



Alibaba Group and International AntiCounterfeiting Coalition (IACC) Announce IACC MarketSafe® Expansion Program

San Francisco and Washington, DC, May 10, 2016 – Alibaba Group (NYSE: BABA) and the International AntiCounterfeiting Coalition (IACC) today announced the creation of the IACC MarketSafe® Expansion Program.

The original IACC MarketSafe® Program was created by Alibaba and the IACC in 2013 in recognition that the problem of counterfeiting is too pervasive and complex for any single company or industry to combat on its own.

Through the IACC MarketSafe® Program, the IACC and participating companies work with Alibaba to identify and take down infringing listings on Alibaba's China retail marketplaces via an expedited removal procedure that has resulted in a 100% take-down rate when companies stand behind their claims. Since the program's launch, and with only a limited number of brands enrolled, nearly 5,000 sellers' storefronts have been closed and permanently banned from Alibaba's marketplaces; and more than 180,000 infringing product listings have been removed.

IACC MarketSafe® Expansion Program

The success of the IACC MarketSafe® Program has driven the IACC and Alibaba to expand the program to members and nonmembers, businesses small and large. The IACC MarketSafe® Expansion Program will launch later this year and will include the following features:

- **No cost:** To encourage brands of all sizes to participate, the program will be made available free of charge.
- **Shift the burden of proof:** The Program shifts the burden of proof away from the brands and over to the sellers. Brands will not be required to provide evidence in support of their complaints, making this process more effective and efficient.
- **Help more brands of all sizes:** The expanded program will enable a greater number and diversity of rights holders to benefit from a fair, simple, and effective IP enforcement platform.

“We are excited to provide expanded access for brands and rights holders to the IACC MarketSafe® Program. This program exemplifies the tangible and mutual success that can be achieved when brands, trade associations, governments and intermediaries work together to combat counterfeiting,” said Matthew Bassiur, Vice President and Head of Global IP Enforcement at Alibaba Group. “Alibaba and the IACC, together with the rest of industry, have a shared interest in building a safe and trusted internet environment and marketplace for consumers, rights holders, and sellers.”

“The IACC and Alibaba have a proven, successful partnership that is now being expanded with significant contribution and commitment from both parties,” said Bob Barchiesi, President of the International AntiCounterfeiting Coalition. “Collaboration across industries is key to addressing the issue of counterfeiting at a broader level, and this is one of the first steps towards the IACC’s goal of creating a holistic model for tackling online counterfeiting around the world.”

The IACC’s mission is to combat counterfeiting and piracy by promoting laws, regulations, directives, and relationships designed to render the theft of intellectual property undesirable and unprofitable. It is the lead anti-counterfeiting organization in voluntary collaborations and partnerships and the IACC MarketSafe® Expansion Program is one example of the organization’s work to build bridges with different

parties and collaborate across sectors to develop innovative solutions to counterfeiting and piracy. The IACC has also seen significant success in its RogueBlock® program, which is conducted in partnership with the world's biggest credit card and financial services companies. The IACC believes that programs like IACC MarketSafe® Expansion and RogueBlock® are necessary given the evolving nature of counterfeiting crimes, which are increasingly taking place online.

For the Alibaba Group, preserving the integrity of its marketplaces is a top priority. As the gateway to China for international brands and merchants to the more than 420 million annual active shoppers on its China retail marketplaces, Alibaba's success depends on trust. Alibaba is committed to being a global leader in the fight against counterfeiting. The war against counterfeits can only be won when all industry parties join forces and tackle this serious, global issue.

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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.

About IACC

The IACC (www.iacc.org) is a Washington, DC-based not for profit organization representing the interests of companies concerned with trademark counterfeiting and the related theft of intellectual property. The members of the IACC include many of the world's best known brands across all product sectors. The IACC has played a leading role in the development of cross-industry voluntary agreements, to address the illicit trafficking of counterfeit and pirated goods online, including its IACC MarketSafe and RogueBlock initiatives.

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