



Alibaba Group

GSF2018 International Conference

11 May 2018





Our Mission & Vision

OUR MISSION

To make it easy to do business anywhere

OUR VISION

To build the future infrastructure of commerce

To be a company that lasts at least 102 years

FOUNDED IN HANGZHOU IN 1999



The Largest Retailer in the World



US\$768b

Gross Merchandise Value
GMV for fiscal year ending
3/2018



160K+

Brands selling across
Alibaba platforms



617M

Mobile Monthly Active
Users (MAU) across
Alibaba China retail
marketplaces

The China Opportunity Today

SIZE OF THE MARKET

In 2016, China became the world's largest retail market at **US \$4.88 trillion**.¹

ONLINE PENETRATION

China's online penetration will grow to **33% by 2020**; highest in the world.²

FOREIGN PURCHASING

40% of China's online consumers buy foreign goods.³

Reasons for buying imported products:⁴

Better quality



65%

Higher safety



43%

No similar local products



14%

For specific origin



11%

The China Opportunity Tomorrow

731m

Internet Users in China

Which is equivalent to...



Europe (739m)



US (326m)



ANZ (30m)

>300m

Middle Class Consumers

This Middle Class population is set to double by 2020

Which is the economic equivalent to adding an economy the size of Germany

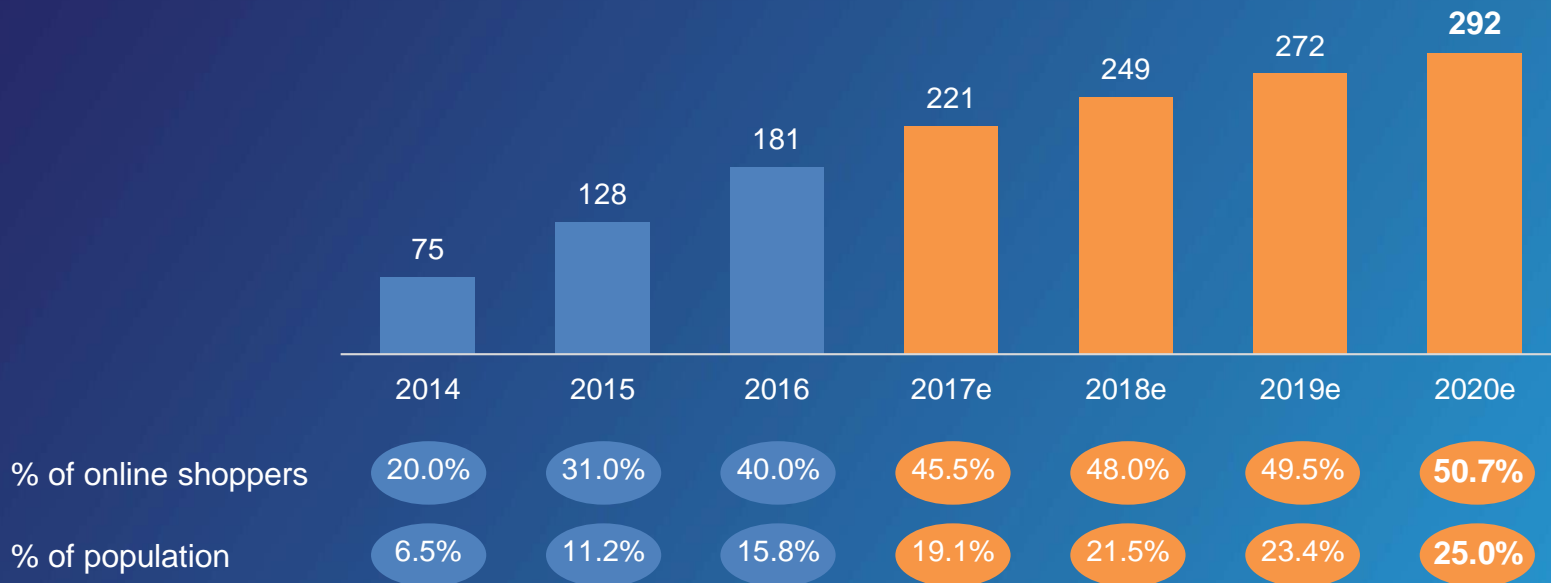


+



By 2020, half of all Chinese online shoppers will have bought an item from cross border e-commerce

Cross-border ecommerce buyers in China (millions)



Source: Emarketer 2016. Internet users who have made at least one purchase from a foreign seller either directly or through an intermediate, excludes Hong Kong

The Alibaba Economy

DIGITAL MEDIA & ENTERTAINMENT



CORE COMMERCE



LOCAL SERVICES



PAYMENT & FINANCIAL SERVICES



LOGISTICS



MARKETING SERVICES & DATA MANAGEMENT PLATFORM



CLOUD COMPUTING

BECOME THE WORLD'S 5TH LARGEST 'ECONOMY' BY 2036

New Retail



CUSTOMERS



PRODUCT
MERCHANDISING



ORDERS



PAYMENT



LOYALTY
PROGRAM

EXPERIMENTATION & INNOVATION ACROSS DIFFERENT RETAIL FORMATS

Fashion & Beauty



Consumer Electronics



Fresh Food & FMCG



2017 Double 11 Shopping Festival



~ **140,000** participating brands and merchants including **60,000** international brands



US\$25.3 billion total GMV



39% YoY Growth



90% Mobile GMV



1.48 billion total payment transactions



812 million Delivery Orders Processed by Cainiao Network



2017 Double 11: Australia's Performance

TOP 5 COUNTRIES SELLING TO CHINA BY GMV

	Japan
	United States
	Australia
	Germany
	South Korea



3rd highest country selling to China by GMV (up from 4th in 2016)



7 hours and five minutes the Chemist Warehouse store surpassed 2016 11:11



Two Australian brands in the top five cross border products (Swisse and Bio Island)



5th highest country buying from China by GMV

Our Globalization Strategy



Australia and New Zealand Footprint



MAIN MISSION: to help Australian and New Zealand companies to make it easy to do business anywhere through Alibaba's platforms

Nearly 2000 Australian Brands on the B2C Platforms



Blockchain for Supply Chain Assurance



Alibaba Group is working with Blackmores and Australia Post with PwC as a service provider on a project to combat food fraud using blockchain technologies

US\$ 30-40 billion

Global cost of food fraud to industry

Alibaba Born in China,
Created for the World

