2018 INVESTOR DAY
September 17–18  Hangzhou China
Taobao - Massive and Fast Growing Consumer Community
JIANG Fan, President of Taobao
Fast Growing Consumer Community
617 million Mobile MAU\(^{(1)}\)

Rapid User Growth

Mar 2016 | 410
Mar 2017 | 507
Mar 2018 | 617

Up 110mn YoY in FY2018

552 million AAC\(^{(2)}\)

Up 98mn YoY in FY2018

Notes:
(1) China retail marketplace Mobile MAU for the month ended March 31, 2018
(2) China retail marketplace annual active consumer for the fiscal year ended March 31, 2018
Rapid Growth of New Users and Potential Users Market

Rapid Growth in New Registered Users
88% YoY Growth for August 2018

Growth of Users Under 18 and Above 50 Is Accelerating

Jan-Aug 2018

Growth of Users From Less Developed Areas Is Accelerating

New Registered Users Breakdown by Age

Users Breakdown by City Tier
Rapid Growth of New Users
And Potential Users Market

新用户及潜力市场用户高速增长

Growth in DAU of Taobao Points
淘金币规模增长

30%+ YoY Growth for August 2018

Growth in Number of Orders From Taobao Daily Deals
天天特价订单增长

350%+ YoY Growth for July 2018
Recommendation Feeds 信息流
Simpler User Experience

More Efficient Information Distribution

More Diversified Content

用户体验更简单

信息分发更高效

分发内容更多样
Recommendation Feeds

Old Version
Modules

New Version
Recommendation Feeds
Recommendation Feeds

Old Version
Modules

New Version
Recommendation Feeds
From Product Listing to Diversified Content

Recommendation Feeds

New Version

Recommendation Feeds

Online Marketing

Live Stream

Channels

Customer Engagement

Short-Form Videos

Recommendation Feeds
Content Generation 内容化
Impact of the Content Ecosystem Increased Significantly

- **Over RMB3 billion**
  - **Income Earned by Content Creators**
- **1.6 million +**
  - **Number of Registered Content Creators**
- **1.9 billion**
  - **Daily Average Short-Form Videos Views**
  - **Daily Average Time Spent by Live Stream Viewers**
- **20 minutes +**
  - **Live Stream MAU YoY Growth**

Rapid Growth in Live Stream and Short-Form Videos

- **直播、短视频领域迅猛发展**
- **内容化成果**
- **直播月活增长速度**

#### Notes:
1. For the Twelve Months Ended August 31, 2018
2. As of August 2018
3. For April to June 2018
100%+ MAU YoY Growth for April - June 2018

GMV Driven by Live Stream Increased by 350% YoY for April-June 2018

Content Generation - Live-Stream

Rapid Growth of Live-Stream Sessions
Comprehensive Live-Stream Ecosystem

- Merchants
- Advisers
- Promoters
- Buyers
- Live-Stream Anchors
- Global
- Rural
- Variety Shows IP

客服
主播
买手
门店导购
全球
农村
直播综艺IP
Short-Form Video Empowers Merchants Throughout Consumer Journey

商品展现中，可呈现视频占比从15%到42%
The Case for Short-form videos

短视频案例

58% Increase in Conversion Rate
单品成交转化率提升

94% Product Listings with Videos
全店商品的视频占比

Brands and creativity
品牌与创意

Tutorials and reviews
教程与评测

Product highlights
核心卖点

In-depth analysis
深度解析

Video reviews
评价视频

Buyers' sharing
买家分享
The Case for Short-form Videos
短视频案例

58% Increase in Conversion Rate
单品成交转化率提升

94% Product Listings with Videos
全店商品的视频占比

Courses and reviews
教程 & 评测

Brands and creativity
品牌 & 创意

Key selling points
核⼼心卖点

In-depth analysis
深度解析

Video reviews
评价视频

Buyers' sharing
买家分享
Content Generation - “Buyers' Shows”

Consumers’ Participation in Content Creation and Community Interaction

22mn+ (1) Daily Average Buyers Who Left at Least One Review on Platform

2.9mn+ (1) Reviews from Buyers with Photos or Videos Per Day

Notes:
(1) For the Week of August 1, 2018
Merchants Operation 商家运营模式
China Retail Marketplaces GMV Contribution From Merchants With Featured and Original Products Continues To Grow

Number of Merchants with Featured and Original Products

Notes:
(1) For the Year Ended March 31, 2018

100,000 (1)

17%+ (1)
Multiple Formats of Merchants Operation
多样的商家运营阵地
New Ways of Merchants Operation Transforms Industry

Jewelry Industry Benefits from New Ways of Merchants Operation

Taobao Global Buyers Enhance GMV Growth

Notes:
The dips in the charts are due to Chinese New Year impact.
Evolution of Merchants Operation
商家运营模式的变化

Past
Focus on Traffic
Centralized
Passive

Present
Focus on Scenarios
Online
Offline
Within Taobao
Beyond Taobao
Products

Future
Focus on Customer Management
Quality
Fans
Operation
New Markets 新市场
New Market – “Xianyu”

15mn+ [1] Annual Active Sellers

Marketplace for Second-Hand Items

53% [2] Users are Male

Notes:
New Market – “Xianyu”

Notes:
The dip in the charts is due to Chinese New Year impact.
88VIP会员 Early Stage Membership Program Shows Momentum

Every 100 88VIP Members Bring in New Users to the Following Services:

- Youku: 38
- Ele.me: 32
- Taopiaopiao(2): 27

Notes:
(1) As of August 2018
(2) Our affiliated business
THANK YOU