



GLOBAL SHOPPING FESTIVAL 2019

OVERVIEW

- 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.
- The event began in 2009 with a total of RMB52 million (US\$7.8 million) in GMV. It has evolved from a 24-hour sales day to a global shopping and entertainment celebration, generating RMB213.5 billion (US\$30.8 billion) in GMV in one day in 2018.
- What truly sets 11.11 apart is how Alibaba leverages its innovative technologies to redefine the commerce experience for both brands and consumers within the Alibaba digital economy.
- This year will focus on "new consumption," "new business" and green action. More than 200,000 brands from 78 countries and regions will participate in 11.11 this year, with one million new products on offer.

WHAT'S NEW THIS YEAR?

NEW CONSUMPTION, NEW BUSINESS

Alibaba is leveraging its technologies to create redefined consumer experiences and meet the growing demand of Chinese consumers for new brands and new products.

- **New products:** One million new products will be on offer and 215 leading international brands such as Lancôme, SK-II, YSL Beauté, Givenchy and Shiseido will debut more than 240 11.11-themed special edition products.
- **Tmall 2.0:** Thousands of brands and merchants will roll out their upgraded stores, called the [Tmall Flagship Store 2.0](#), during 11.11. The stores offer brands more tools and opportunities for customization to deepen engagement and interaction with their consumers.

GLOBAL REACH

- More than 22,000 international brands from 78 countries and regions will participate in this year's 11.11 on Tmall Global, Alibaba's dedicated channel for cross-border e-commerce, providing an expansive international product selection for consumers.
- Lazada will take part in 11.11 for the second year, and will blend shopping and entertainment to attract participating merchants and consumers in its six Southeast Asia markets.
- While continuing to serve more than 200 countries and regions, AliExpress will enable local merchants from Russia, Spain, Italy and Turkey to participate in 11.11 for the first time.
- Daraz first brought 11.11 to South Asia last year, and is gearing up again with celebrations in Pakistan, Bangladesh, Sri Lanka, Myanmar and Nepal. India will celebrate 11.11 with the UC Shopping Festival, in association with Paytm, VMate and 9Apps.

LESS DEVELOPED MARKETS

To satisfy new consumers from lower tier cities joining Alibaba's platforms, Alibaba is underscoring its focus on serving consumers and small businesses in China's less-developed markets in this year's 11.11.

- Mobile monthly active users increased by 236 million over the past two years (as of September 2019). In fiscal year 2019, more than 70% of new consumers came from less developed areas. The user penetration in less developed areas was around 40% (as of June 2019).
- Additionally, Alibaba has helped factories digitize their operations and improve their efficiency by giving them access to analytics, IoT technology and marketing tools. These factories can manufacture more products to meet demands specifically for consumers from less developed areas.
- Juhuasuan, Alibaba's sales and digital marketing platform, is partnering with 1,000 brands to co-develop 1,000 products targeted towards lower tier cities in China.

A GREENER 11.11

In an effort to promote sustainability, Cainiao and its partners will implement various online and offline initiatives to contribute to a greener 11.11.

- **Recycling programs:** 40,000 Cainiao stations and an additional 35,000 stations operated by its express courier partners will serve as recycling centers for consumers to drop off cardboard boxes. Consumers will be also be rewarded "green energy" points on Ant Forest for their recycling efforts.
- **Nationwide Recycling Day:** Cainiao and its partners will make November 20th a day focused on the recycling of cardboard packaging. They will work to convert 75,000 locations into permanent recycling stations, where express courier companies can pick up used cardboard boxes and wrapping.
- **Tmall trade-in programs:** 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.

11.11 COUNTDOWN EVENTS

For the predominantly young and mobile-savvy Chinese consumers, online shopping goes beyond just adding items to virtual shopping carts. Beginning on October 21, Alibaba hosted a series of events to harness the excitement in the lead-up to 11.11.

Tmall COLLECTION

- Tapping into Chinese consumers' interest in livestreaming, Alibaba held its first "See Now, Buy Now" fashion show in 2016 to showcase global fashion brands and create a platform to engage with Chinese millennials.
- In addition to fashion apparel and accessories, this year's show expanded to include new categories fast-moving consumer goods and electronics. The show was streamed live across 18 platforms, allowing consumers to buy the products and fashions featured on the show in real-time and attracting a total of 87.8 million views.
- The show featured the latest collections and new products from 24 Chinese and international brands, including MAC, Levi's, Polo Ralph Lauren, Johnnie Walker, Sisley and Burberry.
- Eleven brands, including Origins, L'Occitane, Kanebo, Oppo and LG, unveiled 11.11 special-edition product packaging at the show.

POWER OF LIVESTREAM

Kim Kardashian West, the American reality TV star, social media icon and businesswoman, launched her name-brand KKW Fragrance on Tmall Global in October 2019. On November 6, Kim took part in a Tmall Global influencer event and conducted [her first-ever livestream to China](#) with the country's top key opinion leader, Viya Huang, drawing 13 million viewers and selling out of her stock.

Here are some numbers that show the impact of livestreaming during 11.11:

- Popular categories leveraging livestreaming include cosmetic and apparel, home appliance, fashion and jewelry, auto, food and beverage.
- On the first day of the pre-sales period, more than 17,000 brands started livestreaming. Xiaomi's livestream attracted over 200,000 online viewers within the first 10 hours.
- For the beauty industry in the pre-sale period, the number of merchants who used livestreaming increased by 200% and the number of orders through livestreaming increased 50 times compared to last year.
- On Taobao Live, 55 cars were sold in just 1 second. Premium auto brands, such as Volvo, are part of this year's car-buying promotion through livestreaming.

11.11 GLOBAL SHOPPING FESTIVAL GALA CELEBRATION

- The 11.11 Global Shopping Festival Gala Celebration, held on the evening of November 10, will be broadcast live by Youku from Shanghai's Mercedes-Benz Arena. The gala will also be broadcast across nearly 30 platforms and TV channels, in over 50 countries and regions globally.
- Multiple Grammy Award-winning singer-songwriter Taylor Swift will join a lineup of international and local celebrities at the gala.

'ALL IN' FROM THE ALIBABA DIGITAL ECONOMY

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 also kicked off an Olympics-themed promotional campaign, including 1,111 limited-edition tour packages. They pair cruises and hotel listings on the Fliggy platform with Alibaba's Olympics ticket giveaway.

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 new retail supermarket, will roll out offline activities across different cities in celebration of 11.11, including Square Dance competitions in 13 cities and a hundred-person hotpot banquet in Chongqing.

GROCERY SHOPPING BECOMING A BIG PART OF 11.11

- Discounts and coupons for best-selling grocery items have become available during 11.11 for Chinese consumers, both online and offline, through the integration of Tmall Supermarket, Tao Xian Da and RT-Mart.
- Consumers now have more choices than ever before: they can choose in-store shopping and scan QR codes to get coupons, or simply click through their mobile phone to get the same discounts online and have grocery items delivered to their home.

CAINIAO SMART TECH IMPROVES EXPERIENCES FOR BRANDS AND CONSUMERS ON 11.11

- Cainiao has deployed the latest technologies for 11.11 to offer a seamless package pick-up-and-return experience for consumers, e.g., facial recognition technology at smart lockers for pick-up.
- For this 11.11, smart supply chain technologies help brands optimize their merchandising strategy, down to the SKU level, and Cainiao is helping Tmall merchants manage supply chain on their smart phones.

LAZADA'S 11.11 REDEFINES SOUTHEAST ASIA RETAIL EXPERIENCE

Lazada has made 11.11 a key industry growth driver, changing the way people shop and the way merchants do business in Southeast Asia. It will feature a range of activities from November 1, enabling shoppers to have more fun as they shop in the lead up to the big day. Highlights include:

- Lazada's in-app interactive gameshow, **GUESS IT! King**, became the most watched livestreamed program across Southeast Asia, hitting a record 1.1 million views. The show featured an entertaining format with KOLs playing variety show games while highlighting some 11.11 must-buy items.
- Offline to online innovations, such as **Stamp Hunt**, enable consumers to head to partners' offline stores to scan QR codes and earn rewards.
- **Super Show** on November 10 will be livestreamed in five countries, marking the debut of an interactive "Voucher Rain" segment, where viewers can use their Lazada app to collect exclusive 11.11 vouchers in real-time.

ALIPAY'S E-WALLET PARTNERS SUPPORT 11.11 IN SOUTHEAST ASIA

- Six Alipay e-wallet partners will support 11.11 in Southeast Asia this year. Consumers can pay on e-commerce platforms including Lazada or Daraz with partners such as TrueMoney in Thailand, DANA in Indonesia, TnGD in Malaysia, GCash in the Philippines, bKash in Bangladesh and Easypaisa in Pakistan.
- In addition, international travelers in China during 11.11 will have a chance to become part of the fun thanks to the [newly expanded digital payment services](#) provided by Alipay. Tourists visiting China can now top up their Alipay mobile app in increments of as much as RMB2,000 (US\$285), and use the service to fulfill both online and offline payments during their trip to China.