



GLOBAL SHOPPING
FESTIVAL 2019

EVERY SINGLE WISH COUNTS

Countdown to 2019 11.11 Global Shopping Festival – Issue #1



Welcome to our first news bulletin offering insights into the 2019 [11.11 Global Shopping Festival](#), the world's largest 24-hour shopping extravaganza. As the festival enters its second decade, it keeps getting bigger: Over 200,000 brands will take part, offering more than 1 million new products to over 500 million participating users – about 100 million more than last year. 11.11 goes beyond discounts and sales. While the festival showcases new, innovative and engaging ways to shop, this year there's also a greater focus on green initiatives and sustainability across our ecosystem.

11.11's 'See Now, Buy Now' Opening Show Reaches Across China



Alibaba kicked off the 11.11 Global Shopping Festival with the ["Tmall Collection" show](#), a two-hour event livestreamed to 17 online media channels, including Mobile Taobao, Youku, Weibo, TikTok and Bilibili – up from 10 last year. The show was powered by Alibaba’s “See Now, Buy Now” technology, letting viewers buy the items they see on the catwalk in real-time via smartphone. Along with Burberry, Polo Ralph Lauren, Levi’s, M.A.C., Lancôme and Sisley, Scotch whisky maker Johnnie Walker wowed with a music-and-dance performance featuring limited-edition Game of Thrones-themed whiskeys. P&G’s feminine-hygiene brand Whisper put on an augmented reality-powered performance from virtual singer Luo Tianyi. Brands also unveiled 11.11 special-edition product packaging, offering a first peek at some of the 241 different custom packages being launched for 11.11.

Records Set on First Day of 11.11 Pre-Sales



Some stunning figures from brands in the first 24 hours of 11.11 pre-sales. Pre-sales allow shoppers to browse and load their carts, so they're ready to purchase on 11.11. Nearly 100 new products launched on Tmall each saw volume topping RMB10 million – more than double last year's first day of pre-sales.

2019 11.11 Pre-sale Highlights:

- Only 25 minutes into pre-sales, Estée Lauder hit nearly RMB500 million in transaction volume, exceeding last year's 11.11 pre-sales total. The hottest item was an eye cream. Some 400,000 sets sold out in just 36 minutes, generating over RMB200 million in sales.
- High-end German electrical brand Miele's washer-dryer sets generated over RMB10 million in sales, surpassing the brand's entire sales at last year's 11.11. Sisley sold out 5,000 bottles of lotion in the first second of pre-sales.
- Shu Uemura and Pikachu sold nearly 13,000 limited-edition cleansing oil gift- box sets in just 10 minutes.
- MAC and Chinese designer AngelChen sold 10,000 items from their limited- edition cosmetics line in 20 minutes.
- Shenzhen DJI's Osmo Pocket sold 1,600 pieces in 40 minutes

Chinese Consumers Discover More International Products



Tmall Global is helping over 22,000 brands from 78 countries and regions sell over 620,000 products to China via cross-border channels.

Kaola, joining for the first time this year, will also introduce over 10,000 international brands to meet Chinese consumers' increasing demand for international products

Pre-sales figures reflect hot demand:

- Transaction value of pre-sale orders increased 113% on Tmall Global from last year. The number surpassed last year's first-day transactions within 1 hour and 47 minutes.
- First-hour sales of beauty and body products increased 257% year-on-year. Japanese brand Dr. Arrivo's One Zeus beauty instrument (priced at RMB10,000 - around \$1,400) per unit), sold out all of its 6,000 pre-sale units in 30 seconds. Men's beauty and skincare product sales increased 922% in the first hour of pre-sales. Shiseido sold 50 times more units of its men's lotions on the first day of pre-sales than it would on a normal selling day.
- Sales of cat food increased over 2,500% year-on-year. Australian brand Realpetfood sold 2,000 cans of cat food in the first hour of pre-sales, which equals its total sales over 10 days of pre-sales last year.
- Maternity/infant and personal care products were the two most-popular categories on Kaola on the first day of pre-sales, up 137% and 163% year-on-year, respectively. Lego was the most-popular brand in these categories. It saw sales up 300 times from last year.
- Many baby care brands saw sales jump 1,000% year-on-year on the first day of pre-sales, including Lifeline care, Anpanman, Merries, B&B, Britax, Aveeno and Gerber.

Tmall 2.0 Takes Consumer Interaction to the Next Level

Thousands of merchants, including Tom Ford, MAC, Giorgio Armani Beauty, and Victoria's Secret will roll-out their upgraded storefronts on Tmall – called Tmall Flagship Store 2.0 – during 11.11. Version 2.0 offers new features and tools that enable brands to further engage with customers via rich, interactive content and an omnichannel experience. In their 2.0 stores, brands will be able to better target customers and match the right services and content.

Key features of Tmall Store 2.0:

The new store will help brands increase interactions with fans and be more creative in offering unique shopping experiences, thanks to the innovative service modules and technologies. Consumers can use an AR-powered virtual makeup tool to “try on” different products. Merchants can also create a 3D Taobao avatar for customers to try on clothes and jewelry. A unified online-offline loyalty membership program means customers can find promotions and in-store activities in offline stores nearby through the 2.0 storefront. This helps drive traffic to local stores and provides offline local brand stores more visibility on inventory.





Making 11.11 Greener

Via technology & new programs, this year's 11.11 will be greener than ever:

- Cainiao, Alibaba's logistics affiliate, will work with its partners to set up 75,000 recycling centers for consumers to drop off cardboard boxes and wrapping.
- They will also provide empty parcel pick-up services in Beijing, Shanghai, Guangzhou, Shenzhen and Hangzhou for re-use or recycling. And November 20 will be a day focused on the recycling of cardboard packaging.
- For consumers, joining recycling is easy and fun. They can collect red envelopes, coupons and Ant Forest green energy points if they commit to recycling their parcels.
- Tmall will also host special "trade-in" programs to allow consumers to replace over 40,000 used electrical and digital products from 250 brands for new ones, to reduce the waste/idle resources for each family.

Fliggy Offers Global Fun to Chinese Consumers



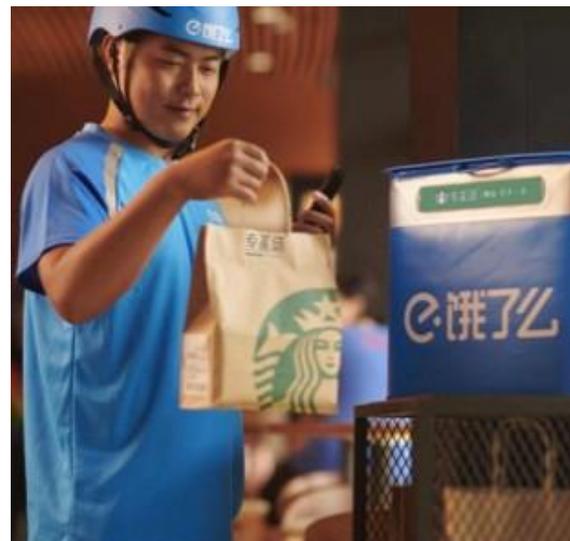
To satisfy Chinese consumers' demand for global travel, during 11.11, Fliggy will offer 30,000 different products for travel to over 200 destinations worldwide. Members of Fliggy's loyalty program can enjoy exclusive products and privileges from various world-known travel brands.

Fliggy's 11.11 Highlights:

- Fliggy's 11.11 landing page will feature deals from around the world—including cost-saving hotel packages, a Harry Potter-themed tour in the Scottish Highlands, a limited-edition tour of Yellowstone National Park in the US, and a luxury dining experience in a restaurant owned by Chanel, to name a few.
- 11.11 participants can also broaden their horizons by watching several thousand livestreaming sessions held by experts who offer travel tips and suggestions, along with virtual tours.

Local Services Bring 11.11 Closer to Communities

Alibaba's Local Services (Ele.me + Koubei) are bringing excitement to consumers through over 100 livestreaming sessions during 11.11. Freshippo, Alibaba's retail supermarket, will roll out offline activities in different cities, including Square Dance competitions across 13 cities and a hundred-person hotpot banquet in Chongqing.





Taobao Revs up Livestreaming to Sell Everything from Cosmetics to Cars

Livestreaming has become the most-effective and most-adopted marketing tool for brands during 11.11: On the first day of pre-sales, over 17,000 brands started livestreaming. Xiaomi's livestream attracted over 200,000 online viewers within the first 10 hours. Taobao is even selling cars through livestreaming, offering consumers instant discounts if they choose to buy a car online.

Global SMEs Join 11.11 Via AliExpress



AliExpress will enable local merchants from Russia, Spain, Italy and Turkey to participate in the 11.11 Global Shopping Festival for the first time. With support and consumer insights from AliExpress on brand optimization and marketing strategies, 11.11 is an excellent opportunity for SMEs and local UCWeb Offers Shopping via Browser Live Streams

UC Browser, the leading mobile browser under UCWeb in China and some of Asia's fastest-growing markets, is integrating popular content, including livestreaming, short videos and infographics to make shopping online and on mobile more fun and interactive for its over 600 million users.

sellers from around the world to launch products and build connections through e-commerce with consumers, both locally and globally.

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