



GLOBAL SHOPPING
FESTIVAL 2017

GLOBAL BUY GLOBAL SELL FACT SHEET

GATEWAY TO THE WORLD

Alibaba Group implements its globalization strategies through the “Five Global” initiatives – Global Buy, Global Sell, Global Pay, Global Delivery and Global Travel. By replicating the successful model used in China, Alibaba helps countries from all over the world to develop E-commerce ecosystems that empower small and medium-sized enterprises (SMEs). In the next 10 years, Alibaba targets to serve two billion global consumers and make deliveries anywhere within 72 hours, supporting 10 million SMEs globally. The 11.11 Global Shopping Festival is a festival belonging to all consumers in the world.

GLOBAL BUY

Tmall Global – A premium cross-border platform for overseas brands and retailers

- Alibaba Group achieves its “Global Buy” strategies through the Tmall Global E-commerce platform. Launched in 2014, Tmall Global is the largest cross-border B2B e-commerce platform in China. It enables international brands and retailers without physical operations in China to sell products directly to Chinese consumers. Still the largest in terms of market size, Tmall Global had served over 40 millions users by the end of March 2017, representing twice the population of Australia.
- Through Tmall Global, Chinese consumers can access branded products sourced and fulfilled directly from overseas, while overseas merchants can access China’s retail market using their home country business license and trademark registration. The bonded warehouse model also enables faster customs clearance, a shorter delivery time, and lower customs duties and taxes. Consumers of Tmall Global may directly settle payments with the international merchant in Renminbi through Alipay’s international settlement services.
- Foreign brands on Tmall Global primarily consist of brands from over 20 countries and regions including the US, Germany, the UK, France, Italy, Australia, New Zealand, Korea, Japan, Taiwan and Hong Kong. The country and regional pavilions on Tmall Global already cover 21 countries and regions along the Belt and Road strategic initiative, becoming the best preferred channel for supporting overseas brands and SMEs to better enter the prospective China market.
- The three key goals of the platform are: help position brands to capture China’s 100 million middle class consumers, grow the number of merchants with sales topping RMB100 million, and strengthen their sales and brand awareness in China by leveraging Alibaba’s ecosystem.

GLOBAL SELL

Tmall World – Serving 100 million overseas Chinese and beyond

- Tmall World, officially introduced during this year’s Tmall 6.18 Mid-Year Mega Sale, is a key component of Alibaba Group’s strategy enabling Chinese merchants to Sell Global. Using Tmall as the engine, Tmall World brings to overseas consumers approximately 1.2 billion products listed on Alibaba’s marketplaces.
- The significance of Tmall World lies in its potential to replicate Alibaba’s business infrastructure and ecosystem built over more than a decade, comprising transaction, payment, logistics, marketing,

data and technology, to other markets such as Hong Kong, Taiwan, Southeast Asia, India, Australia and beyond.

- The goal is to improve eCommerce efficiency in these markets and offer better service to global consumers, including the 100 million overseas Chinese. Tmall World has helped save costs and lower barriers for Tmall and Taobao merchants to expand globally, realizing Single Shop Sell Global. As of today, quality products from China are reaching more than 200 countries and regions globally riding on the Tmall World initiative. By introducing these brands to global consumers, Tmall World shows the world the transformation of Made in China to Create in China.

KEY SEGMENTS



Tmall World serves nearly 100 million overseas Chinese through the Mobile Taobao app, which encompasses products from both Taobao and Tmall. Some of the recent localization initiatives included the launch of Tmall Supermarket in Hong Kong and door-to-door furniture delivery and assembly in Singapore and Malaysia.



Cainiao Network offers global consolidated shipping and global direct shipping to nine major markets each with a large Chinese population. Sea shipment option to Singapore and Malaysia is available for large items.



Alipay offers local card payment option in Hong Kong, Taiwan, Singapore and Malaysia.



Tmall World launched Taobao Collection in Singapore, Malaysia, Indonesia, the Philippines and Thailand in association with Lazada, the largest e-commerce platform in Southeast Asia, allowing consumers access to Chinese products through Lazada's logistics, warehousing and distribution systems.



Tmall World serves the 1.3 billion potential customers in India in association with the country's largest e-commerce platform Paytm.

TMALL WORLD X 11.11 GLOBAL SHOPPING FESTIVAL



This year, 100 Chinese Brands including HLA, Peacebird, Pechoin, Gree, Haier, Joyoung and Shanghai Jahwa will participate in a globalized 11.11 via Tmall World, extending the 11.11 Global Shopping Festival excitement to more than 200 countries and regions.

For more information on 11.11 Global Shopping Festival, please visit:
<http://www.alizila.com/alibaba-2017-11-11-global-shopping-festival-media-resources/>