

# Alibaba Group at a Glance

## Company Overview

Founded in 1999, Alibaba Group is the largest retail commerce company in the world in terms of gross merchandise volume (GMV). As of September 30, 2016, we had 439 million annual active buyers on our China retail marketplaces connecting with millions of merchants and brands.

Our businesses are comprised of core commerce, cloud computing, digital media and entertainment, innovation initiatives and others. Through investee affiliates, we participate in the logistics and local services sectors. We have a profit-sharing interest in Ant Financial Services, the financial services group that operates Alipay, the leading third-party online payment platform in China.

Alibaba's two largest marketplaces are Taobao Marketplace, China's largest mobile commerce destination, and Tmall.com, China's largest third-party platform for brands and retailers.

## Mission

Alibaba's mission is to make it easy to do business anywhere. Our founders started our company to champion small businesses, in the belief that the internet would level the playing field by enabling small enterprises to leverage innovation and technology to grow and compete more effectively in the domestic and global economies.

## Vision

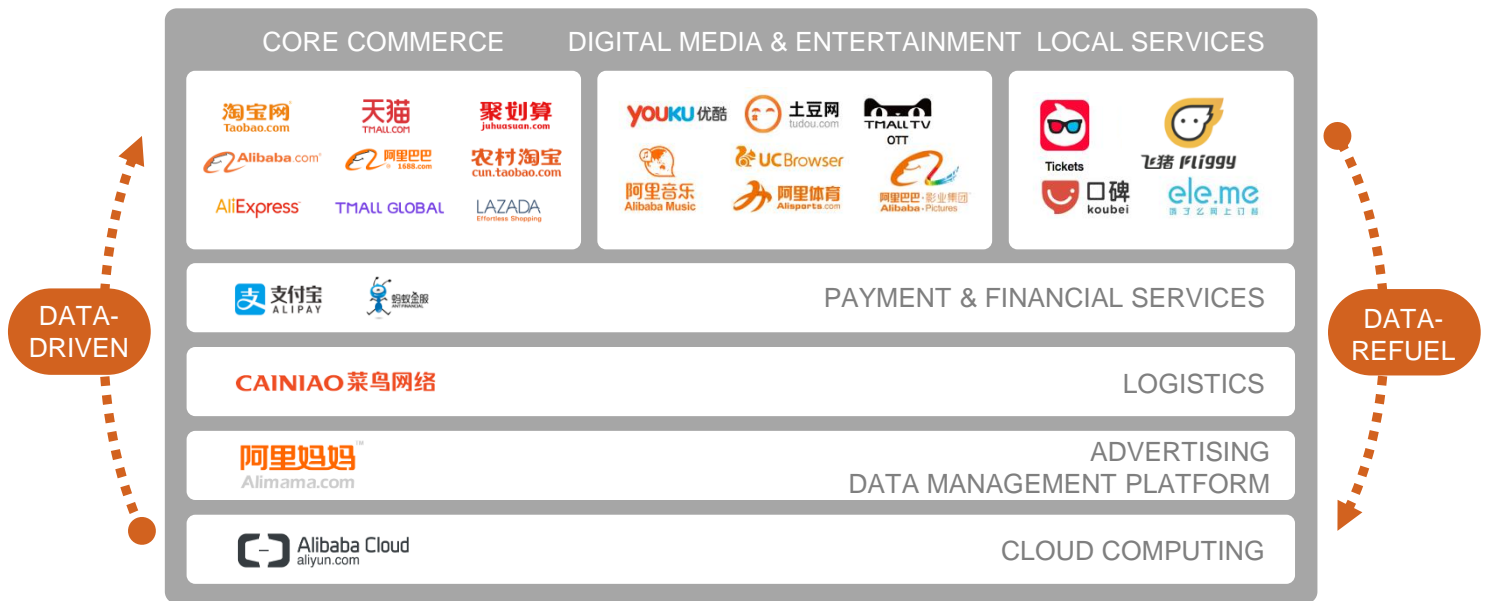
We aim to build the future infrastructure of commerce. We envision that our customers will meet, work and live at Alibaba, and that we will be a company that lasts at least 102 years.

- ▶ **Meet @ Alibaba**  
Enabling hundreds of millions of commercial and social interactions every day
- ▶ **Work @ Alibaba**  
Empowering our customers with the fundamental infrastructure for commerce and data technology
- ▶ **Live @ Alibaba**  
To become central to the everyday lives of our customers
- ▶ **102 Years**  
To span three centuries



# Alibaba Group at a Glance (Cont'd)

## Our Ecosystem



## Strategy

Alibaba's long-term strategic goal is to serve 2 billion consumers around the world and support tens of millions of businesses to operate profitably. Three key initiatives to achieve this goal are:

- ▶ **Globalization:** Our China retail marketplaces provide the gateway for international brands, retailers and small businesses to access China's consumers.
- ▶ **Rural Expansion:** More than 600 million people in China reside in rural areas. We aim to give rural residents greater access to a broader variety of high-quality goods and services through our Rural Taobao program. At the same time, we help farmers earn more by selling agricultural products directly to urban consumers.
- ▶ **Big Data/Cloud Computing:** Alibaba Cloud is China's largest provider of public cloud services in 2015 by revenue. As of September 30, 2016, Alibaba Cloud had 651,000 paying customers.

## 11.11 Global Shopping Festival

Alibaba is well-known for creating and operating the world's largest one-day online shopping festival every year on November 11. On November 11, 2016, our China and international retail marketplaces generated a GMV of RMB120.7 billion (US\$17.8 billion) settled through Alipay within a 24-hour period.