Transforming the Way Business is Conducted in China
Traditional Way of Conducting Business
Inventory
Cashflow
Customer Acquisition & Retention
Top Brands

Medium-sized

Small & Micro

Over 10 Million Annual Active Sellers

Customer Acquisition

Targeted Selling

Transaction

Fulfillment and Supply Chain

Upselling and Cross-Selling

Customer Retention
Control Panel for Big Data

Customer Acquisition

Targeted Selling

Transaction

Fulfillment and Supply Chain

Customer Retention

Upselling and Cross-Selling

User Engagement Interface

Control Panel for Core Operations

Qianniu

Control Panel for Big Data
Qianniu - Control Panel for Core Operations

Daily Active Merchant Storefronts in May 2016: over 6 million
VIDEO
Integrated Control Panel for E-Commerce Operations

Customer Service Chatbot 2015.11.11 Responses to Online Inquiries – 180 million

B2B Collaboration – Retail Service Market

B2B Collaboration – Retail Media Portal
Enabling Merchants to Engage with Consumers on Mobile
Interactive
Estée Lauder Flagship Store
Video Uploading 1 : 2,000
PV 400,000
(2016.2.1-2016.2.21)
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Wangpu - Storefront Optimization
VIDEO
Empowering Merchants with Big Data Capabilities
Conversion Enhancement

30% Basic Segmentation

80% Smart Segmentation

Note: based on internal testing on a selected group of brands with strong CRM capabilities in Jan-Feb 2016
Nivea Flagship Store
Juxingtai - Control Panel for Big Data
Yushanfang - Data Kitchen for Top Brands
- Open Computing Platform
- Multi-Dimensional Data Mining
- Private Data Bank
Enabling Merchants with Omni-Channel Solutions
Omni-Channel Solutions

- Cross Channel Customer Engagement
- Cross Channel Order Fulfillment & Inventory integration
- Cross Channel Service Delivery
- Turn offline stores into point of customer engagement: 106 offline stores in 60 cities
- Relieve pressure on working capital by reducing inventory cost: Offline stores carry low or even no inventory for some products
- Turn offline stores into point of customer engagement: 106 offline stores in 60 cities
- Relieve pressure on working capital by reducing inventory cost: Offline stores carry low or even no inventory for some products
- Extend offline shelf space with virtually unlimited online inventory: Added over 80 SKUs for sale at offline stores
RMB 3 Trillion
Alibaba Group China
Retail Marketplaces GMV
in FY 2016

RMB 30 Trillion
Total China retail consumption in 2015

Source: National Bureau of Statistics of the People's Republic of China
Customer Acquisition  
Targeted Selling  
Transaction  
Fulfillment and Supply Chain  
Customer Retention  
Upselling and Cross-Selling

- Taobao
- Storefronts
- Weitao
- Product detail
- Wangwang IM

Control Panel for Core Operations  
Qianniu

Control Panel for Big Data  
Juxingtai
Transforming the Way Business is Conducted in China