



GUIDE TO THE 2019 11.11 GLOBAL SHOPPING FESTIVAL DATA SCREEN

The media center data screen gives an up-close look at how Alibaba Group's digital economy operates on 11.11. The screen will display a range of data related to the 2019 11.11 Global Shopping Festival, offering in-depth insights into the activities taking place throughout the Alibaba digital economy during the world's largest shopping festival.

GMV SCREENS

- The cumulative total 11.11 GMV (in RMB and US dollars) refers to the total value of orders settled through Alipay on Alibaba's China retail marketplaces, Lazada, AliExpress, Kaola and New Retail and consumer services platforms within a 24-hour period on November 11, according to Beijing time.
- The GMV in US dollars is calculated based on the central parity rate announced by the PBOC on November 8, 2019, which is USD1 = RMB6.9945.

GLOBAL SCREENS

- The global screens provide an overview of how Alibaba's digital economy serves the global consumers during 11.11, with data from businesses such as Tmall World, AliExpress, Cainiao and Alipay.
- This set of screens also includes updates from Tmall Global and Lazada.

CHINA SCREENS

- This set of screens showcases top new products and top new-product categories launched through Tmall's Hey Box (Tmall's product debut marketing tool) and highlights of popular Juhuasuan industry clusters in China on 11.11.

REGIONAL SCREENS

- These screens show real-time consumption and sales updates in Chinese provinces and cities on 11.11.
- Updates include rankings of top-spending provinces and cities; consumption and sales highlights in different provinces of China; and highlights in various key cities.

BRAND SCREENS

- The brand ranking screens show brand rankings by aspects of consumers' daily life such as fashion, food and home, and by specific sectors.
- The rankings include top-selling brands, fastest-growing brands and emerging brands.

DEMOGRAPHICS SCREENS

- These screens feature consumption trends of specific consumer demographics including young shoppers from smaller towns, wealthy bachelors / bachelorettes, consumers born after 1995, and the silver hair generation.
- There will be highlights of the top-selling products and top-selling new products in each demographic.

88VIP SCREEN

- The screen maps out the 88VIP benefits in a gamified virtual city. There will be rankings of 88VIP members' favorite brands, restaurants, international travel destinations, etc.