



## 11 FUN FACTS FROM ALIBABA GROUP'S 11.11

Alibaba Group officially kicked off the presales for its annual 11.11 Global Shopping Festival on October 21. For the first time, this year's 11.11 will feature two sales periods to bring more opportunities to participating brands and businesses. Responding to the rapidly shifting consumer trends, 11.11 will leverage Alibaba's digital ecosystem to continue supporting merchants while providing consumers with the most innovative and engaging retail experience.

Below are 11 highlights from 11.11's presales period:

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### 1. 11.11 PRESALES KICK OFF WITH A BANG

- The number of consumers shopping during the first hour of presales more than doubled compared to the same period last year.
- More than 300 brands recorded the results on the first full day of presales that surpassed the same period of last year.

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### 2. TAOBAO LIVE TRANSACTIONS JUMP 400%

- In the first 10 minutes of presales, transactions generated from Taobao Live exceeded the entire first-day presales performance of last year. By the end of the first 30 minutes, transactions had surpassed RMB50 billion (US\$7.49 billion), marking a 400% year-over-year increase.
- Flight attendants from Hainan Airlines promoted its flexible flight packages during a livestreamed broadcast on Fliggy. Within two hours, the number of consumers who purchased the packages was enough to fill 100 airplanes.

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### 3. ALIBABA'S DAMO ACADEMY LAUNCHES WORLD'S FIRST REAL-TIME TRANSLATED LIVESTREAM

- Alibaba's DAMO Academy and AliExpress completed the world's first e-commerce platforms with multiple languages real-time translated livestream, which was able to support the translation of Chinese into English, Russian and Spanish.

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### 4. INVENTORY VOLUME HITS A NEW HIGH

- As of October 21, close to 10 million tons of products – almost a double from last year – have been moved into Cainiao's warehouses.
- Cainiao's smart logistics network recorded the highest inventory volume to-date, which weighted more than 16,000 A380 Airbuses together.

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## **5. KING OF INVENTORY**

- Skincare products, feminine hygiene goods and household cleaning items are this year's top three must-buy categories for stocking up on.
- Inventories of imported cosmetics for men increased by more than 3,000% year over year while imported pet food increased by 200% year over year.

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## **6. 800,000 HOUSING LISTINGS DISCOUNTED FOR 11.11**

- This year's 11.11 features special offers on 800,000 housing units, with discounts reaching more than RMB1 million (US\$ 149,950).

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## **7. KAOLA ROLLS OUT MICHELIN-GRADE FOOD AND WINE**

- Kaola rolled out a selection of the world's top ingredients and fine wines. Among these, sales for chicken with brown rice from Thailand grew by 310% on the first day of the presales. Also featured was the highest-quality Japanese whisky, valued at more than RMB1 million (US\$ 149,950) per bottle.

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## **8. TMALL GLOBAL SOURCES 1.2 MILLION NEW IMPORTED GOODS FROM AROUND THE WORLD**

- Tmall Global launched its Outbound Cloud Shopping Festival (designed to make it easy to shop anywhere, especially during the travel restrictions brought by the pandemic) on the first day of 11.11's presales. More than 26,000 brands – including 2,600 new brands – from 84 countries participated to bring consumers 1.2 million new imported goods.

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## **9. GUARANTEED AUTHENTICITY ALLOWS CONSUMERS TO SHOP WITH CONFIDENT**

- 11.11's global traceability system enables the traceability of 30,000 branded products across 6,000 categories to ensure the authenticity of the featured items.

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## **10. 2.33 MILLION MERCHANTS PARTICIPATE IN THE 'GOODS FOR GOOD' PHILANTHROPY PROGRAM**

- 2.33 million merchants have taken part in the "Goods for Good" philanthropy program this 11.11, allowing consumers to easily make charitable donations when placing orders.

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## **11. 8,500 CAMELS FROM DUBAI'S ROYAL CAMEL FARM PREPARE FOR 11.11**

- Tmall Global has worked with 100 farms, ranches and wineries around the world to bring different products to consumers, from African coffee to Thai latex. In preparation for 11.11, the platform has also joined forces with Dubai's largest royal camel farm to bring together 8,500 camels to produce 1.6 million liters of delicious and nutritious camel milk.