

Alibaba Group 2020 11.11 Global Shopping Festival News Flash

November 2



The **2020 11.11 Global Shopping Festival** is now ON! This year's **11.11** has two shopping windows, **November 1 to 3** and **THE DAY November 11**, doubling supports to merchants and opportunities for consumers to shop! Here are **highlights from the first day** of the first shopping period,

- **The 2020 11.11 Global Shopping Festival Livestreaming Gala** was hosted on October 31, lived through Hunan Satellite Television, Youku, and other platforms for **about 5 hours**. **70 celebrities** and **17 Taobao Live studios** joined the show, perfectly combined entertainment and shopping.



- **The exciting moment** - at 00:00 on November 1, **hundreds of millions of consumers** flooded to Taobao and Tmall to place orders and check out for the **14 million** discounted items.



- **A new delivery record** - at 00:11 on **November 1**, the **first parcel of this event was delivered** to a consumer in Wuhou District, who placed an order for mosquito-repellent incense liquid at 00:00 via Eleme.

- **New sales records achieved at top speed** - **100 brands achieved GMV exceeding RMB 100 million in 111 minutes** after the sales officially commenced, including Nike, Adidas, Huawei, Midea, Xiaomi, Quanyou Home, Lin Wood, Perfect Diary, Barabara, Apple, L'Oréal, Haier, Estée Lauder, Lancôme, and more.

Strong demand for imported goods on Tmall Global

Positive results from the 11.11 presales period show a robust and continuously growing demand for imported goods. October 21, **the first day of presales, Tmall Global's GMV increased by more than 90% year on year:**

- GMV of imported coffee beans saw **92% YoY** growth
- GMV of imported wine and bird's nest saw **400% YoY** growth
- GMV growth rate of an imported camel milk brand from Dubai increased by **100%** compared to its performance during the 618 Mid-Year Shopping Festival, which was held from June 1 to 18.

In collaboration with 30 KOLs, including China's top beauty influencer Austin Li, Tmall Global released its predictions for this year's 50 most popular products on October 16, so Chinese consumers can familiarize themselves with the latest global trends and enjoy popular products from overseas without leaving the comfort of their own homes.

McDonald's China and Alibaba to launch cross-platform storefront



Before the kickoff of this year's Global Shopping Festival, **McDonald's China has worked with Alibaba to launch a cross-platform storefront** to integrate membership, marketing, coupon sales, on-demand delivery and pick-up features for consumers from multi-scenarios.

The collaboration marked a new implementation case of Alibaba Business Operating System, which is a unique solution that empowers businesses to extract new value from digital transformation in the Alibaba Digital Economy. **McDonald's China also leveraged with Taobao, Tmall, Alipay, Koubei and Ele.me to provide exclusive 11.11-themed bucket meal on the multiple platforms of Alibaba's ecosystem during this year's Global Shopping Festival.**

First-ever Cartier jewelry livestream show on Taobao Live

As an exclusive promotion during the 11.11 period, luxury brand **Cartier hosted its first high-end jewelry show on Taobao Live**. During the broadcast, the brand unveiled more than 400 pieces of glittering timepieces and jewelry, including a necklace valued at RMB190 million (\$28.3 million). **The livestream attracted 770,000 viewers in just two hours.**

Other brands from Cartier's parent company, Richemont, are also participating in this year's 11.11, with **Montblanc, Piaget, IWC Schaffhausen and six other jewelry and watch brands joining for the first time**. **Close to 200 luxury brands** are participating in this year's 11.11 - doubling the brands from last year's festival.

Spring Thunder Initiative boosts agriculture sector

Since Alibaba launched its 2020 Spring Thunder Initiative six months ago, the company's digital economy **has empowered more than 1,800 agricultural production belts through digital technologies**. For example, it helped sell **800,000** agricultural products, broadcast **more than 2 million** agriculture-related livestreaming sessions, cultivated **more than 100,000** rural livestream hosts and helped drive **over 200%** monthly sales growth for **nearly 1,000** regional agricultural brands.

In the run-up to 11.11, Taobao helped farmers in Sichuan province's Liangshan prefecture secure a large order of 60 million apples from its merchants. **The order is expected to bring Liangshan's farmers at least RMB100 million (\$14.9 million) in revenue.**