

Alibaba Group at a Glance

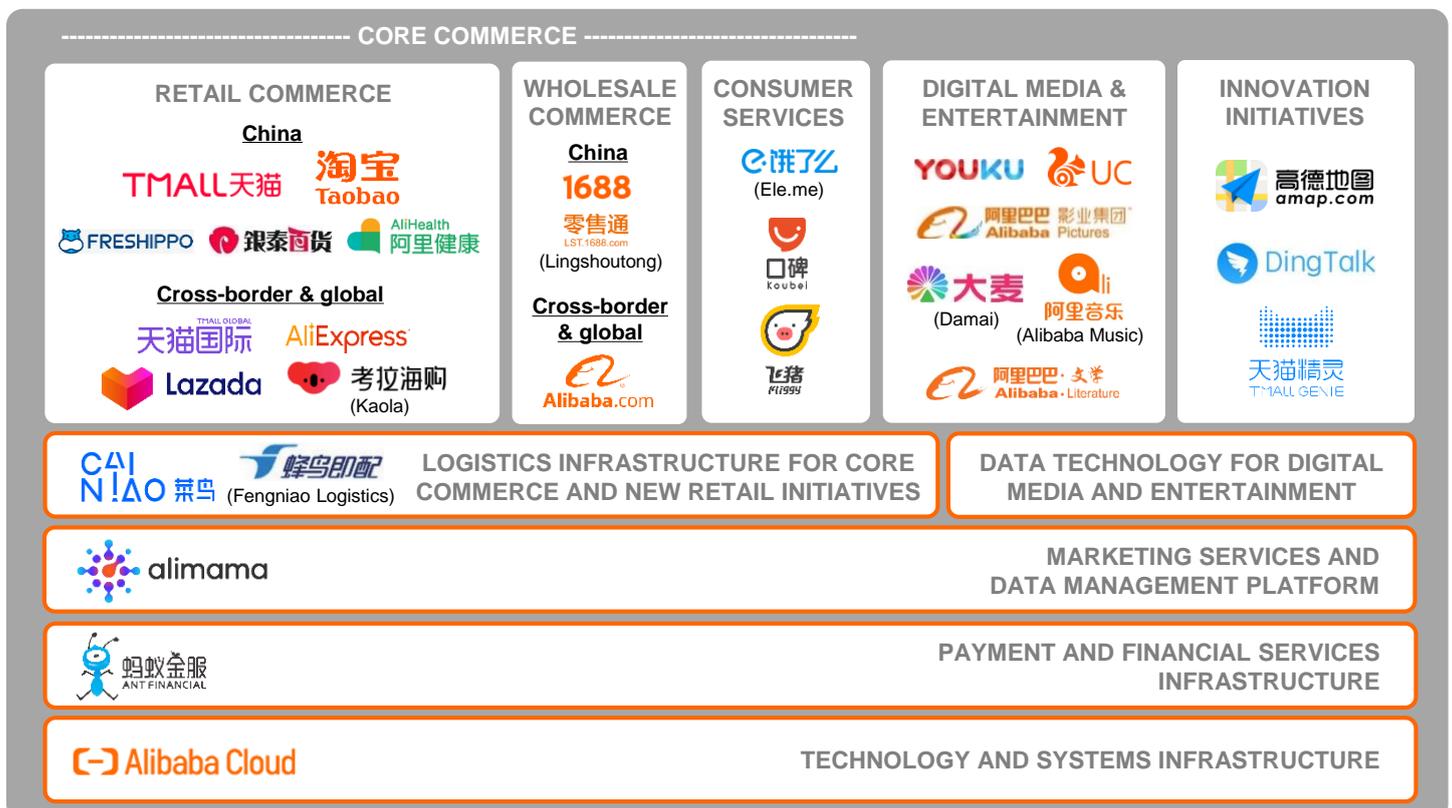
Company Overview

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 December 31, 2019, we had 711 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. We do not pursue size or power; we aspire to be a good company that will last for 102 years.

As we continue to expand our businesses from commerce to cloud computing, digital media and entertainment, among other sectors, Alibaba has evolved into a digital economy that is unique, energetic and innovative. We have set **five-year goals** to serve over 1 billion annual active consumers and achieve over RMB10 trillion in annual consumption through our China consumer business by the end of fiscal year 2024.

We believe the five-year goals put us closer to achieving our **vision for 2036**: to serve 2 billion global consumers, empower 10 million profitable businesses and help create 100 million jobs.

Alibaba's Vision for 2036



Values

Our values are the backbone of our company culture and guiding principles for doing the right thing for our customers and stakeholders.

1. Customers first, employees second, shareholders third

This reflects our choice of what's important in the order of priority. Only by creating sustained customer value can employees grow and shareholders achieve long-term benefit.

2. Trust makes everything simple

Trust is both the most-precious and fragile thing in the world. The story of Alibaba is a story of building and cherishing trust. Complexity begets complexity, and simplicity breeds simplicity. Aliren are straightforward – what you see is what you get. With trust, there is no second-guessing or suspicion, and the result is simplicity and efficiency.

3. Change is the only constant

Whether you change or not, the world is changing, our customers are changing, and the competitive landscape is changing. We must face change with respect and humility. Otherwise, we will fail to see it, fail to respect it, fail to understand it and fail to catch up with it. Whether you change yourself or create change, both are the best kinds of change. Embracing change is the most unique part of our DNA.

4. Today's best performance is tomorrow's baseline

In Alibaba's most-challenging times, this spirit has helped us overcome difficulties and survive. In bad times, we know how to motivate ourselves; in good times, we dare to set "dream targets" (stretch goals). Face the future, or we regress. We must shoot for the moon, challenge ourselves, motivate ourselves and exceed ourselves.

5. If not now, when? If not me, who?

This was a tagline in Alibaba's first job advertisement and became our first proverb. It is not a question, but a call of duty. This proverb symbolizes the sense of ownership that each Aliren must possess.

6. Live seriously, work happily

Work is now, life is forever. What you do in your job is up to you, but you have responsibility to the ones who love you. Enjoy work as you enjoy life; treat life seriously as you do work. If you live with purpose, you will find reward. You make Alibaba different and make your loved ones proud. Everyone has his or her own view of work and life; we respect each person's choice. Whether you live by this value depends on how you live your life.

Key Moments in Alibaba's History

1999	<ul style="list-style-type: none"> Alibaba was founded in Jack Ma's apartment in Hangzhou, China. Business-to-business e-commerce platforms Alibaba.com and 1688 were launched.
2001	<ul style="list-style-type: none"> Alibaba defined its mission and corporate values.
2003	<ul style="list-style-type: none"> Alibaba established online shopping platform Taobao Marketplace and was able to maintain business operations during the SARS epidemic.
2004	<ul style="list-style-type: none"> Alipay, currently a business of Alibaba's unconsolidated, related party, Ant Financial, was launched as a third-party online escrow payment platform.
2007	<ul style="list-style-type: none"> Ad monetization platform Alimama was launched.
2008	<ul style="list-style-type: none"> Brand-focused marketplace platform Tmall was launched to complement Taobao Marketplace.
2009	<ul style="list-style-type: none"> Alibaba Cloud, Alibaba's cloud computing business, was established. Alibaba held the first 11.11 Global Shopping Festival. Global consumer marketplace AliExpress was launched.
2010	<ul style="list-style-type: none"> The Alibaba Partnership was established to ensure the sustainability of Alibaba's mission, vision and values.
2011	<ul style="list-style-type: none"> Alibaba established the Alibaba Foundation, which was dedicated to social causes.
2013	<ul style="list-style-type: none"> Alibaba established Cainiao Network together with a consortium of logistics companies.
2014	<ul style="list-style-type: none"> Alibaba Group went public on the New York Stock Exchange. Alipay's parent company Ant Financial was formally established. Taobao Travel became independent platform Alitrip, which was subsequently rebranded Fliggy.
2015	<ul style="list-style-type: none"> Local services company Koubei was established as a joint venture of Alibaba and Ant Financial. Alibaba initiated its globalization strategy with the expansion of international offices into France, Germany and Italy.
2016	<ul style="list-style-type: none"> The first Freshippo store was launched, marking the debut of the New Retail-powered grocery retail chain. Alibaba exceeded RMB 3 trillion in FY2016 GMV on its China retail marketplaces and became the largest retail economy in the world. Alibaba acquired a controlling stake in Lazada, a leading e-commerce platform in Southeast Asia. The concept of an Electronic World Trade Platform (eWTP) envisioned by Jack Ma was endorsed by G20 leaders. Alibaba Digital Media & Entertainment Group was formally announced.
2017	<ul style="list-style-type: none"> Alibaba and the International Olympic Committee announced a long-term partnership through 2028. Alibaba DAMO Academy, an innovative global research program, was launched. The first overseas hub under the eWTP initiative was established in Malaysia.
2018	<ul style="list-style-type: none"> Alibaba's New Retail strategy rolled out on a large scale. eWTP was launched in Rwanda and Belgium.
2019	<ul style="list-style-type: none"> Alibaba Group was named China's most-valuable brand in the annual BrandZ Top 100 Most Valuable Chinese Brands rankings. eWTP was launched in Ethiopia. Alibaba Group listed on the Main Board of The Stock Exchange of Hong Kong.