

Business and Strategy Overview



OUR MISSION

TO MAKE IT EASY TO DO BUSINESS ANYWHERE

The World is Changing



Way of doing business
is changing



Consumer lifestyle and
consumption patterns are
changing



Access point to the
internet is changing

WE HAVE TRANSFORMED OUR BUSINESS TO FULFILL OUR MISSION IN THIS NEW BUSINESS LANDSCAPE

OUR BUSINESS

DATA-DRIVEN

DATA REFUEL

CORE COMMERCE



MOBILE MEDIA & ENTERTAINMENT



LOCAL SERVICES



PAYMENT & FINANCIAL SERVICE



LOGISTICS

CAINIAO 菜鸟网络*

MARKETING SERVICES DATA MANAGEMENT PLATFORM



CLOUD COMPUTING



*Affiliate Business

OUR GOALS



FY2016

RMB 3.092 TN

GMV



FY2020

RMB 6 TN

(USD 1 TN) GMV

FY2016

423 MN

ACTIVE BUYERS



FY2036

2 BN

CONSUMERS

CUSTOMER ACQUISITION
(Young, Urban Middle-Class, Rural, Globalization)

CATEGORY EXPANSION
(Food & Groceries, Car & Car Accessories, Home Decorations, Local Services, Digital Products)

Digital Transformation of OFFLINE GMV / RMB 30 TN



OUR KEY STRATEGIES



GLOBALIZATION

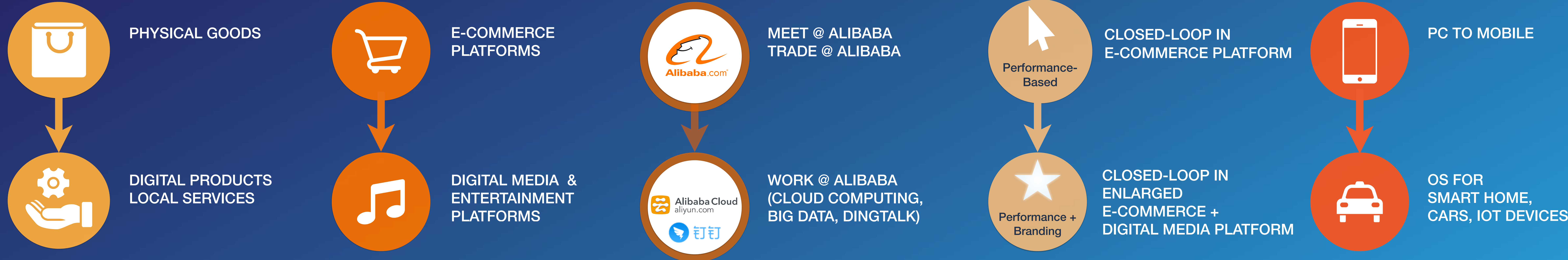


RURAL DEVELOPMENT



BIG DATA / CLOUD COMPUTING

OUR BUSINESS EVOLUTION



SYNERGIES ACROSS OUR ECOSYSTEM

CONSUMERS

- WALLET SHARE
- TIME SHARE



MERCHANTS

- EFFICIENCY IN DISTRIBUTION
- SCALE EFFECT



MARKETERS

- CROSS-PLATFORM, PERSONALIZED & TRACKABLE
- PERFORMANCE + MEASURABLE BRAND-BUILDING



CLOUD COMPUTING

- NEW GROWTH ENGINE

