

Alibaba Group at a Glance

Company Overview

Founded in 1999, Alibaba Group enables businesses to transform the way they market, sell and 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, an unconsolidated related party, provides payment and financial services to consumers and merchants on our platforms. A digital economy has developed around our platforms and businesses that consists of consumers, merchants, brands, retailers, third-party service providers, strategic alliance partners and other businesses.

Alibaba Group is the largest retail commerce business in the world in terms of gross merchandise volume (GMV), according to Analysys. As of June 30, 2019, we had 674 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, the largest third-party online and mobile commerce platform for brands and retailers in the world.

Alibaba Digital Economy



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 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**
We enable commercial and social interactions among hundreds of millions of users, between consumers and merchants, and among businesses every day
- ▶ **Work @ Alibaba**
We empower our customers with the fundamental infrastructure for commerce and new technology, so that they can build businesses and create value that can be shared among our digital economy participants
- ▶ **Live @ Alibaba**
We strive to expand our products and services to become central to the everyday lives of our customers

By the year 2036, we aim to have served 2 billion global consumers, empowered 10 million profitable businesses and created 100 million jobs.

- ▶ **102 Years**
To span three centuries

