

Alibaba Group at a Glance

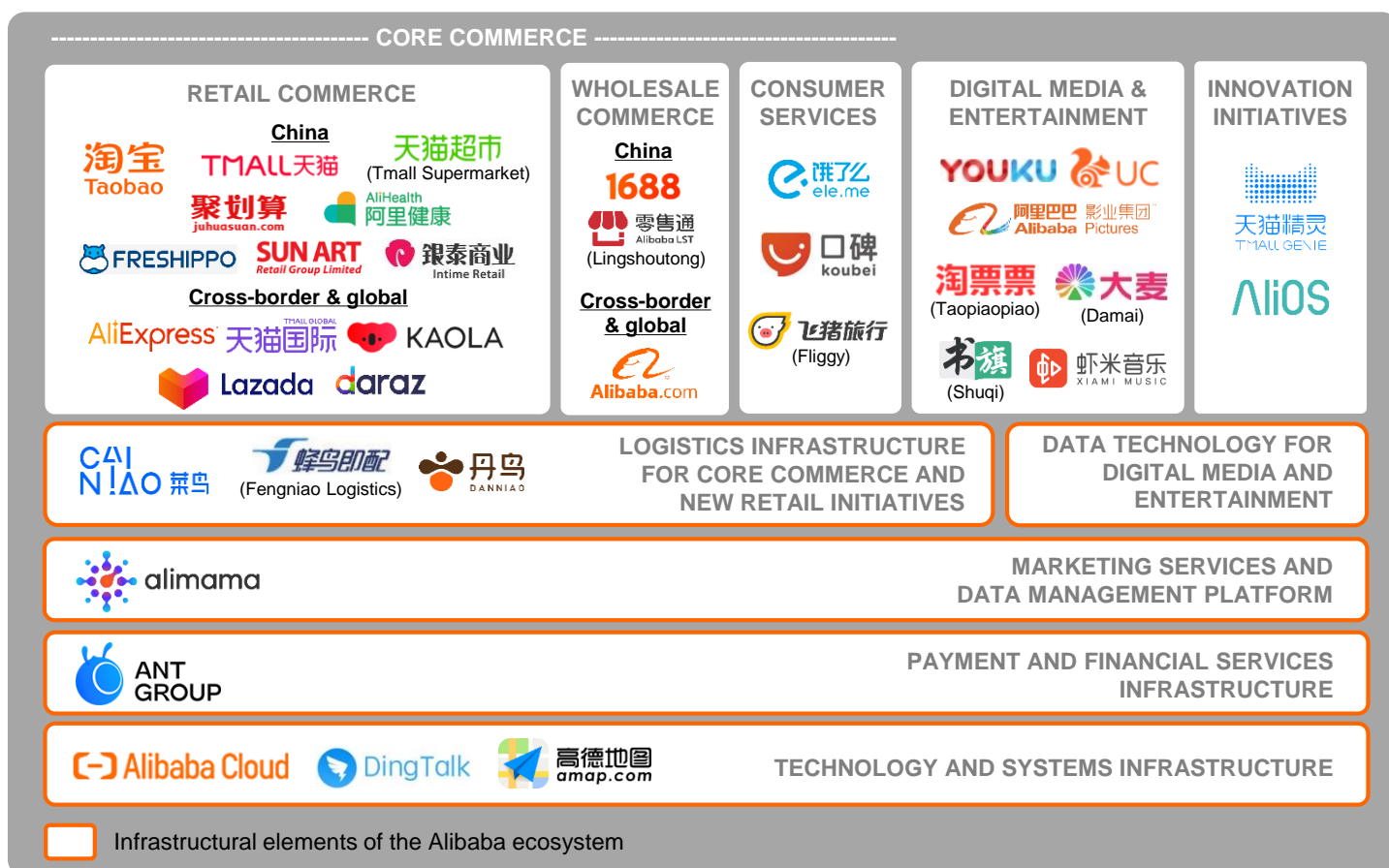
Company Overview

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 Group, an unconsolidated related party, provides **payment services** and offers **financial services** for consumers and merchants on our platforms. An ecosystem has developed around our platforms and businesses that consists of consumers, merchants, brands, retailers, third-party service providers, strategic alliance partners and other businesses.

The Alibaba ecosystem generated RMB7.3 trillion in GMV¹ in the 12 months ended June 30, 2020, which accounted for 18% of China's total retail sales (compared to 10% in 2015)². As of June 30, 2020, Alibaba Group had a user reach of over 1 billion global annual active consumers, including 807 million consumers in China and 194 million consumers outside China.

The Alibaba Ecosystem



Notes:

1. The Alibaba ecosystem's GMV mainly included GMV transacted through our China retail marketplaces, as well as GMV transacted through our international retail marketplaces and local consumer services.
2. Information about China's total retail sales is provided by the National Bureau of Statistics of China.

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 aspire to be a good company that will last for 102 years. We aim to build the future infrastructure of commerce. We envision that our customers will meet, work and live at Alibaba.

As we continue to expand our businesses from commerce to cloud computing, digital media and entertainment, among other sectors, Alibaba has evolved into an ecosystem 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 as we continue on the path of globalization.

We believe the five-year goals put us closer to achieving our vision for 2036: to serve 2 billion global consumers, enable 10 million businesses to become profitable and 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.

Alibaba's 20-year Journey

Alibaba Group was founded in 1999 by 18 individuals of different backgrounds, led by a former English teacher from Hangzhou, China – Jack Ma. With the passion and desire to champion small businesses, our founders strongly believed the Internet would be the key driving force to level the playing field for all, by empowering small businesses with technology and innovation, so they can grow and compete more effectively in domestic and global economies.

1999	<ul style="list-style-type: none"> Alibaba was founded in Jack Ma's apartment in Hangzhou, China. B2B e-commerce platforms Alibaba.com and 1688.com were launched.
2001	<ul style="list-style-type: none"> Alibaba defined its mission and established a corporate value system composed of nine values.
2003	<ul style="list-style-type: none"> Alibaba established Taobao Marketplace and maintained business operations during the SARS epidemic.
2004	<ul style="list-style-type: none"> Alibaba announced a new corporate value system composed of six values. Alipay's digital payment and escrow services were launched.
2005	<ul style="list-style-type: none"> Alibaba organized the first AliDay on May 10 to commemorate the Ali spirit Alibaba employees displayed during the 2003 SARS epidemic.
2007	<ul style="list-style-type: none"> Alibaba's monetization platform Alimama was launched
2008	<ul style="list-style-type: none"> Tmall, a third-party commerce platform for brands and retailers, 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.
2010	<ul style="list-style-type: none"> One of Alibaba's global consumer marketplaces, AliExpress, was launched. The Alibaba Partnership was established to ensure the sustainability of Alibaba's mission, vision and values. The Mobile Taobao App was launched.
2011	<ul style="list-style-type: none"> Alibaba established the Alibaba Foundation, which is dedicated to social causes and focuses on supporting environmental protection in China.
2012	<ul style="list-style-type: none"> The combined GMV of Taobao Marketplace and Tmall surpassed RMB1 trillion in the first 11 months of 2012.
2013	<ul style="list-style-type: none"> Alibaba established Cainiao Network together with its business partners. Alibaba launched its "all-in mobile" strategy.
2014	<ul style="list-style-type: none"> Alibaba Group listed on the New York Stock Exchange. Alipay's parent company Ant Group was formally established.
2015	<ul style="list-style-type: none"> Alibaba launched DingTalk, a digital collaboration workplace.
2016	<ul style="list-style-type: none"> The first Freshippo store was launched, marking the debut of Alibaba's proprietary grocery retail chain, as part of the New Retail initiatives. Alibaba generated more than RMB3 trillion in fiscal year 2016 GMV on its China retail marketplaces and became the largest retail commerce company in the world in terms of GMV on the basis of publicly available comparable transaction value data. Alibaba acquired a controlling stake in both Youku, a leading online video platform in China, and Lazada, a leading e-commerce platform in Southeast Asia. G20 leaders endorsed the concept of an Electronic World Trade Platform (eWTP) initiative envisioned by Jack Ma.

- Alibaba and the International Olympic Committee announced their long-term partnership through 2028.
- 2017**
- Alibaba DAMO Academy, a global research program in cutting-edge technology, was established.
 - The first overseas e-hub under the eWTP initiative was established in Malaysia.
- 2018**
- Alibaba Group acquired Ele.me, a leading on-demand delivery and local services platform in China.
 - Alibaba established the open research platform Luohan Academy.
 - Alibaba announced its commitment to help import US\$200 billion worth of goods into China from more than 120 countries over five years.
- 2019**
- Alibaba reaffirmed its mission statement, sharpened its vision and announced an upgrade of its six values as it celebrated the 20th anniversary of its founding.
 - Daniel Zhang succeeded Jack Ma as Chairman of the board of directors of Alibaba Group.
 - Alibaba Group received a 33% equity stake in Ant Group.
 - Alibaba Group listed on the Main Board of the Hong Kong Stock Exchange, becoming the first Chinese Internet company dual-listed on the New York Stock Exchange and the Hong Kong Stock Exchange.
- 2020**
- GMV transacted in the Alibaba ecosystem surpassed US\$1 trillion for fiscal year 2020.
 - Alibaba launched the “2020 Spring Thunder” initiatives to help SMEs explore opportunities amid the COVID-19 crisis.
 - Alibaba Group revealed its New Manufacturing model for the first time with the unveiling of Xunxi Digital Factory.
 - Alibaba Group announced plans to acquire a controlling stake in Sun Art, a leading supermarket and supermarket operator in China, to accelerate its New Retail strategy.