worlds. This year, the 11.11 Global Shopping Festival will showcase the future of retail and the possibilities that exist by fusing physical retail elements across social media, interactive content and digital entertainment, all on one platform at an unprecedented scale.

We invite you to visit the New Retail Showcase at the 11.11 Media Center to experience a range of the prototype stores.

TMALL SUPERMART

The Tmall Supermart is a fully self-service physical retail store that features a variety of New Retail technologies, enabling a seamless user experience.

- **Facial Recognition.** The store is able to recognize shoppers at check-in and check-out, allowing them to experience hassle-free shopping. At check-out, the screen will tell the consumers how much they bought while the detailed product information will be in their mobile app.
- **Digital operation system.** Electronic product labels synchronize product information, such as price, with the online store in real-time. This way consumers can enjoy the same promotions offline as they do online.

HEMA

Hema is a New Retail supermarket concept that Alibaba has successfully incubated and launched over the last three years. This revolutionary approach to grocery and fresh foods seamlessly blends the online and offline shopping experience with offerings for each consumer's personal preferences and lifestyle.

Hema has digitalized the entire store, providing consumers with a 3-in-1 retail experience that encompasses all modes and desires of modern urban shoppers, including technology-driven fulfillment of online delivery orders, seamless in-store purchases and in-store consumption. Consumers can order online and have groceries delivered to their home within hours or at a specific time, scan products in-store to find detailed information, and have fresh food prepared and enjoyed at the store's on-premise dining area. In turn, Alibaba can leverage consumer data, including purchasing habits, purchase history and store visits to provide a more personalized experience for each consumer.

At the Media Center exhibition, visitors can enjoy a "mini-Hema" experience, equipped with a mock supply chain system. In an actual store, Hema staff will fulfill a customer's order in a shopping bag, which will then be attached to a conveyor belt to be processed for delivery. The showcase will also have fresh oysters, similar to various live seafood that consumers can enjoy at actual Hema stores, and will also feature fresh fruit, vegetables, lobster and crab on display.

CHIC WITH EASE

New Retail aims to enhance offline retail sales by optimizing their product mix, improving inventory efficiency and establishing a retail network in the region. The ultimate goal is to provide consumers with

interesting shopping experience online and offline. This exhibition displays a variety of smart retail terminals.

FASHION AI

Fashion AI is a platform that provides AI-powered fashion mix-and-match suggestions for consumers. The fashion solutions it suggests are based on over 500,000 data points, including fashion and dressing tips from stylists on the Taobao and Tmall platforms, as well as store product images and mix-and-match recommendations by merchants.

- **Outfit Recommendations.** On the interactive screen, consumers can select keywords such as style, occasion and weather, and the system will narrow down the recommended outfit based on the selections. Consumers can change individual items in the recommended outfit and browse product information. If an item catches her eye, she can scan the QR code and buy it instantly on Tmall.

- **Smart Wardrobe.** On the clothing rack, consumers can bring an RFID-embedded clothing item into the smart fitting room. The screen inside the fitting room will automatically recognize the item and propose similar items or other pieces that can complete the outfit. Consumers can then request the matching item and the correct size will be sent to the fitting room for try-on. If the size or color is not available in the store, consumers can buy it online and have it delivered to their home.

MAGIC MIRROR

Magic Mirror is a smart feature used in cosmetic stores that uses facial recognition and AR makeup technologies. Consumers can use the mirror to try on virtual makeup, eliminating the time and effort to try on actual make-up.
- For example, consumers can try on five colors in just one minute!
- The selection of colors is no longer limited by the selection or inventory available at the store.
- During this process, retailers can immediately capture their consumers' evaluation and preference of their products. This data can play an important role in a brand's targeted marketing and brand building.

VIRTUAL DRESSING ROOM

Virtual Dressing Room is a "mirror" screen that can provide more in-depth personalized "try-on" services.
- In the showcase, the camera will take a picture of a consumer's face, and the consumer can input their height and weight to create a virtual avatar on the screen.
- Users can choose different pieces of clothing to see what the outfit looks like on the avatar. They can also scan QR codes to view additional product information and buy directly on Tmall.
- If a consumer is contemplating the outfit, they can share the image of avatar and share with friends to seek opinions and recommendations.

VENDING MACHINE

The Vending Machine is primarily used for selling sample size products for consumers to try. The objective is to understand a consumer's preference, and in turn, follow up with related products online after the offline purchase.

- Tmall Vending Machines can help stores to expand their business through the use of low-cost satellite sales outlets that support consumer needs 24/7.
- Inventory management, replenishment reminders, product selection, marketing can be automatized, improving the consumer experience.

SCENARIO SHOPPING

Scenario shopping integrates online and offline shopping and helps consumers visualize how furniture items will look in their own apartment. When consumers are able to visualize and arrange furniture in a room prior to purchase, it lowers the return rate for merchants and increases likelihood of a satisfied buyer.

- With 3D modeling and AR technology, consumers can "place" furniture in the shopping app. All they have to do is to select the item on Tmall and scan the home environment. The Tmall app will create an AR image for consumers to see how the furniture fits in their own homes.

- For furniture items such as a sofa, consumers will tend to test the fabric and comfort in the physical store before actual purchase. In the store, they can scan the QR code of the desired product, buy it on Tmall, and have it delivered to their homes.