



Alibaba Group Announces Appointment of Four New-generation Leaders to its Partnership

***Reaffirms the Company's commitment to ensure the sustainability
of its mission, vision and values***

Hangzhou, China, December 8, 2015 – Alibaba Group Holding Limited (NYSE: BABA) announced today the joining of four new partners to its Alibaba Partnership, a move that is designed to ensure the sustainability of the Group's mission, vision, and values in the management of the company through cultivating the next generation of leaders.

The new partners are: Yu Yongfu, President of Alibaba UC Mobile Business Group and President of Alimama; Zheng Junfang, Deputy Chief Financial Officer of Alibaba Group; Zhao Ying, Deputy President of Ant Financial, and Sun Lijun, General Manager of Alibaba's Rural Taobao business.

On announcing the appointments, the Alibaba Partnership Committee said, "As Alibaba Group continues to optimize its business structure in preparation for the challenges ahead, the four newly appointed partners will work in conjunction with the existing 30 partners to deepen Alibaba Partnership's efforts to protect, pass on and enhance the company's culture, mission and values."

The four new partners come from a range of different backgrounds with extensive expertise in their respective fields, including mobile Internet, B2B, as well as finance. Alibaba Group aims to bring in partners with a rich diversification of background, skills and experience to ensure successful strategic decision-making. More than 80 percent of the 34 partners were born after 1970 and, combined, have an average age of 42.

This is the first time Alibaba has added new members to the Partnership since the initial public offering in New York last year.

The Alibaba Partnership is a dynamic body that rejuvenates itself through admission of new partners each year. To be eligible for election, a partner candidate must have demonstrated attributes such as a high standard of integrity, a track record of contribution to the Group's business, and being a "culture carrier" whose commitments are consistent with the Group's mission, vision and values.

Partnership candidates are chosen through a nomination process whereby existing partners propose candidates to the Partnership Committee, which will then review the nominations and determine whether the nomination of a candidate will be proposed to the entire partnership for election.

The Partnership Committee must consist of at least five partners. Committee members serve for a term of three years and may serve multiple terms subject to an election every three years.

About the four new partners:

YU Yongfu, President of Alibaba's Mobile Business Unit and Alimama

Mr. YU Yongfu was previously Vice President of Investments in Lenovo before he joined UCWeb, China's largest mobile browser company, as the CEO. He joined Alibaba as the President of the Group's Mobile

Business Unit when it bought UCWeb in June 2014. He successfully led the team to integrate UCWeb with AutoNavi, a navigation services provider that Alibaba had acquired in February 2014. Both UCWeb and AutoNavi have seen stable growth under the lead of Yu, with accumulated user numbers reaching 500 million and 400 million respectively. And these are just two of several popular apps with more than 100 million users, developed and operated by Alibaba's Mobile Business Unit.

Yu also serves as the President of the Group's online marketing technology platform Alimama, which accounts for more than half of the Group's revenue.

ZHENG Junfang, Deputy CFO of Alibaba Group

After five years with the company, Ms. ZHENG Junfang is now the Deputy CFO of Alibaba Group. She has been heavily involved in the company's key decision making, especially in the financial management and support to business operation. Before joining Alibaba, she had worked at KPMG for 13 years where she equipped herself with extensive finance expertise.

ZHAO Ying, Vice President of Ant Financial Services Group

Ms. ZHAO Ying has worked for Alibaba for 10 years. In 2013, she joined Ant Financial Services Group, the financial services arm of Alibaba Group, and is now a Vice President of Ant Financial. Previously she worked for Yahoo China, joining Alibaba's Taobao and B2B businesses after the Group acquired Yahoo China. Her appointment announced today helps increase the number of female partners, who account for one-third of the partner team.

SUN Lijun, General Manager of Rural Taobao

As the General Manager of Rural Taobao, Mr. SUN Lijun's promotion to partner forms part of Alibaba's rural strategy.

Sun joined Alibaba's B2B business unit as a junior clerk of the China Supplier Services team right after his graduation from Zhejiang University in 2002. His main responsibility at that time was to promote the alibaba.com website and to help SMEs to get more orders. In his first year, his sales performance ranked sixth among the company – he rose to first place in 2006. Later, Sun became the General Manager of Alibaba's China Supplier Services team in East China, where he was in charge of areas including Shanghai, Shandong, Anhui, Zhejiang, Fujian and Jiangsu.

In July 2014, Alibaba announced its rural strategy as one of its key strategies with a plan to invest RMB 10 billion over the next three-to-five years. Sun was among the first group of people to move to the Rural Taobao unit. With his strong leadership and project execution skills, he oversaw the successful launch of Rural Taobao in 27 provinces across China.

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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.

Alibaba Group's major businesses include:

- Taobao Marketplace (www.taobao.com), China's largest online shopping destination
- Tmall.com (www.tmall.com), China's largest third-party platform for brands and retailers
- Juhuasuan (www.juhuasuan.com), China's most popular online group buying marketplace
- Alitrip (www.alitrip.com), a leading online travel service platform
- AliExpress (www.aliexpress.com), a global online marketplace for consumers to buy directly from China
- Alibaba.com (www.alibaba.com), China's largest global online wholesale platform for small businesses
- 1688.com (www.1688.com), a leading online wholesale marketplace in China
- AliCloud (www.alicloud.com), a provider of cloud computing services to businesses and entrepreneurs

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