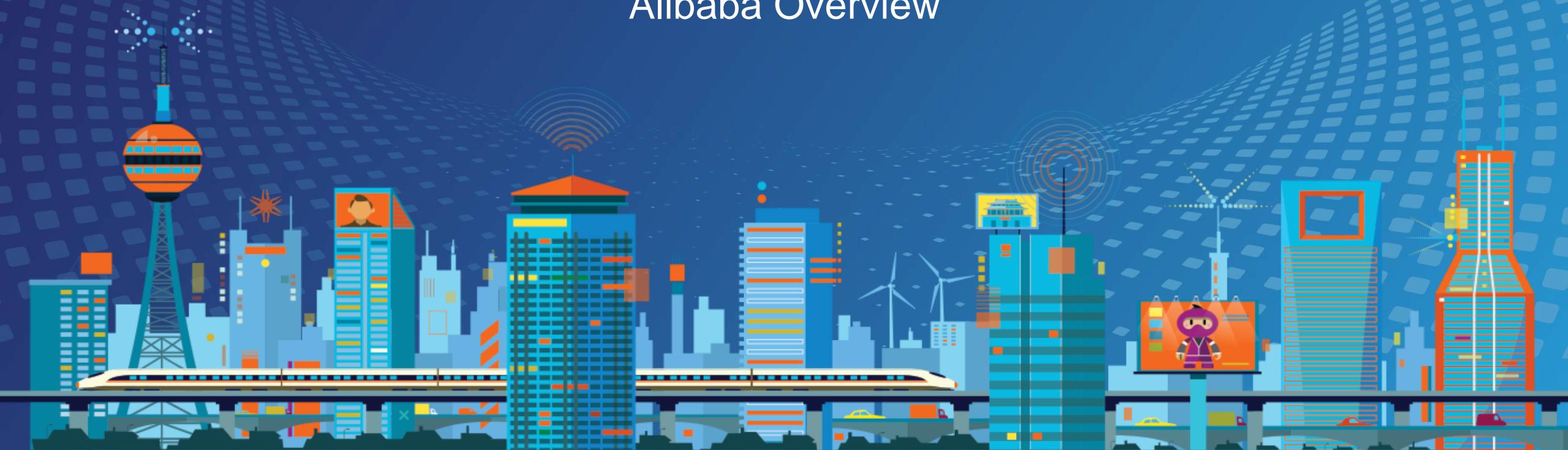




# Alibaba Group

---

## Alibaba Overview



# Who is Alibaba?

Alibaba is a global technology company operating the largest online and mobile commerce marketplaces in the world

Our ecosystem of commerce, digital media and local services is supported by enabling businesses of logistics, payments, digital marketing and cloud computing

## OUR MISSION

To make it easy to do business anywhere

## OUR VISION

To build the future infrastructure of commerce

---

To be a company that lasts at least 102 years

# The China Opportunity

## CHINA MARKET

### MACRO SHIFTS

Manufacturing → consumption;  
China to import \$30 trillion of  
goods in the next 15 years

### HUGE RETAIL MARKET

China's total retail  
market was nearly \$6  
trillion in 2017<sup>(2)</sup>



### UNDERDEVELOPED BRICK-AND-MORTAR

Over 80% of total retail  
market is offline in China<sup>(3)</sup>

### TREMENDOUS E-COMMERCE GROWTH

By 2020, China will account for  
nearly 60% of global e-  
commerce<sup>(4)</sup>

## CHINESE CONSUMER

### GROWING MIDDLE CLASS

Population to exceed  
600 million by 2022<sup>(5)</sup>

### HUGE SPENDING POWER

Average disposable income  
per capita was up 8.7% in  
the first half of 2018<sup>(6)</sup>



### UPGRADING LIFESTYLE

Demand for high-quality  
international goods

### MOBILE FIRST BEHAVIOR

>95% mobile internet  
penetration<sup>(7)</sup>

# Our Evolution

**WE STARTED**  
as an e-commerce  
business

Connecting buyers  
and sellers



Platform model to build  
the future infrastructure  
of commerce



**WE BENEFITED**  
from China's growing  
internet population and  
underdeveloped  
brick-and-mortar



**TODAY, WE ARE**  
the largest retail commerce  
company in world

Our e-commerce platform is  
transforming into the leading  
retail infrastructure in China



**\$768 billion**

GMV on China retail marketplaces  
in FY 2018

Alibaba's China retail marketplaces are  
bigger than all U.S. e-commerce sales  
combined

# By the Numbers

**\$39.9B**

FY18 Total Revenue

**\$34.1B**

Core Commerce

**\$2.1B**

Cloud Computing

**\$3.1B**

Digital Media &  
Entertainment

**\$524M**

Innovation Initiatives

**666M**

Mobile  
MAU<sup>1</sup>

**601M**

Annual Active  
Consumers<sup>2</sup>

**\$768B**

Gross Merchandise  
Volume

**\$15.5B**

Annual  
Profits

# Building the Infrastructure of Commerce

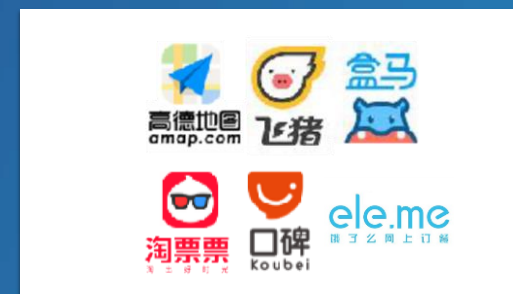
## DIGITAL MEDIA & ENTERTAINMENT



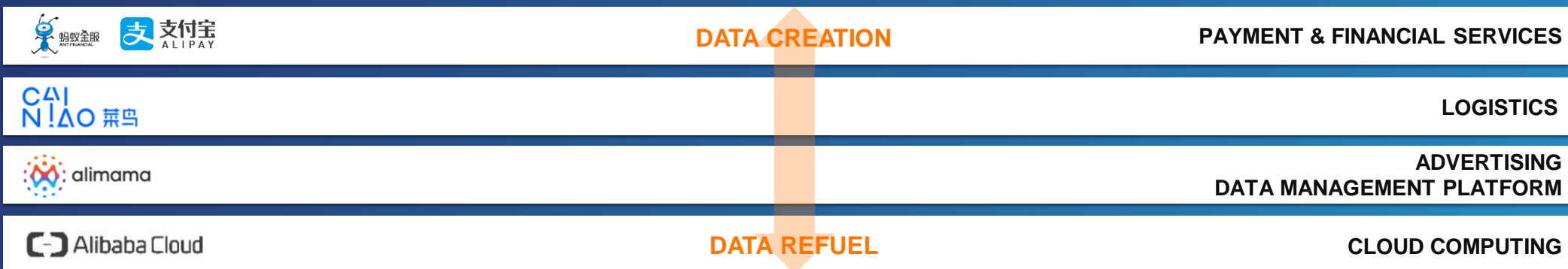
## CORE COMMERCE



## LOCAL SERVICES



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



# Retail as Entertainment

## More Content and Connections

From transactions to consumer media and community



Sharing &  
Recommendations

Explore

Community

Content

Livestreaming

## More Intelligent

AI-driven user experience and operating efficiency



Simple user experience and  
efficient information distribution

More diversified  
content

## Consumers

666 million mobile  
monthly active users<sup>(1)</sup>

## Content

1.6+ million content  
creators<sup>(2)</sup>

## Engagement

>20 minutes spent daily by  
livestream viewers<sup>(3)</sup>

## Merchant ROI

350% increase in GMV  
driven by livestreaming<sup>(4)</sup>



# What is New Retail?

New Retail is Alibaba's strategy to redefine commerce by enabling seamless engagement between the online and offline worlds

## FOR MERCHANTS

### LEVERAGES TECHNOLOGY

Digitize 80% of offline retail in China

### EMPOWERS MERCHANTS

Stay relevant in the digital economy

### ENHANCES MARKETING

Innovative brand building opportunities

### DRIVES PERFORMANCE

Low-cost traffic, more efficient operations, and sales growth

*Digitize and transform every aspect of the retail value chain*

Product Innovation

Consumer Acquisition

Customer Service

Feedback & Insights

Merchandising

Payments

Logistics

## FOR CONSUMERS

*Retail as Entertainment = Retail-tainment*

### PERSONALIZATION

Data-driven preferences not only based on purchases, but ads clicked, search terms, links shared with friends, physical stores visited, merchandise browsed, TV shows watched, etc.

### CONVENIENCE

Buy online, pick-up in store or have it delivered from the nearest retail store; try in-store and delivered home – options that cater to the consumer's lifestyle preference

### CUSTOMER SERVICE

In-store-quality customer service in the virtual world; virtual dressing rooms; recommendations directly from brands and influencers; fulfillment via community-level infrastructure network



# Globalization: Serving Consumers

*Extending Ecosystem to Emerging Market Consumers*

**CHINA**

淘宝网®  
Taobao.com

天猫  
TMALL.COM

**SOUTHEAST ASIA**

*Indonesia, Malaysia, Singapore, Thailand,  
Philippines, Vietnam*

LAZADA

tokopedia

**SOUTH ASIA**

*India, Pakistan*

daraz.pk

paytm

**Goal of Serving 2 Billion Consumers**

# Globalization: Gateway for Businesses

*Enabling Brands, SMEs and Producers in Mature Markets to Reach Asian Consumers*

P&G

ESTÉE LAUDER

MAC

SHISEIDO

Mondelēz  
International

Nestlé

MARS



BOSE®

 BOSCH

dyson

Levi's®

★ macy's



COSTCO  
WHOLESALE™



GAP

OLD NAVY

GUESS

# Why Businesses Work with Alibaba

## 600M+ Consumers

Access to over half a billion highly engaged consumers that rely on Alibaba's marketplaces



Targeted data-driven marketing that leverages the entire Alibaba ecosystem



Platform model means Alibaba doesn't compete with merchants, it helps them grow



Alibaba handles all payments, logistics and technology infrastructure, so they can focus on their product and brand



Not just for big brands, but friendly for SMEs, entrepreneurs, farmers, etc.



# Alibaba Group

---

Thank You

