



## **Alibaba Group to Showcase Market Innovation and Leadership at 2015 11.11 Global Shopping Festival**

***Highlights to include new products and enhanced logistics, mobile and omni-channel experiences***

**Beijing, November 5, 2015** – Alibaba Group’s (NYSE: BABA) 2015 11.11 Global Shopping Festival – the world’s largest shopping day – will commence on November 11 at midnight, China time. Alibaba Group will use this occasion to launch a new series of initiatives in globalization, logistics, and mobile and omni-channel commerce to improve the shopping experience for buyers and sellers.

This year’s 11.11 Global Shopping Festival will feature more than six million products from over 40,000 merchants and more than 30,000 brands from 25 countries, including the United States, European countries, Japan, China, and South Korea. Merchants will sell directly to consumers in more than 200 countries and regions through Alibaba’s China and international marketplaces. In China, where the majority of transactions are expected to occur, key product categories include baby and maternity, fashion and apparel, cosmetics, electronics and home appliances, health and nutrition, grocery, and fresh foods. Participating international brands include P&G, Unilever, Burberry, Estee Lauder, Zara, Huggies, Macy’s, Costco, Apple, Nike, Friso, Topshop, Uniqlo and many more.

With omni-channel commerce as one of the top priorities for this year’s 11.11 Global Shopping Festival, more than 1,000 retail brands, with 180,000 brick-and-mortar stores in 330 cities across China, will participate in the shopping event. Consumers will have access to products, prices, after-sales services, delivery options and membership benefits in both online and physical stores. By synchronizing online and offline resources, retailers can provide customers with a more integrated and interactive shopping experience, as well as gain greater insights into demographics, location, shopping habits and preferences, allowing retailers to improve their products and services.

Mobile commerce, as evidenced in [Alibaba Group’s latest September quarter earnings results](#), is expected play a prominent role in this year’s 11.11 Global Shopping Festival. Alibaba Group has created a variety of marketing campaigns geared specifically for mobile shoppers. For example, the “shake shake” campaign will offer special promotions and coupons to users who shake their phones while using the Taobao or Tmall mobile applications during promotional periods. Another example is the “Blue Star” program, in which users are able to scan designated mobile QR codes to verify the authenticity of featured products from select merchants. The Blue Star program also serves as an effective tool for sellers to gain more in-depth customer insights, such as consumer preferences and demographics.

In addition, Cainiao Logistics – the logistics information platform and affiliate of Alibaba Group – will launch innovative logistics solutions tailored specifically for 11.11 and designed to handle the massive volume of goods and traffic. Cainiao estimates that its logistics partners will deploy more than 1.7 million delivery personnel, 400,000 vehicles, 5,000 warehouses and 200 airplanes to handle deliveries for orders made on the 11.11 Global Shopping Festival. Cainiao has also launched a “Hassle-Free Logistics Service,” which consists of 49 international and cross-border delivery partners and 74 warehouses that are able to support 4 million cross-border package deliveries per day.

In addition, Cainiao has developed a wide-ranging suite of proprietary logistics applications that utilize big data technology to enhance efficiency. These include an e-Waybill system that shares shipping information among delivery firms, customers and merchants; a digitized parcel sorting solution that helps to sort packages and optimize delivery routes; and a parcel forecasting application to help delivery

companies better manage their resources. Cainiao's network includes more than 3,000 logistics partners to serve customers in China and worldwide.

### **Highlights from last year's 11.11**

November 11, 2014 was the biggest global shopping day in history as measured by gross merchandise volume ("GMV"),<sup>1</sup> with over US\$9.3 billion settled through China's leading mobile and online payments platform, Alipay. Other highlights included:

- More than 27,000 merchants from around the world participated, including global brands such as Nike, Levi's, Proctor & Gamble, Costco, Muji, Desigual, ASOS and The North Face, among others.
- Shoppers placed some 278 million orders in the 24-hour period.
- 42.6% of total GMV was transacted on mobile devices, up from 21% of total GMV during the 11.11 sale in 2013.
- Consumers from 217 countries and regions were able to purchase more than 1 million products available on Alibaba platforms.

The 11.11 shopping festival began in 2009 with participation from just 27 merchants as an event for Tmall.com merchants and consumers to raise awareness of the value in online shopping. Some refer to the event as the Singles Day Sale because it falls on Singles Day, a day for Chinese young single people to celebrate their independence by treating themselves to a special purchase. Six years later, 11.11 has become a global event with participating merchants in the tens of thousands, buyers in the millions, and total sales in the billions.

For additional history and facts from last year's festival, as well as the latest news and updates on the 2015 11.11 Global Shopping Celebration, please follow the Alibaba Group official Twitter account at [www.twitter.com/alibabagroup](http://www.twitter.com/alibabagroup), or visit corporate news blog [Alizila](http://Alizila), or go to [alibabagroup.com/en/ir/home](http://alibabagroup.com/en/ir/home).

For background on Alibaba's business model, strategy, and products and services, please visit [Alibaba Defined](#).

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## About Alibaba Group

Alibaba Group's mission is to make it easy to do business anywhere. The company is the largest online and mobile commerce company in the world in terms of gross merchandise volume. Founded in 1999, the company provides the fundamental technology infrastructure and marketing reach to help businesses leverage the power of the Internet to establish an online presence and conduct commerce with hundreds of millions of consumers and other businesses.

Alibaba Group's major businesses include:

- Taobao Marketplace ([www.taobao.com](http://www.taobao.com)), China's largest online shopping destination
- Tmall.com ([www.tmall.com](http://www.tmall.com)), China's largest third-party platform for brands and retailers
- Juhuasuan ([www.juhuasuan.com](http://www.juhuasuan.com)), China's most popular online group buying marketplace
- Alitrip ([www.alitrip.com](http://www.alitrip.com)), a leading online travel booking platform
- AliExpress ([www.aliexpress.com](http://www.aliexpress.com)), a global online marketplace for consumers to buy directly from China
- Alibaba.com ([www.alibaba.com](http://www.alibaba.com)), China's largest global online wholesale platform for small businesses
- 1688.com ([www.1688.com](http://www.1688.com)), a leading online wholesale marketplace in China
- AliCloud ([www.alicloud.com](http://www.alicloud.com)), a provider of cloud computing services to businesses and entrepreneurs

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