



Alibaba Group

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DACH, Eastern Europe
and Turkey

Mission

to make it easy to do business anywhere

- * **Founded in 1999 by 18 entrepreneurs led by Jack Ma, a former English teacher from Hangzhou, China.**
- * **The founders set out to help entrepreneurs, with the belief that the internet could level the playing field and unleash the potential in the country.**
- * **Alibaba aims to build the future infrastructure of commerce and be a company that lasts 102 years.**



Alibaba, the world's largest retail commerce company

March 31st 2016: RMB 3Trillion Milestone



US\$ 485Bn annual GMV in 2016 fiscal year



+10M active sellers



Annual active buyers: 434 million / 200 countries



Cainiao Network: 42 million deliveries daily (average)



>1Billion product and service listings



Making history every 11th November...

In 2015, \$14.3 billion sold in 24 hours, +60% growth on 2014

- 467 Million packages generated
- 69% sold on mobile
- Guinness World Records in sales: Milk, Nuts, Honey, Apples, Cars, Cellphones, TVs and Watches
- 232 countries participated
- 1/3 of all sales were from international brands
- At its peak, we processed 140,000 transactions per second

购物狂欢节

2009:	\$8 million
2010:	\$140 million
2011:	\$750 million
2012:	\$3 billion
2013:	\$5 billion
2014:	\$9,2 billion

2015: \$14,3 billion



Making history every 11th November



CAINIAO NETWORK PROCESSED

657 MILLION

DELIVERY ORDERS ON ALIBABA'S CHINA AND INTERNATIONAL RETAIL MARKETPLACES



USD 17.8 BILLION
TOTAL GMV

(RMB 120.7 BILLION - 32% YoY Growth)



120,000

payment transactions
PROCESSED PER SECOND
BY ALIPAY



175,000



























orders
PROCESSED PER SECOND
BY ALIBABA CLOUD

China's rural population now has access

like never before

- * Our marketplaces provide China's **600 million** rural citizens with access to goods from around the world.
- * We are currently building **1,000** county-level rural service operation centers, and **100,000** village-level rural service centers to better facilitate rural delivery services throughout China.

Our Platforms – Our Ecosystem – Our Business

	Core Commerce	Mobile Media & Entertainment	Local Services
	        	       	   
Payment & Financial Services	 		
Logistics			
Marketing services Data Management Platform			
Cloud Computing			

By 2020 China will be the largest market in the world for imported e-commerce goods

\$21 B

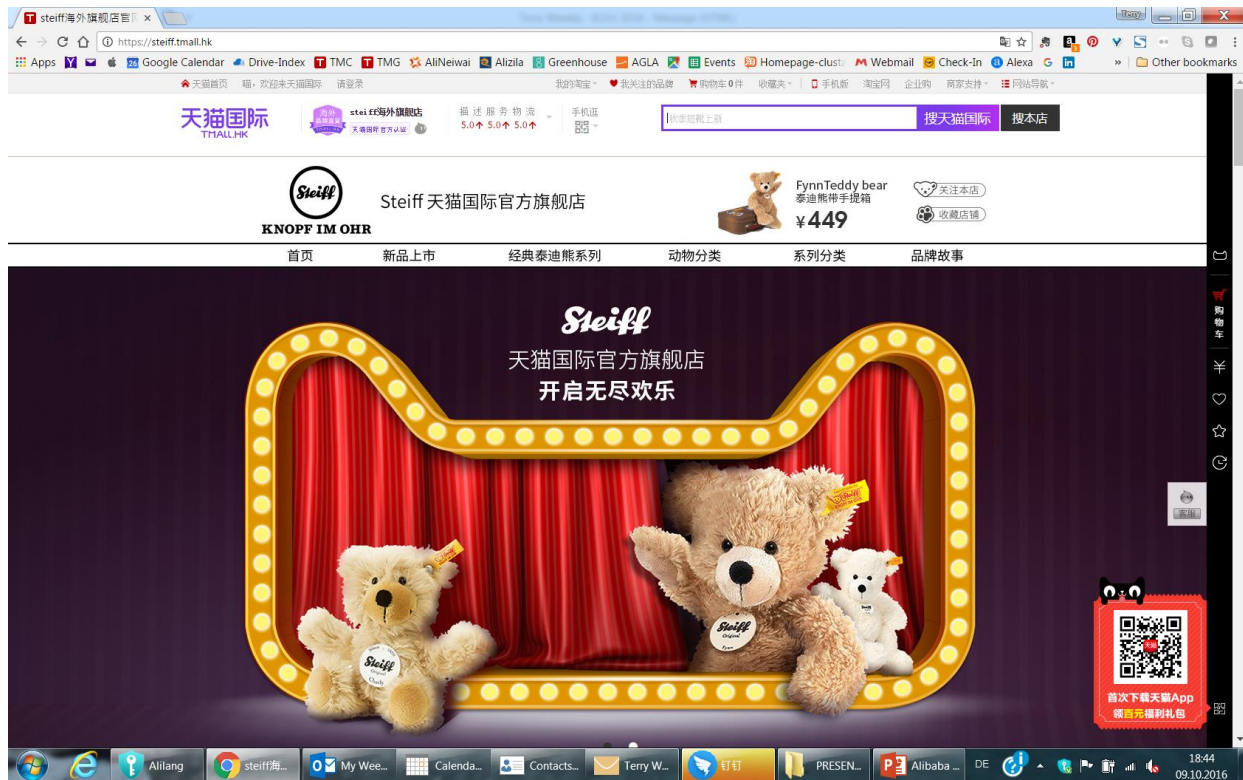
2014



\$245 B

2020e

Steiff / Brita Water Filter



9.9 – GLOBAL WINE & SPIRITS FESTIVAL



- **100.000** international wines, cognacs, whiskeys and other drinks
- Merchants/Brands from over **50 countries**
- Active buyers in wines and spirits category raised **up to 10 Million**
- **Sales of beer exceeded the consumption of Munich Beer Festival, the “Octoberfest”**

Starting Sept 1st: Tmall marketing campaigns
(e.g. live auctions, offline components involving bars and pubs)

Example of a Tmall Flagship-Store Anheuser-Busch





关注店铺



本店所有商品

首页

福佳/Hoegaarden

比利时啤酒/Belgium Beer

魅夜/Mixxtail



啤酒大赛口碑

纯正比利时风味啤酒 | 香草结合淡淡烟熏味道

比利时风味福佳白啤酒

¥109

立即购买



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福佳/Hoegaarden

比利时啤酒/Belgium Beer

魅夜/Mixxtail



[Authentic] Fujia imported beer Hoegaarden white beer 500ml * 10 cans get 2 cans
Lynx genuine 16 June to produce safe and secure flavor Belgium

天猫 购物券 Real Goods Cat-day general to scratch ticket

price ¥ 324.00

Sale price **¥ 109.00** Promotions

Our activities Over 99, free shipping More deals

Shipment Shanghai to Hangzhou Uptown Express: 0.00

Monthly sales **2456** Cumulative Assessment **1359** Send Lynx Points **54**

Quantity pieces Stock 42 680

Buy now Add to Shopping

Pledge Authenticity Guarantee T2 Speed Refund Payment



Reread

¥ 54.00

Belgian beer Hoegaarden flavo...



¥ 249.00

Belgium imported beer Hoega...



¥ 129.00

Fujia Bel...

Examples/beer

- <https://budweiser.world.tmall.com/>
- <https://heineken.world.tmall.com/>

Our Mission

让天下没有难做的生意
To make it easy to do business anywhere

