

# Alibaba Group at a Glance

## Company Overview

Founded in 1999, Alibaba Group enables businesses to transform the way they market, sell and operate. We provide the fundamental technology infrastructure and marketing reach to help merchants, brands and other businesses to leverage the power of the internet to engage with their users and customers.

Our businesses are comprised of core commerce, cloud computing, digital media and entertainment, innovation initiatives and others. Through our subsidiary Cainiao Network and investee affiliate Koubei, respectively, we participate in the logistics and local services sectors. In addition, we have a strategic relationship with Ant Financial Services, the financial services group that operates mainly through Alipay, the leading third-party online payment platform in China.

Alibaba Group is the largest retail commerce company in the world in terms of gross merchandise value (GMV). As of March 31, 2018, we had 552 million annual active consumers on our China retail marketplaces connecting with millions of merchants and brands. Our two largest marketplaces are Taobao Marketplace, China's largest mobile commerce destination, and Tmall, 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.

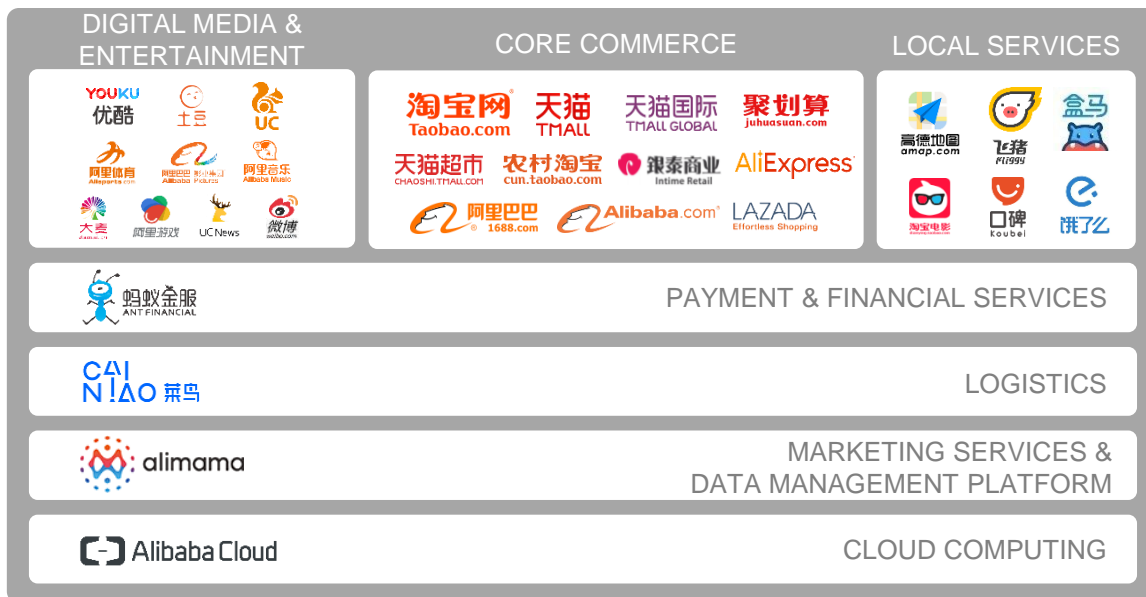
## Vision

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



## The Alibaba Ecosystem



\* Ant Financial, Alibaba Pictures, Weibo, Paytm, Tao Piao Piao and Koubei are affiliated entities

## Strategy

Alibaba's long-term strategic goal is to serve 2 billion consumers around the world and support 10 million businesses to operate profitably. Three key initiatives to achieve this goal are:

- ▶ **Globalization:** We promote two-way trade between China and the world through our China retail marketplaces, Alibaba.com and AliExpress. Our long-term vision is to build a global commerce platform that is virtual and borderless, which we refer to as the electronic World Trade Platform, or eWTP.
- ▶ **Rural Expansion:** Some 590 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 to urban consumers.
- ▶ **Big Data and Cloud Computing:** We believe our world is rapidly transitioning from an information technology, or IT, economy to a data technology, or DT, economy. We will continue to implement our data strategy through the application of data intelligence, machine learning and deep learning technologies and invest in our cloud computing platform to support our own businesses and those of third parties.

## New Retail

The consumer retail industry is experiencing a radical disruption driven by digital technology. We believe "e-commerce" will be replaced by New Retail where the distinction between online and offline retail becomes obsolete. We have been driving the development of New Retail with the vision of delivering true convergence of the online and offline consumer experience through mobile and enterprise technology.