



## Alibaba Group Generated US\$10 Billion of GMV in the First Hour of the 2018 11.11 Global Shopping Festival

**Shanghai, November 11, 2018** – Alibaba Group Holding Limited (NYSE: BABA) today kicked off the 2018 11.11 Global Shopping Festival at midnight in China. Early highlights of this year's festival included:

- US\$10 billion (RMB69.3 billion) of total GMV was settled through Alipay in 1 hour and 48 seconds
- US\$1 billion (RMB6.9 billion) of total GMV was settled through Alipay in the first 1 minute and 25 seconds
- Participation from more than 180,000 brands

In the hours leading up to the shopping event, Alibaba's video streaming platform Youku hosted the fourth annual countdown gala to celebrate the official launch of the festival. Viewers were able to experience the gala live via Youku, as well as across China on two major Chinese TV stations. This year, the gala featured international celebrity appearances and performances from Miranda Kerr, Mariah Carey and Cirque du Soleil.

For additional content from the event, please follow the Alibaba Group official Twitter account at [www.twitter.com/AlibabaGroup](http://www.twitter.com/AlibabaGroup), or visit the 11.11 Media Resources page on Alibaba corporate news site Alizila with live results, videos, fact sheets, b-roll and other content related to this year's 11.11.

### About the 11.11 Global Shopping Festival

The 11.11 shopping festival began in 2009 with participation from just 27 merchants as an event for merchants and consumers to raise awareness of the value in online shopping. Last year, over 140,000 brands and merchants participated in the global shopping event, with consumers spending RMB168.2 billion during the 24-hour period. For additional history and facts from last year's festival, as well as the latest news and updates on the 2018 11.11 Global Shopping Festival, please visit Alizila: <https://www.alizila.com/2018-11-11-global-shopping-festival/>

### About Alibaba Group

Alibaba Group's mission is to make it easy to do business anywhere and the company aims to achieve sustainable growth for 102 years. For fiscal year ended March 2018, the company reported revenues of US\$39.9 billion.

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GMV for the 11.11 Global Shopping Festival is the total value of orders settled through Alipay on Alibaba's China retail marketplaces, Lazada and AliExpress within a 24-hour period on November 11. It is reported on a real-time basis and includes shipping charges paid (where applicable).

Alibaba Group's operating results disclosed in this press release are denominated in RMB. All translations of RMB into US\$ are made at US\$1= RMB6.9329, the central parity rate announced by the People's Bank of China (PBOC) on November 9, 2018.

All GMV and other figures presented in this press release are unaudited and subject to adjustments.

## **Media Contacts**

### *APAC:*

Sindy Shi

Alibaba Group

+86 150 2192 5635

[ruoyun.sry@alibaba-inc.com](mailto:ruoyun.sry@alibaba-inc.com)

Shao Xiaoyi

Alibaba Group

+86 186 5817 0996

[shaoxiaoyi.sxy@alibaba-inc.com](mailto:shaoxiaoyi.sxy@alibaba-inc.com)

### *Americas:*

Brion Tingler

Alibaba Group

+1 917 528 1992

[brion.tingler@alibaba-inc.com](mailto:brion.tingler@alibaba-inc.com)

### *EMEA:*

Alibaba Group

Maja Hauke

+44 (0) 20 7 3958330

[maja.hauke@alibaba-inc.com](mailto:maja.hauke@alibaba-inc.com)