



## MATTEL AND ALIBABA GROUP FORM GLOBAL STRATEGIC PARTNERSHIP

**EL SEGUNDO, Calif. and HANGZHOU, China – February 15, 2017** – Mattel, Inc. (NASDAQ: MAT), the leading global childhood play and development company, today announced a new strategic partnership with Alibaba Group (NYSE: BABA), the world’s largest online and mobile commerce company. Leveraging Mattel’s iconic brands and expertise in play as well as Alibaba’s wealth of data and insights into the Chinese consumer base, the expanded partnership aims to re-shape the way parents in China think about play.

Alibaba Group’s unrivaled scale and data-driven approach to consumer insights will enable Mattel to tailor their market and product strategy. With more than 440 million active buyers across its e-commerce platforms, Alibaba is helping Mattel meet the ever-growing and changing needs of Chinese consumers with a strategic omni-channel approach spanning online-to-offline (O2O).

As part of this expanded collaboration, Mattel will not only be marketing and selling to China via Alibaba’s B2C marketplace Tmall.com, but also leveraging the company’s media ecosystem to develop and promote learning resources and educational content – inspired by Mattel’s beloved brands and characters – to help parents and families get the most out of play. Additionally, Mattel will be working with Alibaba’s A.I. Lab to develop new and innovative products, designed to aid child development through the use of cutting-edge technology and smart, interactive learning.

“Play has a tremendous impact on a child’s cognitive, social and emotional growth,” said Margo Georgiadis, CEO of Mattel. “By combining Mattel’s unmatched expertise in childhood learning and development, with Alibaba’s immense reach and unique consumer insights, our goal is to help parents in China raise children to be their personal best.”

“Alibaba empowers leading global brands to digitally transform their businesses and address the fast-changing Chinese consumer landscape,” said Daniel Zhang, CEO of Alibaba Group. “We look forward to supporting Mattel’s growth through our robust data and commerce technology infrastructure, which will help to elevate their overall business from product development to brand-building to rural penetration for this unique and massive market.”

Ms. Georgiadis added, “The multi-billion dollar toy category in China is highly fragmented, with tremendous potential for growth. Working with Alibaba, we see a terrific opportunity to develop and lead the category.” Mattel and Alibaba will begin product development immediately, with initial availability planned for mid-2017.

### **About Alibaba Group**

Alibaba Group’s mission is to make it easy to do business anywhere. The company aims to build the future infrastructure of commerce. It envisions that its customers will meet, work and live at Alibaba, and that it will be a company that lasts at least 102 years. For more information and corporate b-roll visit Alibaba’s new corporate site [Alizila.com](http://Alizila.com).

### **About Mattel**

Mattel is a creations company that inspires the wonder of childhood. Our mission is to be the recognized leader in play, learning and development worldwide. Mattel’s portfolio of global consumer brands includes American Girl®, Barbie®, Fisher-Price®, Hot Wheels®, Monster High® and Thomas & Friends®, among many others. Mattel also creates a wealth of lines and products made in collaboration with leading entertainment and technology companies. With a global workforce of approximately 31,000 people, Mattel operates in 40 countries and territories and sells products in more than 150 nations. Visit us online at [www.mattel.com](http://www.mattel.com).

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