



Alipay Users Surge to 150 Million

Safari added to list of Internet browsers supported by Alipay

Hangzhou, China – April 1, 2009 – Alipay, the No. 1 online payment solution in China, had over 150 million registered users by the end of February 2009, adding approximately 50 million new users in six months. It took Alipay five years to reach the 100 million user milestone at the end of August 2008, demonstrating that the acceptance of online payment platforms is accelerating in China. Alipay, a wholly-owned subsidiary of Alibaba Group, incorporates an escrow-based system to provide safety and security to consumers and businesses conducting e-commerce transactions on the Internet.

As of February 28, 2009, Alipay was facilitating up to 4 million transactions per day and had a peak daily transaction volume exceeding RMB700 million, up 100% and 55%, respectively, over the last six months. The average transaction amount per user increased 32.5% year-on-year.

In 2008, Alipay attracted 57 million new registered users, which was almost double its growth in 2007. It added another 20 million users in the first two months of 2009. The vast majority of Alipay's 150 million registered users are individuals and approximately 460,000 are businesses or online merchants.

Four out of five Alipay users, or 83%, are aged 21 to 35, a group which has relatively higher spending power than other age brackets. Its popularity is spread across China, but in 2008 new user growth was especially strong in the country's second-tier cities. In 2008, the number of new users in China's second-tier cities increased 228% year-on-year, compared to a growth of 112% in tier-one cities (Beijing, Guangzhou, Shanghai). Hubei province was Alipay's fastest growing region in China, adding 4.13 million new registered users in 2008, an increase of 400% year-on-year.

Guangdong province is Alipay's largest geographical region, with approximately 15 million users at the end of 2008, followed by Zhejiang province, Jiangsu province, Beijing municipality, Shandong province and Shanghai municipality. Beijing had the highest transaction volume by merchants in 2008, followed by Shanghai, Zhejiang, Jiangsu and Guangdong.

"Alipay has broad appeal among Internet users and merchants in China because its escrow-based system provides a safe and convenient online payment service which is easily accessible," said Shao Xiaofeng, Alipay's president. "With more than 300 million Internet users in China, e-commerce is expected to grow strongly for many years to come. This will in turn create job opportunities for

millions of entrepreneurs and small businesses. Alipay's mission is to enrich the lives of e-commerce users in China by enabling them to transact safely and efficiently within a trustworthy environment."

In separate news today, Alipay announced that its payment solution is now available through Apple's Safari Internet browser, which will open the door to safe online transactions for millions of Safari users in mainland China. With this new initiative, Alipay is now the only mainland Chinese online payment provider which supports different Internet browsers including Internet Explorer, Safari, Firefox and Google Chrome.

Alipay began as an online payment solution on Taobao's consumer e-commerce marketplace, and has quickly become the online payment standard for consumers and independent merchants in China. Alipay is used for online purchases of all types of products sold on the Internet, as well as services such as the purchase of airline tickets and settlement of everyday expenses like telephone and utility bills.

About Alipay

Alipay is China's leading online payment solution, enabling individuals and businesses to execute payments online in an easy, safe and secure manner. At the end of February 2009, Alipay had a registered user base of over 150 million. Alipay partners with banks to provide an escrow service for payments, which reduces the settlement risks faced by Alipay's customers in their e-commerce transactions. Alibaba Group founded Alipay, headquartered in Hangzhou, in 2004.

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