



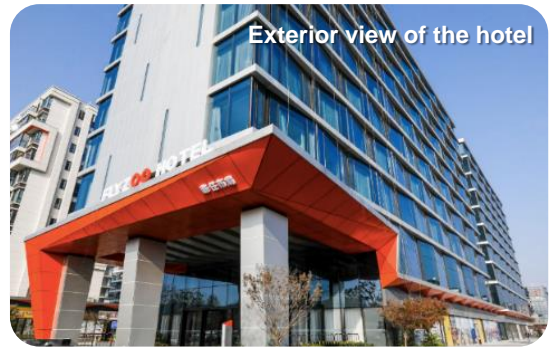
FlyZoo Hotel – “Future Hotel” by Alibaba Group

OVERVIEW

The FlyZoo Hotel, a “Future Hotel” by Alibaba Group which soft launched on December 18, 2018, strives to transform the hospitality industry by leveraging cutting-edge technology from across Alibaba’s ecosystem. The 290-room hotel features a hotel-wide client identity recognition system and a wide range of AI intelligent services to generate a convenient, seamless experience for guests. The use of intelligent facilities coupled with digital management and operational systems means that hotel employees can spend less time on routine work and focus on providing guests with a level of service that goes the extra mile. By marrying hospitality with technology, the FlyZoo Hotel represents Alibaba’s endeavor to inspire and empower the tourism industry to embrace innovation.

LOCATION

The FlyZoo Hotel is located in the Alimall, which is next to Alibaba’s corporate campus in the Xixi district of Hangzhou, China. Alimall is a test-bed of Alibaba’s “New Retail” concept, which aims to redefine commerce by enabling convergence of the online and offline consumer experience through technology. The FlyZoo Hotel will enrich the existing New Retail experiences available at Alimall, which currently includes Freshippo (Alibaba’s technology-driven supermarket chain), Taobao Select (Taobao’s physical store which features original brands on its platform) and virtual fitting mirrors, among others.



Exterior view of the hotel



Hotel lobby



Guest room



Alimall

MEANING OF “FLYZOO”

“Fly” stands for Fliggy, Alibaba’s travel platform that provides users with innovative experiences, and “Zoo” represents the way the hotel leverages different resources from Alibaba’s ecosystem.

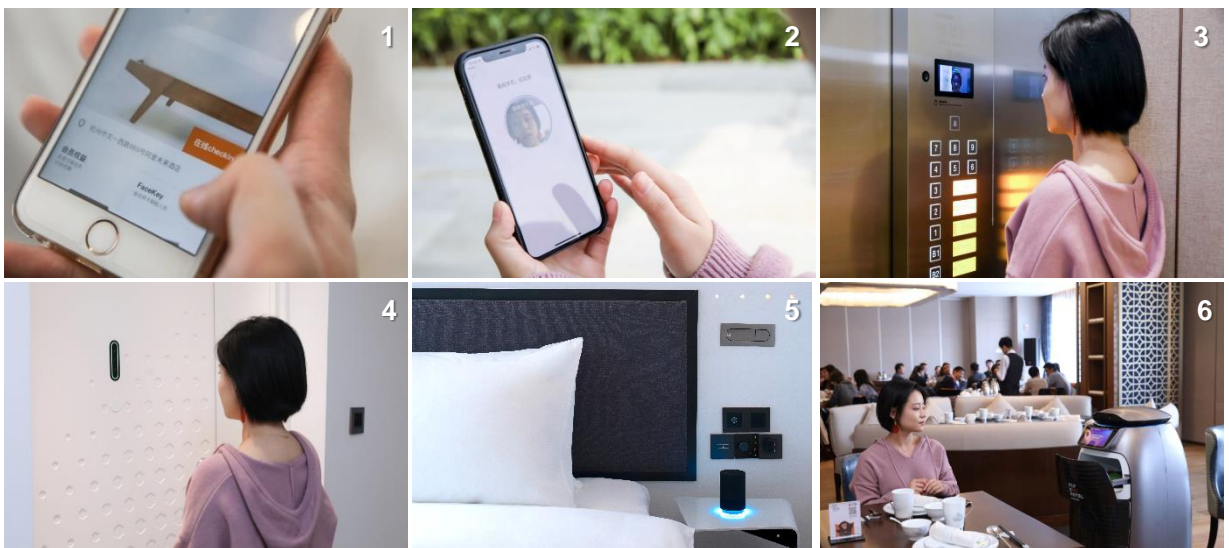
The Chinese hotel name “菲住布渴 (*fei zhu bu ke*)” is a pun on “a must to stay here” and “Fliggy.” “菲 (*fei*)” is also a pun on “baboon,” a highly intelligent animal; while “住 (*zhu*)” means accommodation, “布 (*bu*)” represents textiles or a comfortable environment; and “渴 (*ke*)” signifies fine food and drinks.

HIGHLIGHTS

There are many features that make the FlyZoo Hotel stand out as a unique offering, harnessing various technological elements supported by Alibaba’s ecosystem:

- ▶ Room reservation can be made with the FlyZoo app, which also allows guests to pre-select the preferred floors, locations and directions of their rooms.
- ▶ Check-in can be done entirely through the app before a guest’s arrival or through one of the self-service check-in kiosks in the hotel lobby. Both options involve leading facial recognition technology that will then also enable guests to conveniently unlock their room doors.*
- ▶ With the hotel-wide client identity recognition system, guests can also have their faces scanned as identity proof to activate elevators, and access the gym and restaurants.*
- ▶ Tmall Genie, a smart speaker system available in the hotel’s rooms, assists with temperature control, lights, curtains and operating the TV. Tmall Genie is also on hand 24/7 to allow guests to request water and other amenities through voice commands.
- ▶ Delivery of food and other items will be partially performed by the hotel’s room-service robots. Robots are also used in the hotel’s restaurants to assist in dish delivery.

** Note: Guests can choose not to use facial recognition and access their floors and rooms and hotel facilities by traditional means.*



1. Guests can make room bookings with the FlyZoo app.
2. Check-in can be done before arrival with facial recognition.
3. Facial recognition is used in elevators for access control.
4. Guests can unlock their room doors with their “Face Keys.”
5. Each guest room is equipped with Tmall Genie to provide round-the-clock service.
6. Robots are used in the hotel’s restaurants to deliver dishes.

COLLABORATIVE EFFORT

Alibaba has leveraged expertise from businesses throughout its ecosystem to create the FlyZoo Hotel, demonstrating the power of connectivity and the Group's strength in depth:

- ▶ **Fliggy**, the unit leading the creation of the FlyZoo Hotel, coordinated internal resources to design the entire experience flow process.
- ▶ **Alibaba Cloud**, Alibaba's cloud computing arm, provided its reliable underlying big-data service.
- ▶ **Taobao's technology team** developed the hotel's digitized operational platform, AI smart service console and intelligent scenario system.
- ▶ **Alibaba A.I. Labs**, the department leading consumer AI product development, deployed its most advanced intelligent service robots.
- ▶ **DingTalk**, which operates Alibaba's enterprise chat and collaboration app, powered the hotel's data operations platform.

WHY FLYZOO HOTEL?

By handling repeated routine work through intelligent and automatic processes, the FlyZoo Hotel is capable of focusing on providing a more personal experience. These efforts seek to tackle the problem of the "Last Mile," which would be an important upgrade for the travel industry.

As smart technology is reshaping retail, the travel industry is also on the cusp of a digital transformation. The FlyZoo Hotel represents Alibaba's attempt to set the future benchmark in hospitality by creating a prototype that melds hospitality with digital technology and online with offline. The technological capabilities and experience gained by the FlyZoo Hotel will offer hospitality industry players invaluable insights that can help them take hotel operations to the next level.

RESERVATIONS

Guests who wish to experience the FlyZoo Hotel can book their stay via the Fliggy platform or directly make a reservation on the FlyZoo app, which is available for download at www.flyzoohotel.com.