



- 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 GMV.
- The event began in 2009 with a total of RMB 52 million (US\$7.8 million) in sales. It has evolved from a 24-hour sales day to a 24-day global shopping and entertainment celebration, generating RMB 168.2 billion (US\$25.3 billion) in GMV in one day in 2017.
- More than 20 businesses from across the Alibaba ecosystem will be "ALL-IN" for the 2018 11.11 Global Shopping Festival.
- What truly sets 11.11 apart is how Alibaba leverages its New Retail strategy and innovative technologies to redefine the commerce experience for both brands and consumers within the Alibaba ecosystem.

2018: ALL-IN FROM THE ALIBABA ECOSYSTEM

- **Unprecedented in Scale and Reach:** More than 180,000 brands from China and around the world will participate in the 2018 11.11 Global Shopping Festival.

DIGITAL TRANSFORMATION OF BRANDS

- **Tmall:** China's largest B2C ecommerce marketplace; 180,000 brands and 200,000 offline smart stores will participate in 11.11 this year. Tmall Global provides 3,900 categories of imported goods from 75 countries and regions on its platform, with special offerings from 25 pavilions.

LOCAL SERVICES

- **Ele.me:** Alibaba's wholly-owned on-demand delivery platform and local services unit; Ele.me will provide delivery services for select Starbucks stores across 11 Chinese cities, including full-service coverage in Beijing and Shanghai. Consumers can enjoy special offers on Ele.me as much as 50% off.
- **Koubei:** Leading local services provider that recently merged with Ele.me to form Alibaba Local Services, serving around 3.5 million merchants across 676 cities in China. 150,000 restaurants, malls and entertainment & leisure destinations will offer discounts up to 50% off during 11.11.

GLOBAL E-COMMERCE

- **AliExpress:** The 2018 11.11 Global Shopping Festival will run on AliExpress with activities spanning the global network for a total of 48 hours.
- **Lazada:** Lazada will host its first 11.11 Shopping Festival across six countries in Singapore, Malaysia, Thailand, Indonesia, the Philippines and Vietnam, offering highly engaged consumer experience and the biggest discounts of the year on LazMall and the Lazada marketplace.

BRICK-AND-MORTAR NEW RETAIL STORES

- **Hema:** Alibaba-owned and incubated New Retail supermarkets; around 100 Hema stores will participate in 11.11 this year. It will unveil 11.11 themed stores and offer loyalty points, red packets and a range of special deals.
- **RT-Mart:** One of China's largest hypermarket chains; nearly 400 RT-Mart supermarkets will complete their digital makeover before 11.11 and provide New Retail services. Consumers living within a three-kilometer radius of a participating supermarket will be able to enjoy one-hour delivery services.

LESS DEVELOPED AREAS AND NEIGHBORHOOD STORES

- **Rural Taobao:** Alibaba's initiative to expand its coverage to rural areas in China. On 11.11, 30,000 Rural Taobao Service Centers will participate. Rural Taobao will issue 110 million red packets in "scratch cards", bringing benefits to rural shoppers across 800 counties.
- **Ling Shou Tong (LST):** LST is designed to leverage data and technology to reinvent a network of mom-and-pop convenience stores; shoppers will be able to scan QR codes in 200,000 mom-and-pop stores across 20 provinces to enter online convenience stores and enjoy deals offered by nearly a hundred brands.
- **Tmall Corner Stores:** Part of the LST initiative includes transforming high revenue-earning stores in China; 3,000 Tmall Corner Stores in 33 cities will provide AR-powered red packets and a delivery-to-home service.

DEPARTMENT STORES, HOME DECORATION AND CONSUMER ELECTRONICS

- **Intime:** Leading high-end department store chain in China; 62 Intime malls across 34 cities will offer promotions and special deals for shoppers including red packets, travel vouchers and afternoon tea parties.
- **EasyHome:** China's second-largest home-improvement and furniture chain operator; this year, 222 EasyHome stores will participate in 11.11 for the first time. Consumers in Beijing will be able to access more than 100 "New Retail Districts" in the city via the Tmall app to virtually experience different re-design options for their homes.
- **Suning:** One of China's largest electronics retailers; consumers will receive a special red packet by scanning QR code in one of the 1,000 Suning stores participating in the Festival.

2018: 11.11 COUNTDOWN EVENTS

For the predominantly young and mobile-savvy Chinese consumers, shopping is a social activity beyond just passively adding items to their "virtual shopping cart." Alibaba will host a series of events to harness the excitement around 11.11 activities in the buildup leading up to the actual day.

"SEE NOW, BUY NOW" FASHION SHOW

- Leveraging Chinese consumers' interest in livestreaming, Alibaba held its first "See Now, Buy Now" online fashion show in 2016 to showcase global fashion brands and create a platform to engage with Chinese millennials. This year, Alibaba added an interactive element, "Play Now," in which the audience could further engage with brands by voting in the poll for the most popular outfits in the show.

- The four-hour show featured the latest collections from over 60 international and Chinese brands and more than 1,000 new products.
- The 2018 “See Now, Buy Now” Fashion Show was broadcasted live across ten platforms, including the Taobao app, Alibaba’s video platform Youku, social media platform Weibo and news aggregator Toutiao.

PRE-SALE CONSUMER ENGAGEMENT

- There will be fun and interactive games and events during the 24-day pre-sales period. Alibaba and its brand partners, influencers, celebrities and media will engage with consumers in offline brick-and-mortar stores and through online mobile games.
- Shoppers are encouraged to add merchandise to their shopping carts ahead of 11.11. Highlights of the pre-sale activities include:
 - » **Treasure Hunt:** Users can take part in this interactive game to win coupons for 11.11.
 - » **RMB 1 billion Red Packets and Coupons:** Users of Mobile Taobao, Ele.me and Youku, as well as consumers in offline retail locations will earn credits and have the opportunity to cash in red packets totaling RMB 1 billion.
 - » **Special Offers:** To thank customers for their support over the past decade, Alibaba will give out surprise gifts over the course of 10 days, as well as anniversary gift sets from various brands in collaboration with Tmall.
 - » **“Candy Jar” Mini Space Station:** The purpose of this game is to present a new form of interaction for international consumers. Consumers globally can share their “selfies with the space station” through the AliExpress mobile app and win coupons when the mini space station moves above their country.

11.11 GLOBAL SHOPPING FESTIVAL GALA CELEBRATION

- The 11.11 Global Shopping Festival Gala Celebration will be held on the evening of November 10 and broadcasted live by Youku from Shanghai’s Mercedes Benz Arena.
- Gala will feature a themed variety show program with highly interactive mobile games and international celebrities, including Australian model Miranda Kerr, the dance group KinjaZa and performance group Cirque du Soleil.