



- Alibaba’s 11.11 Global Shopping Festival, hosted annually on November 11, is the world’s largest 24-hour online shopping event in terms of Gross Merchandise Value (GMV).
- 2018 marks the 10th anniversary of 11.11. It is set to be bigger than ever in terms of both scale and reach.
- Alibaba Group CEO Daniel Zhang conceived 11.11 as a marketing concept a decade ago, which has since turned “Singles’ Day” into the world’s largest shopping event.

MILESTONES OF 11.11 GLOBAL SHOPPING FESTIVAL

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| <p>2009
GMV: ¥ 52 million
260,000 parcels</p> | <ul style="list-style-type: none"> ▪ Taobao Mall (later rebranded as Tmall) held the first-ever 11.11, offering discounts of at least 50% and free nationwide shipping with 27 brands participating. ▪ That day, total GMV reached RMB 52 million, surpassing the 2009 average daily GMV of RMB 8 million. |
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| <p>2010
GMV: ¥ 936 million
1 million parcels</p> | <ul style="list-style-type: none"> ▪ Taobao Mall launched the new www.tmall.com domain in Beijing. ▪ Total GMV for the first time exceeded the RMB 100 million and 28 brands surpassed RMB 1 million in their GMVs. |
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| <p>2011
GMV: ¥ 5.2 billion
22 million parcels</p> | <ul style="list-style-type: none"> ▪ 2,200 stores participated in the Festival. ▪ Total GMV exceeded RMB 100 million in the first 8 minutes after the official launch, reaching RMB 1 billion within 10 hours. ▪ The total number of transactions processed on Alipay reached 100 million. |
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| <p>2012
GMV: ¥ 19.1 billion
72 million parcels</p> | <ul style="list-style-type: none"> ▪ Taobao Mall was officially rebranded as Tmall. ▪ The first Tmall 11.11 featured a “pre-sale” allowing consumers to place orders in the weeks running up to the festival ▪ Total GMV exceeded RMB 10 billion within 13 hours. |
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| <p>2013
GMV: ¥ 35 billion
152 million parcels</p> | <ul style="list-style-type: none"> ▪ Surpassed the total GMV achieved during 2012 11.11 in the first 13 hours. ▪ This year also marked the launch of a new system for Tmall’s supply chain, ensuring direct access to fresh imported goods for consumers and fundamentally changing the inventory management models of suppliers. ▪ Also in this year total GMV surpassed Black Friday and Cyber Monday and became the world largest online shopping festival. |
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2014
GMV: ¥ 57.1 billion
278 million parcels

- The first 11.11 since Alibaba debuted on the NYSE marked an “All-in Mobile” strategy.
- This year, mobile GMV made up 42.6% of total GMV.

2015
GMV: ¥ 91.2 billion
467 million parcels

- Tmall 11.11 was officially designated as the Tmall 11.11 Global Shopping Festival and the first-ever count down Gala was held in Beijing.
- Shoppers were able to interact with the entire Gala through their smart phones – effectively combining retail with entertainment for the first time.

2016
GMV: ¥ 120.7 billion
657 million parcels

- Total GMV surpassed the festival’s symbolic number of RMB 111.1 billion and GMV in overseas transactions reached RMB 1.1 billion, bringing the “Global Buy, Global Sell” concept to life.
- Leveraging the power of Alibaba Cloud and Alipay, up to 175,000 orders per second and 120,000 transactions per second, respectively, were processed at peak.

2017
GMV: ¥ 168.2 billion
812 million parcels

- “New Retail” was integrated into the Tmall 11.11 Global Shopping Festival for the first time.
- One million merchants participated, creating online-to-offline experiences in more than 100,000 smart stores and pop-up stores in over 50 physical shopping malls.
- The Festival also integrated several services built on Alibaba’s AI technologies – such as Luban (AI visual designer), Alimebot (AI shop assistant and customer service agent).
- Cainiao warehouse robots made this year’s 11.11 one of the most significant examples of human-machine collaboration.

2017: SUCCESS IN REVIEW

- Total **GMV** settled through Alipay was **RMB 168.2 billion (US\$25.3 billion)**, an increase of 39% compared to 2016.
- Total **mobile GMV** settled through Alipay was **90% of total GMV**, compared to 82% in 2016.
- Alibaba Cloud processed **325,000 orders per second** at the peak period.
- Alipay processed **1.48 billion payment transactions** in total, up 41% from 2016, and processed 256,000 transactions per second at peak.
- Cainiao Network processed more than **812 million delivery orders**.
- The first domestic China delivery arrived **12 minutes and 18 seconds** after midnight.

GLOBAL HIGHLIGHTS FROM THE 2017 GLOBAL SHOPPING FESTIVAL INCLUDED:

- **60,000 international brands** were available to Chinese consumers.
- **225 countries and regions** completed transactions.

- 167 merchants each generated more than **RMB100 million (US\$15.1 million)** in sales, 17 merchants surpassed **RMB500 million (US\$75.4 million)** in sales, and 6 merchants surpassed **RMB1 billion (US\$150.9 million)** in sales
- Top countries selling to China were: **Japan, United States, Australia, Germany, South Korea**