



## GLOBAL SHOPPING FESTIVAL 2019

- 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.
- 2019 marks the 11<sup>th</sup> year of 11.11. It is set to be bigger than ever in terms of both scale and reach.
- Alibaba Group Executive Chairman and CEO Daniel Zhang conceived of 11.11 as a marketing concept in 2009, which has since turned "Singles' Day" into the world's largest shopping event.

### MILESTONES OF ALIBABA'S 11.11 GLOBAL SHOPPING FESTIVAL

2009  
GMV: ¥ 52 million  
260,000 parcels

- 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.

2010  
GMV: ¥ 936 million  
1 million parcels

- Taobao Mall launched the new www.tmall.com domain in Beijing.
- Total GMV for the first time exceeded RMB 100 million and 28 brands surpassed RMB 1 million in their GMVs.

2011  
GMV: ¥ 5.2 billion  
22 million parcels

- 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.

2012  
GMV: ¥ 19.1 billion  
72 million parcels

- 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.

2013  
GMV: ¥ 35 billion  
152 million parcels

- Total GMV surpassed total GMV of 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.
- For the first time, the total GMV surpassed that of Black Friday and Cyber Monday combined and became the world largest online shopping festival.

<p>2014 GMV: ¥ 57.1 billion 278 million parcels</p>	<ul style="list-style-type: none"> <li>▪ This year marked the first 11.11 since Alibaba debuted on the NYSE.</li> <li>▪ The Festival adopted an “All-in Mobile” strategy. Mobile GMV made up 42.6% of total GMV.</li> </ul>
<p>2015 GMV: ¥ 91.2 billion 467 million parcels</p>	<ul style="list-style-type: none"> <li>▪ Alibaba hosted the first-ever countdown Gala in Beijing to build up excitement on the eve of 11.11.</li> <li>▪ The Gala effectively combined retail with entertainment. Throughout the show, shoppers were able to interact with the performance through their smart phones.</li> </ul>
<p>2016 GMV: ¥ 120.7 billion 657 million parcels</p>	<ul style="list-style-type: none"> <li>▪ Alibaba’s technology played a large role in supporting the vast volume of transactions during 11.11. Alibaba Cloud processed 175,000 orders per second at peak. Alipay processed more than 1 billion payment transactions in total, and processed 120,000 transactions per second at peak.</li> <li>▪ Mobile GMV accounted for 82% of total GMV.</li> </ul>
<p>2017 GMV: ¥ 168.2 billion 812 million parcels</p>	<ul style="list-style-type: none"> <li>▪ “New Retail” was integrated into the 11.11 Global Shopping Festival for the first time.</li> <li>▪ 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.</li> <li>▪ 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).</li> <li>▪ Cainiao warehouse robots made this year’s 11.11 one of the most significant examples of human-machine collaboration.</li> </ul>

## 2018 11.11 AT A GLANCE

- Total GMV settled through Alipay was RMB213.5 billion (US\$30.8 billion), an increase of 27% compared to 2017.
- More than 180,000 brands participated in the 2018 11.11 Global Shopping Festival.
- Over 40% of consumers made purchases from international brands.
- 237 brands exceeded RMB100 million in GMV, including leading international brands Apple, Dyson, Kindle, Estée Lauder, L’Oréal, Nestlé, Gap, Nike and Adidas.
- For the first time, Lazada participated in 11.11 as part of the Alibaba ecosystem, bringing the festival to consumers in Singapore, Malaysia, Thailand, Indonesia, the Philippines and Vietnam.
- Cainiao Network processed more than 1 billion delivery orders.