



阿里巴巴集团宣布将健康医疗类目整合至阿里健康

中国杭州，2018年5月29日 — 阿里巴巴集团控股有限公司（纽交所代码：BABA，“阿里巴巴”或“集团”）今日公布与阿里健康信息技术有限公司（港交所代码：00241，“阿里健康”）达成协议，将天猫医药馆中特定的健康医疗类目售予阿里健康，与并换取价值106亿港元的阿里健康新股。

阿里巴巴集团目前拥有阿里健康48.1%的经济利益及61.5%的投票权。交易完成后，阿里巴巴集团于阿里健康的股权及投票权，将分别增至56.2%及67.5%。

本次交易是阿里巴巴集团在“Double H”战略执行上的最新部署，这一战略的焦点在于推动“健康”（Health）与“快乐”（Happiness）。阿里健康专业的健康医疗生态系统，以及为天猫医药馆商家提供全渠道服务的优越专长，将令阿里巴巴集团从中获益。

此次整合将借助阿里健康的优势，为消费者提供端对端健康解决方案及服务，最终让阿里巴巴集团在中国快速增长的健康医疗板块中加速扩张。天猫医药馆上的商家则能够与消费者及健康医疗生态系统中的其他参与者联系得更为紧密，从而增加消费者留存和新的销售机遇。而阿里健康强大的分析能力亦将提升整体消费者体验，包括带来更为频密的互动、更为丰富的健康产品。

拟由天猫医药馆售予阿里健康的类目为：医疗器械及保健用品、成人用品、医疗及健康服务。于截至2018年3月31日止财政年度，上述类目的商品交易额（GMV）达到人民币206亿元（约合32亿美元），平台商家超过3,300个。

阿里巴巴集团首席执行官张勇表示：“拥有巨大增长潜力的健康医疗是阿里巴巴集团的重要战略领域。此次交易对于将阿里健康打造为集团的健康医疗旗舰平台，亦是合乎逻辑的战略举措。阿里健康的专业知识与行业网络，结合阿里巴巴集团的消费者洞察及科技，将助我们打造中国最佳的健康医疗生态体系。”

阿里健康首席执行官沈涤凡表示：“阿里巴巴集团一如既往继续支持阿里健康发展为其在健康医疗领域的旗舰平台，此次交易能够增强阿里健康的市场领先地位，也是对公司在健康医疗领域所作出的贡献的认可。透过此次交易，阿里健康将增加更多补充品类以扩张业务，同时能够与更多行业参与者展开更为深入的互动。”

鉴于对优质医疗健康服务的需求不断增加，中国的健康医疗行业预期将于未来数年快速增长。根据弗若斯特沙利文的资料，中国的整体医疗健康开支预计将由2016年的人民币4.6万亿元，增长至2026年的人民币11.4万亿元，复合年增长率达9.4%。

本次交易须待惯常成交条件满足后方可完成，包括获得阿里健康独立股东及香港交易所的批准。

关于阿里巴巴集团

阿里巴巴集团的使命是让天下没有难做的生意。集团旨在构建未来的商务基础设施，其愿景是让客户相会、工作和生活在阿里巴巴，并持续发展最少 102 年。

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