



WORLDWIDE PARTNER

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 the 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 Group is the largest retail commerce company in the world¹. We are building the future infrastructure of commerce to help merchants, brands, and small businesses around the world reach and engage consumers.

We operate online marketplaces that connect buyers and sellers, and through our ecosystem, offer a range of enabling services such as logistics, cloud computing, payments, marketing services and digital media and entertainment.

Alibaba by the Numbers



EMPLOYEES
63,809²



GMV
\$547 billion³
79% on mobile³



MOBILE MONTHLY
ACTIVE USERS
580 million⁴



ANNUAL ACTIVE
CONSUMERS
515 million⁵



OF BRANDS
>100,000⁶
on Tmall



PRODUCT LISTINGS
1.5 billion³



ANNUAL REVENUE
\$22.99 billion⁷



Y-o-Y ANNUAL
REVENUE GROWTH
56%³

¹ In terms of GMV in the twelve months ended March 31, 2017, on the basis of publicly available comparable transaction value data for the most recent fiscal year

² As of December 2017

³ On our China Retail Marketplaces for FY ended March 31, 2017

⁴ Unique mobile devices that were used to visit or access certain of our mobile applications at least once in the month ended December 31, 2017

⁵ User accounts that confirmed one or more orders on the relevant marketplace in the 12 months ended December 31, 2017

⁶ As of March 31, 2017

⁷ On all retail marketplaces for FY ended March 31, 2017

Visit our corporate news site
www.alizila.com/2018-winter-olympics/ for
all Alibaba Olympic related news, updates and
content.

For on-site media inquiries during the Games, please contact:

Liyan Chen: liyan.chen@alibaba-inc.com | +1 515.864.1116

Deborah Tsui: deborah.tsui@alibaba-inc.com | +852.9372.2226

Steve Hickok: steve.hickok@fleishman.com | +1 609.977.7381

Brett Cummings: brett.cummings@fleishman.com | +1 646.256.0830

Our Olympic Mission & Partnership

Alibaba is committed to leveraging its innovative technologies, including Alibaba Cloud, to help the IOC transform the Olympic Games experience to be more connected, engaging, secure and efficient for all members of the Olympic Family and millions of fans around the world.



Official Cloud
Services Partner



Official E-Commerce
Platform Services Partner



Founding Partner of
the Olympic Channel

Historic, Long-Term Partnership: 2017 - 2028



Alibaba Olympic Games Showcase at PyeongChang 2018

The Alibaba Showcase offers fans, media and the Olympic Family the opportunity to see first-hand how Alibaba technology will help bring the Olympic Games into the digital era.

The Showcase is a fully immersive, interactive and future-looking experience that brings to life our ideas for a future “Olympic Games on the Cloud.”

Visitors will explore different Games-related scenarios that demonstrate the potential impact of Alibaba’s cloud services and e-commerce platforms on future Games.



Location:
Gangneung
Olympic Park



Hours:
Daily from 10 am – 10 pm
beginning on February 11
through February 25

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Olympic Winter Games PyeongChang 2018 Advertising Campaign

“To the Greatness of Small”

“To the Greatness of Small” is a concept that is authentic to Alibaba Group’s brand and heritage and is a message that emanates from founder Jack Ma who has said, “Small is Beautiful. Small is Powerful.” That message is lived and breathed by Alibaba Group employees every day as inspiration to create technology and innovation for small and medium-sized business, enabling them to grow and achieve their own greatness in the global marketplace.

The Creative

“Manifesto”: Introduces Alibaba Group and what it stands for to the world. It’s an ode to the power of small, showing that every action, regardless of size, has the ability to make a great difference.



“Kenyan Ice Hockey Team”: Spotlights an ice hockey team from Kenya, an unlikely passion facing great hurdles, and their dream of one day reaching their ultimate goal, playing at an Olympic Games.



Henry “Bobby” Pearce”: Retells the story of Australian rower, Henry “Bobby” Pearce, during the Amsterdam 1928 Games and his small, but courageous, act of pausing mid-race to allow a family of ducks to pass his lane before he resumed and ultimately won gold.



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