

FACT SHEET

Alibaba at a Glance

Alibaba's Mission

Our mission is to make it easy to do business anywhere. Our founders started our 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 the domestic and global economies.

Alibaba's Vision

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

Company Overview

Alibaba is the largest retail commerce company in the world in terms of GMV (gross merchandise volume). As of September 2017, we had 488 million annual active consumers on our marketplaces connecting with millions of merchants and brands.

Our businesses are comprised of core commerce, cloud computing, digital media and entertainment, innovation initiatives and others. Through investee affiliates, we participate in the logistics and local services sectors. We have a profit sharing interest in Ant Financial Services, the financial services group that operates through Alipay, the leading third-party online payment platform in China.

OUR ECOSYSTEM

CORE COMMERCE



LOCAL SERVICES



DIGITAL MEDIA & ENTERTAINMENT



INNOVATIVE INITIATIVES



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



PAYMENT & FINANCIAL SERVICES



CLOUD COMPUTING



LOGISTICS



MARKETING SERVICES & DATA MANAGEMENT PLATFORM

DATA DRIVEN

DATA REFUEL

11.11 GLOBAL SHOPPING FESTIVAL

Alibaba is well-known for operating the world's largest one-day online shopping festival every year on November 11. During the 2017 festival, Alibaba Group generated

25.3 Billion in GMV

Alibaba Group Holding Limited is listed on the **NYSE:BABA**

ALIBABA BY THE NUMBERS

EMPLOYEES



Approximately

59,572

As of September 2017

GMV



\$547 Billion

(Full Fiscal Year 2017)

ANNUAL REVENUE



\$22.99 Billion

(Full Fiscal Year 2017)

PRODUCTS LISTINGS



> 1.5 Billion

On our China Retail Marketplaces

ANNUAL ACTIVE CONSUMERS



488 Million

In our China Retail Marketplaces
 (12 Months ended
 September 30, 2017)

OF BRANDS



100,000

On Tmall