



## **Tmall Extends 618 Mid-year Sales to More Markets across APAC**

### ***New Retail promotions for Hong Kong, Taiwan, Singapore & Australia customers***

**Hangzhou, China, June 13, 2018** – Alibaba’s Tmall, the world’s largest B2C online and mobile marketplace for global and Chinese domestic brands, said today it has extended its upcoming 618 Mid-year Sales to several markets across the Asia-Pacific region.

This year, consumers in Hong Kong, Taiwan, Singapore and Australia will be able to access billions of products at deep discounts online and offline during the event, in addition to mainland Chinese customers.

“This year’s 618 Mid-year Sales coincides with the Dragon Boat Festival. It is a good opportunity for overseas Chinese to buy festive products and to build the understanding and connections with Chinese culture,” said Alvin Liu, General Manager, Tmall Export and Import. “For some markets, shipment by sea is now a delivery option, meaning consumers can literally buy a dragon boat on Tmall and have it delivered to their doorstep at a low cost.”

“New Retail is another key element in this year’s promotion, combining online and offline elements. Physical pop-up stores will be set up in overseas markets, and consumers visiting these can scan the product QR codes and place their orders online. Other attractive features include vouchers, red-packets and free shipping,” Liu added.

Consumers in Taiwan, Hong Kong and Singapore will benefit from various promotions, such as free shipping between June 16 and 20. Australian consumers can choose shipment by sea at RMB20 per order for selected items.

The 618 Mid-year Sales shopping festival has gained substantial popularity in recent years. In 2018, Tmall is working with over 70 shopping malls and commercial districts across mainland China and Asia to open pop-up stores that will offer consumers a seamless online and offline shopping experience. In these stores, consumers can sample new technologies, such as product recommendations based on facial scans, smart-fitting, smart fashion advisors and scan-to-access product information.

### **About Tmall**

Launched in 2008, Tmall ([www.tmall.com](http://www.tmall.com)) caters to consumers looking for branded products and a premium shopping experience. A large number of international and Chinese brands and retailers have established storefronts on Tmall. According to Analysys, Tmall was China’s largest third-party platform for brands and retailers in terms of gross merchandise value in 2017. Tmall is a business of Alibaba Group.

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