

Alibaba Group at a Glance

Company Overview

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

Our businesses are comprised of core commerce, cloud computing, digital media and entertainment, and innovation initiatives. In addition, Ant Financial, a company in which we have agreed to acquire a 33% equity stake, provides payment and financial services to consumers and merchants on our platforms. An ecosystem has developed around our platforms and businesses that consists of consumers, merchants, brands, retailers, other businesses, third-party service providers and strategic alliance partners.

Alibaba Group is the largest retail commerce business in the world in terms of gross merchandise value (GMV). As of December 31, 2018, we had 636 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.

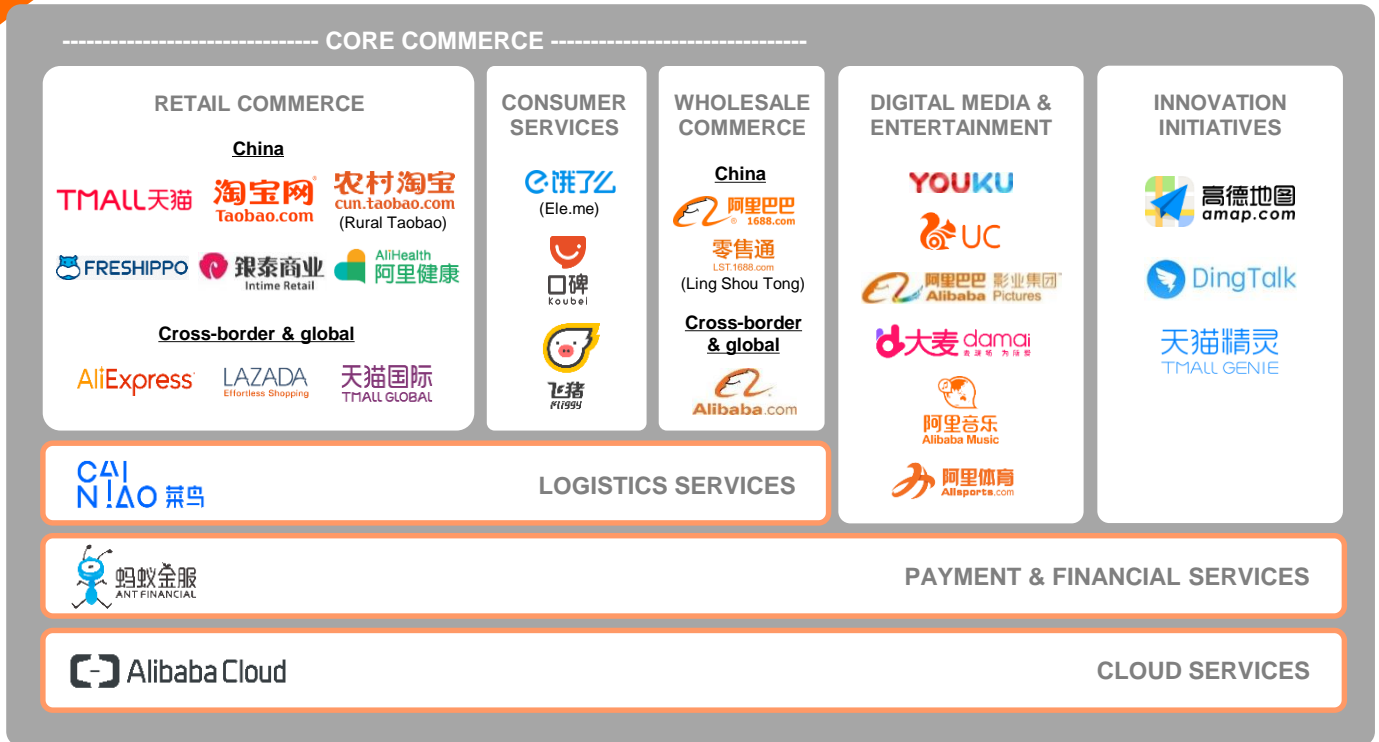
Vision

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 commercial and social interactions among users, between consumers and merchants, and among businesses every day
- ▶ **Work @ Alibaba**
Empowering our customers with the fundamental infrastructure for commerce and new technology
- ▶ **Live @ Alibaba**
To become central to the everyday lives of our customers
- ▶ **102 Years**
To span three centuries



Alibaba Digital Economy



Strategy

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

- ▶ **Globalization:** We promote two-way trade between China and the world through our China retail marketplaces, Alibaba.com and AliExpress. More broadly, we aim to create a free, innovative and inclusive international trading environment by promoting public-private dialogues and sharing best business practices.
- ▶ **Rural Expansion:** 576 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 provide farmers with easier access to urban consumers which enables them to earn more for their agricultural products.
- ▶ **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 artificial intelligence to all aspects of our business and to 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.