2021 INVESTOR DAY

Local Consumer Services

YU Yongfu, President of Lifestyle Services Business
Annual Active Consumers
年交易用户数

~350 Mn

Annual Active Merchants
年活跃商户数

2.8 Mn

Monthly Active Riders
月活跃骑手数

1.1 Mn+

Notes:
1. Deduped between Ele.me, Xingxuan, Koubei, Fliggy and Amap for the twelve months ended September 30, 2021.
2. Deduped between Ele.me, Xingxuan, and Koubei for the twelve months ended September 30, 2021.
Ele.me On-demand Delivery Business Continues to Grow Rapidly

Ele.me AAC Growth
饿了么年度交易用户稳健攀升

Ele.me On-demand Order Growth
饿了么即时配送订单同比快速增长

Notes:
1. YoY increase in number of annual active consumers for the twelve months ended September 30, 2021.
2. YoY increase in number of on-demand orders for the twelve months ended September 30, 2021.
01 Business Performance

02 Market Overview

03 Future Strategy
Local Consumer Services Market Overview

China Market Growth Outlook

Alibaba App Matrix

Peer App Matrix

Note:
1. Estimates according to iResearch.
Market Still in Early Stage of Development

本地生活服务市场发展尚处初期阶段

Note:
1. Combined average DAU of Alibaba apps (undeduped) is comparable to that of Meituan apps (undeduped) for the month ended September 2021, according to data from Questmobile.
Evolution to To-home & To-destination Strategy

到家 & 到目的地策略演进

- **To-home Consumer Demand**
  - To-home
  - Consumer Demand
  - Delivery by Riders
  - Everything to Home
  - Restaurant Food to Home

- **Merchant / Destination**
  - Everything Destination-related
  - Everything

- **To-destination Consumer Demand**
  - To-destination
  - Consumer Demand
  - Navigation / Car-hailing
  - Mobility to Destination
Ele.me: From Restaurant-to-home to Everything-to-home

Note:
1. YoY increase in number of Ele.me on-demand delivery orders for the quarter ended September 30, 2021.
Amap: A Lifestyle Map that Connects Consumers and Merchants at Destination

Consumers discover local services in map

Merchants

In-restaurant Dining

Amap Guide to Fine Dining

Mobility Services

Amap Map of Gas Stations

Tourism

Amap Guide to Scenic Spots

Amap App & Auto
Peak DAU

200 Mn+

Golden Week Holiday, October 2021
Integration of Local Consumer Services Business is Paying Off

本地生活服务板块整合已初见成效

**Koubei: Amap-enabled GMV Growth**

> 500%

(YoY Growth October 2021)

**Fliggy: Amap-enabled GMV Growth**

> 50%

(YoY Growth October 2021)

Notes:
1. YoY increase in Amap-enabled Koubei GMV for the month of October 2021.
2. YoY increase in Amap-enabled Fliggy GMV for the month of October 2021.
To Make It Easy To Do Business Anywhere

让天下没有难做的生意