

# Alibaba Group

## 2020 11.11 Global Shopping Festival News Flash

November 10



**This year's 11.11 Global Shopping Festival** has entered its final stretch and continues to bring the best deals and products to consumers. To prepare for the final sales rush tomorrow on 11.11, we take a look at some of the highlights so far from this year's festival.

**11.11 Extends from 24 Hours to an 11-Day Shopping Campaign**  
Alibaba Group last week announced its financial results for the quarter ended September 30th, 2020. Alibaba Group Chairman and CEO Daniel Zhang said: **"We kicked off the 2020 11.11 Global Shopping Festival and this year we extended the festival from 24 hours to an 11-day campaign with two shopping windows.** The first window is from November 1st to November 3rd and the second is November 11th. We have made this change for a number of important reasons. We want to give consumers more time to browse and get the deals while easing pressure on the logistics infrastructure. This helps consumers receive their packages sooner and enjoy a better shopping experience."

Zhang continued by saying: **"Our merchants will also benefit from more exposure and selling opportunities that will help them recover from the impact of the pandemic.** This year, 11.11 goes beyond online shopping for physical products."

During the September 2020 quarter, Tmall's online physical goods gross merchandise value (GMV) grew 21% year over year while Tmall Global's GMV increased 37% year over year and Taobao's year-over-year growth rate for its online physical goods GMV was in the high teens, all excluding unpaid orders.

### The Second Shopping Window of 11.11 is Ready to Kick Off

This year's participating brands and merchants are all working hard in preparation for the second shopping window of 11.11. During this period on November 11th, **there will be more than 16 million discounted products, with even more markdowns and promotions than the Festival's first sales phase.**

Among these items, more than 1 million are popular goods that are shipped to China as brands re-arrange their inventories globally to meet the high demand of Chinese consumers, and more than 3 billion are put on an offer in the Festival for the very first time. **Bringing a dizzying array of products to consumers, this global order of products makes 11.11's second shopping window truly unmissable.**

### Katy Perry to Star in Alibaba's 11.11 Gala

Hosted together with Youku and Dragon TV, **the sixth annual 11.11 Gala** will kick off **at 7:30 p.m. on November 10th** at the Mercedes-Benz Arena in Shanghai. Through their respective official Weibo accounts, **Katy Perry and the 11.11 Gala announced that they would join forces this year to put on a star-powered show,** with Perry adding that she looked forward to meeting her fans in China. Stay tuned for more details tonight on how Perry will be appearing on stage.



The 11.11 Gala will be broadcast live on **Youku, Taobao Live, Dragon TV and Zhejiang Television** and will be made available in **more than 200 countries and regions** around the world.

### Renowned International Brands Prepare for the Final Stretch

Despite outbound travel restrictions still being in place amid the global pandemic, luxury spending has slowly returned and recovered. After 11.11's presales and first shopping window, **a large number of renowned international brands** have been **stocking up and preparing** even more surprises for Chinese consumers.

For example, **famed French fashion brand Chloé - which made its 11.11 debut this year -** quickly sold out its popular handbags between the start of presales on October 21st to the beginning of the first sales window on November 1st. In preparation for **the second sales period** on November 11th, Chloé has been taking active measures to **adjust stocks of its most popular items.**



**Balenciaga**, which is also participating **for the first time** this year, managed to **sell out many items** on the first day of official sales on November 1st.



Other big-name brands have achieved similarly outstanding results: Within the first hour, Furla outperformed its average daily sales volume of September and October by 20 times while Bally outperformed its average daily sales volume of the same period by 60 times.

### Five-Star Hotels Achieve Stellar Results on Fliggy

As domestic tourism recovers rapidly, many world-class hotel groups have achieved stellar results through Fliggy. During 11.11's first sales window, **more than 600,000 packages** have been snapped up from Accor, Marriot, Hyatt, Hilton, InterContinental, Shangri-La and other five-star hotels.

International hotel groups Marriott and Accor also **passed 11.11's RMB1 billion (US\$151 million) transaction mark for the first time.** Meanwhile, **more than 28,000 vouchers** were snapped up for two-night stays at 80 hotels under Hyatt while **more than 25,000 nationwide passes** from Hilton were sold. RMB1,499 (US\$227) packages for Shanghai Disney Resort, RMB999 (US\$150) packages for the InterContinental One Thousand Island Lake Resort and other popular products all sold out their first batches of inventory.

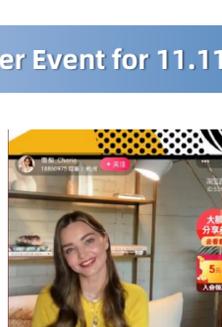
International hotel brands not only customized new products for 11.11 but also issued unprecedented discounts, with prices for many properties being as low as 30% of their regular daily rates.

### Apple's Tmall Flagship Store Stocks Up on iPhone 12 Series

At noon on November 5th, Apple's Tmall Flagship Store re-released the iPhone 12 series and immediately shot to the top of Weibo's trending topics. The **new iPhone 12** together with the two products of the same series **iPhone 12 Mini** and **iPhone 12 Pro Max** are **now available for presales on Apple's Tmall Flagship Store and the official Apple website** starting November 6th.

### Tmall Global Brings Back its "Walk of Fame" Influencer Event for 11.11

Following its hugely successful debut last year, Tmall Global's **"Walk of Fame" influencer event** returns once again with an incredible lineup of the world's most popular key opinion leaders.



During this year's 11.11, **global music superstar Taylor Swift**, basketball legend Magic Johnson and supermodel Miranda Kerr will all take part in **interactive live broadcasts** to connect and engage with Chinese consumers.

### 11.11 Serves up Fresh Food Products from Around the World

**Agricultural products have always played a big role in 11.11**, and this year is no different. This year, consumers can enjoy pomelos from Fujian, oranges from Yunnan, potatoes from Gansu and many other farm-to-platform goods from across China.

There are also **agricultural products from other countries around the world.** These include cherries that have flown 56 hours from Chile to Shanghai and premium Russian steaks that have been delivered at -18°C through the cold-chain logistics network from Moscow via Vladivostok to **reach Chinese consumers.**