



FOR IMMEDIATE RELEASE

## Taobao and Yahoo! JAPAN Open E-Commerce Platforms to Allow Japanese and Chinese Merchants to Engage in Cross-Border Sales

***Yahoo! JAPAN merchants to sell goods in China via TaoJapan ([taojapan.com](http://taojapan.com))  
Taobao Chinese merchants to sell goods in Japan via Yahoo! JAPAN China Mall ([chinamall.yahoo.co.jp](http://chinamall.yahoo.co.jp))***

**TOKYO, June 1, 2010** – Taobao, the largest online shopping website in China and a subsidiary of global e-commerce leader Alibaba Group, and Yahoo! JAPAN Corp., today began operating complementary online shopping services that connect Japanese consumers with Chinese merchants and Chinese consumers with Japanese merchants.

Japanese consumers can now buy goods from Taobao merchants in China through Yahoo! JAPAN China Mall ([chinamall.yahoo.co.jp](http://chinamall.yahoo.co.jp)), a new website opened within Yahoo! JAPAN. Chinese consumers can buy Yahoo! JAPAN Shopping goods through the new TaoJapan ([taojapan.com](http://taojapan.com)) website opened as part of Taobao. Consumers of both countries will be able to buy products available in the other country exactly in the same way as they normally shop from e-commerce platforms in their own country, bypassing the usual barriers such as language, laws, delivery logistics, and payment issues.

The initial service includes tens of millions of items on Yahoo! JAPAN China Mall and about 8 million on Taobao's TaoJapan. Both companies intend to expand the number of products over time.

Taobao and Alibaba.com Japan Co., Ltd. will jointly operate TaoJapan. Alibaba.com Japan will serve as fulfillment service provider for Yahoo! JAPAN China Mall.

Alibaba.com Japan is a joint venture between Alibaba.com (HKSE: 1688, 1688.HK), the world's largest business-to-business e-commerce platform, and SoftBank Corp. Alibaba Cloud Computing, a subsidiary of Alibaba Group and developer of an advanced data-centric cloud computing service platform, will provide support to both parties in this new initiative. Alibaba Cloud Computing serves an important role in the e-commerce ecosystem by providing a comprehensive suite of Internet-based computing services, which include e-commerce data mining, high-speed massive e-commerce data processing, and data customization. Alipay, an e-commerce payment platform and subsidiary of Alibaba Group, will underpin the cross-border payment system for merchants on both sides of the border.

### **About Yahoo! JAPAN**

Yahoo! JAPAN is operated by Yahoo Japan Corporation (Listed on 1<sup>st</sup> Section of Tokyo Stock Exchange/JASDAQ; stock code 4689; headquartered in Minato-ku, Tokyo; established on January 31, 1996; President & CEO Masahiro Inoue). A comprehensive information site, it boasts approximately 52.11 million unique users monthly\* and about 2.03 billion page views daily. It includes search, content, community, e-commerce, and mobile services among its many services.

*\* Nielsen Online's NetView JP, March 2010, access from home or office, excluding Internet application.*

### **About Taobao**

Launched in 2003, Taobao ([www.taobao.com](http://www.taobao.com)) is the largest Internet retail website in China. It provides the most comprehensive product offering and serves more than 190 million registered users as of April 28, 2010. Transaction volume on Taobao (gross merchandise volume or GMV) exceeded RMB200 billion (US\$29 billion) in 2009. According to government statistics, online retail equaled approximately 1.98 percent of China's total retail trade in 2009. Taobao is the primary online shopping destination for the

largest online population in the world.\*

Taobao is wholly owned by Alibaba Group.

*\* According to China Internet Network Information Center (CNNIC), China had 384 million Internet users as of December 31, 2009.*

#### **About Alibaba Group**

Alibaba Group makes it easy for anyone to buy or sell online anywhere in the world. We are a family of Internet-based businesses that includes business-to-business international trade, online retail and payment platforms and data-centric cloud computing services. The Group was founded in 1999 by Jack Ma, a pioneer who has aspired to help make the Internet accessible, trustworthy and beneficial for everyone. The privately held Alibaba Group reaches Internet users in more than 240 countries and regions, and employs 17,000 people in more than 60 cities in Greater China, Japan, Korea, the United Kingdom and the United States.

#### **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. Alipay had a registered user base of over 300 million as of March 2010. 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. Alipay, headquartered in Hangzhou, was founded by Alibaba Group in 2004.

Alipay is wholly owned by Alibaba Group.

#### **About Alibaba Cloud Computing**

Alibaba Cloud Computing was established in September 2009 with the mission of building an advanced data-centric cloud computing service platform. The company is committed to supporting the growth of Alibaba Group and the whole e-commerce ecosystem by providing a comprehensive suite of Internet-based computing services, which include e-commerce data mining, high-speed massive e-commerce data processing, and data customization.

Alibaba Cloud Computing is wholly owned by Alibaba Group.

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