

Alibaba.com to Offer Rebates to Chinese Businesses to Encourage Use of Integrated Export Services

Beijing, May 13, 2014 – Leading platform for cross-border wholesale trade Alibaba.com (www.alibaba.com) today announced a program to offer export-service rebates to mainland Chinese businesses that complete their export transactions through its OneTouch platform. Under this program, Chinese exporters will be offered up to RMB3 cents in export-service rebate for every US\$1 in value of export transactions completed through OneTouch. That means a supplier who completes an export order of USD1 million through OneTouch will be entitled to a rebate of up to RMB30,000. In addition, OneTouch does not charge any service fee for its fundamental export services, which cover aspects including customs clearance, tax rebate handling, trade financing, foreign exchange and logistics.

In recent years, rising labor and raw material costs have been some of the major challenges facing Chinese exporters. Small businesses, in particular, often need to spend a significant amount of their time and human resources on export processes such as customs clearance, logistics and tax rebate application. The smaller an export order, the higher the relative costs associated with these processes. Internet-based integrated export-services platforms, however, enable exporters to complete various business processes without the hassle and cost of dealing with multiple third parties.

Alibaba.com's introduction of the rebate program aims to allow Chinese small businesses to share in the value brought about by integrated export-services platforms like OneTouch. "Integrated export-services platforms such as OneTouch aggregate orders from tens of thousands of exporters. They are virtually big customers to individual export-service providers like banks, logistics firms and customs, which enables them to complete various export procedures at a lower cost and in a more efficient manner. The rebates offered by Alibaba.com and OneTouch are a result of the cost savings from our aggregation of demand from numerous exporters," explained Joe Wei, General Manager of Alibaba.com's integrated export services division. "By outsourcing export processes to an integrated services platform, small businesses can save costs and time in areas like customs clearance, trade financing and logistics, and be better positioned to capture more orders and expand their business."

Leveraging OneTouch's integrated export-services platform, Alibaba.com has shifted its focus away from being primarily an online meeting place between buyers and suppliers and expanded its scope to transactions, thereby accumulating big data in aspects like logistics and customs clearance which is essential to the formation of an export-focused credit system. In the future, a credit system like this will allow buyers and suppliers to more easily determine each other's trustworthiness and strengths and identify ideal business partners more quickly. On the other hand, the credit system can help drive the healthy growth of the export sector by enabling trustworthy businesses to enjoy better access to export opportunities and giving others motivation to enhance their service and product quality. In the broader sense, this credit system can also potentially serve as a basis on which trustworthy exporters are given access to loans and other financial services to support their business needs.

“Every export transaction involves a very long process and a large amount of data can be generated in each stage – from the signing of a deal to customs clearance, tax rebate application, and logistics. By providing small businesses with integrated export services, we can now be a part of their transaction processes and accumulate solid transaction data. Going forward, such real transaction-based data can serve as the credentials of export businesses on our platform,” said Sophie Wu, Vice President of Alibaba Group and head of Alibaba.com.

About Alibaba.com

The first business of Alibaba Group, Alibaba.com (www.alibaba.com) is the leading platform for cross-border wholesale trade serving millions of buyers and suppliers around the globe. Through Alibaba.com, small businesses can sell their products to companies in other countries. Sellers on Alibaba.com are typically manufacturers and distributors based in China and other manufacturing countries such as India, Pakistan, the United States and Japan.

For media enquiries, please contact:

Sovanna Fung

Alibaba Group

Tel:+852 2215 5212

Email: sovannafung@hk.alibaba-inc.com