MAKE A BETTER
RURAL CHINA

[Image of rural China with mountains and clouds]
Our Opportunity

Rural Taobao presence and population structure.

- 55% Urban Population
- 45% Rural Population
We plan to establish service centers in 100,000 rural villages from 1,000 counties in the next 3-5 years. This covers 1/3 counties and 1/6 villages in China. AliResearch estimates online consumption in rural China will reach RMB1 trillion by 2020.

Our Mid-term Vision

- Enable rural residents greater access to a broader variety of goods and services
- Help farmers earn more by selling agricultural products directly to urban consumers

Rural Taobao

- Rural life digitalization and big data infrastructure
- Urban-rural Integration
- Entrepreneurial and employment opportunities
Rural Taobao Ecosystem

Government
Cooperation with local government

BIG DATA

Infrastructure
E-commerce: buy and sell

Logistics and information infrastructure
Services: smart rural

Talent
Rural Taobao Partners

Talent
Rural Taobao Partners
Cooperate with local governments.
Information flow.
Last-mile logistic buildout coordinated with Cainiao Network.
Financing services provided by Ant Financial.
We have presence in over 16,500 villages in 333 counties, covering 27 provinces, with our Rural Taobao service centers.
Rural Taobao Partners - we build stage for young people to go back to their hometowns to start their own businesses.

Rural Taobao Partners run the service centers that provide purchasing and delivery services. Commission incentives - interest aligned.
Ecommerce - Buy

We help rural consumers enjoy the same selection of goods and services at prices available to their urban counterparts.
We help farmers sell agricultural products directly to urban consumers, eliminating the inefficient supply chain.
Public Services

Rural Taobao is not only a business service center, but also a cultural service center.
Goals for 2017

- **Service Centers**: Cover 600 counties and 40,000 villages
- **Smart Rural**: Cover 200 counties
- **Channels**: Rural Taobao APP connects city and rural

*Smart Rural*