

China Retail on Mobile





Meet @ Alibaba

We enable millions of commercial and social interactions among our users, between consumers and merchants, and among businesses every day.

Work @ Alibaba

We empower our customers with the fundamental infrastructure for commerce and data technology, so that they can build businesses and create value that can be shared among our ecosystem participants.

Live @ Alibaba

We strive to expand our products and services to become central to the everyday lives of our customers.



Massive Usage - Mobile Taobao

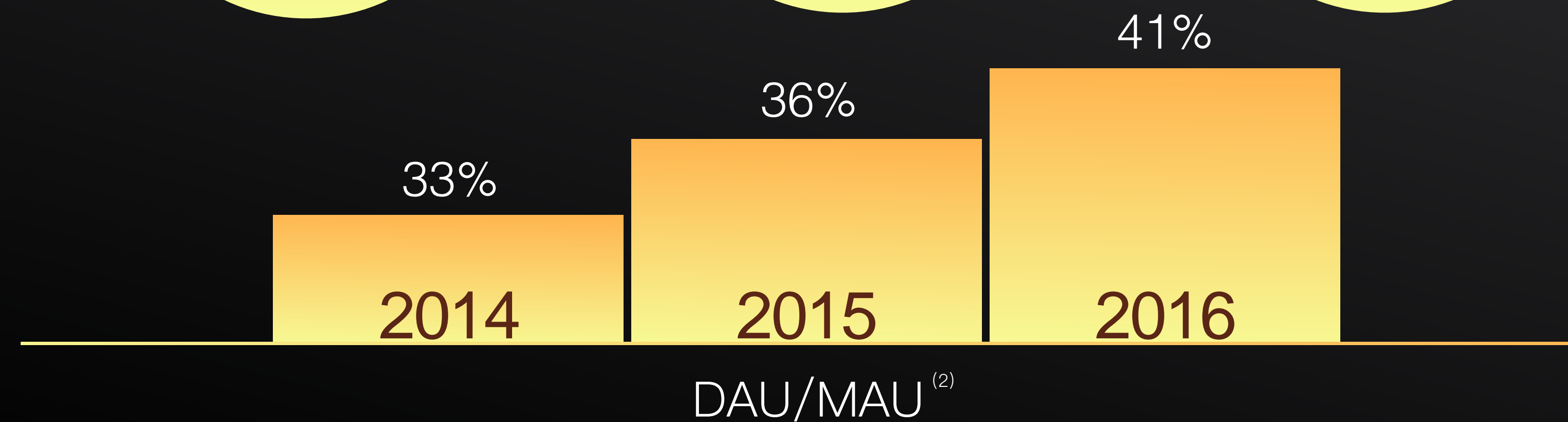
Mobile Taobao MAU⁽¹⁾



Mobile Taobao DAU⁽¹⁾



Listing⁽¹⁾



(1) Refers to Mobile Taobao App, for the month ended May 31, 2016. (2) For the month ended 31 May.

Deeply Engaged Users - Mobile Taobao

Daily # of App Launch
per Active User⁽¹⁾



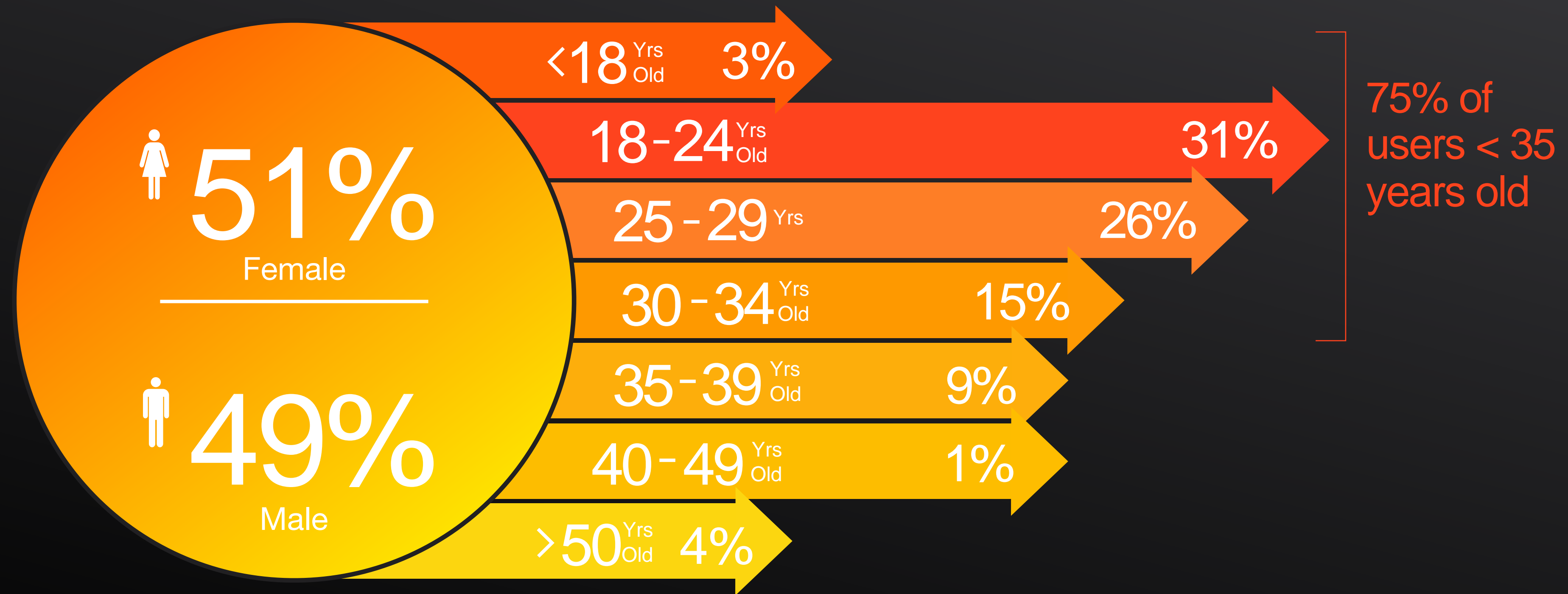
Daily # of Browsed
Products per Viewer⁽¹⁾



20 million reviews daily shared by enthusiastic users⁽¹⁾

⁽¹⁾ For the month ended April 30, 2016.

User Demographics - Mobile Taobao⁽¹⁾



(1) Cumulative since December 2013.

User Location - Mobile Taobao⁽¹⁾

■ 1st Tier Cities ■ 2nd Tier Cities ■ 3rd Tier Cities and Below

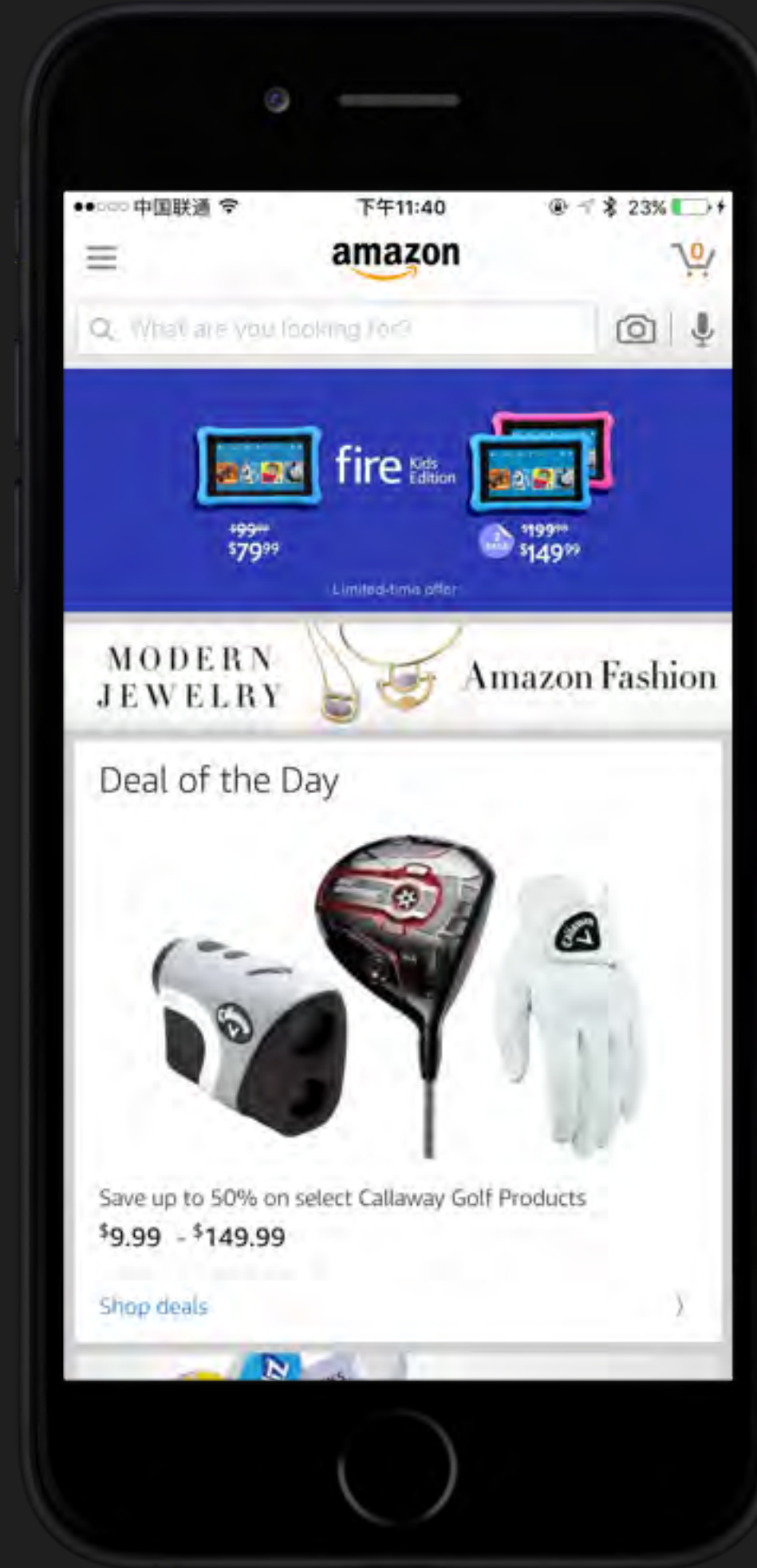


(1) Cumulative since December 2013.

1. Shop



Amazon Home Page

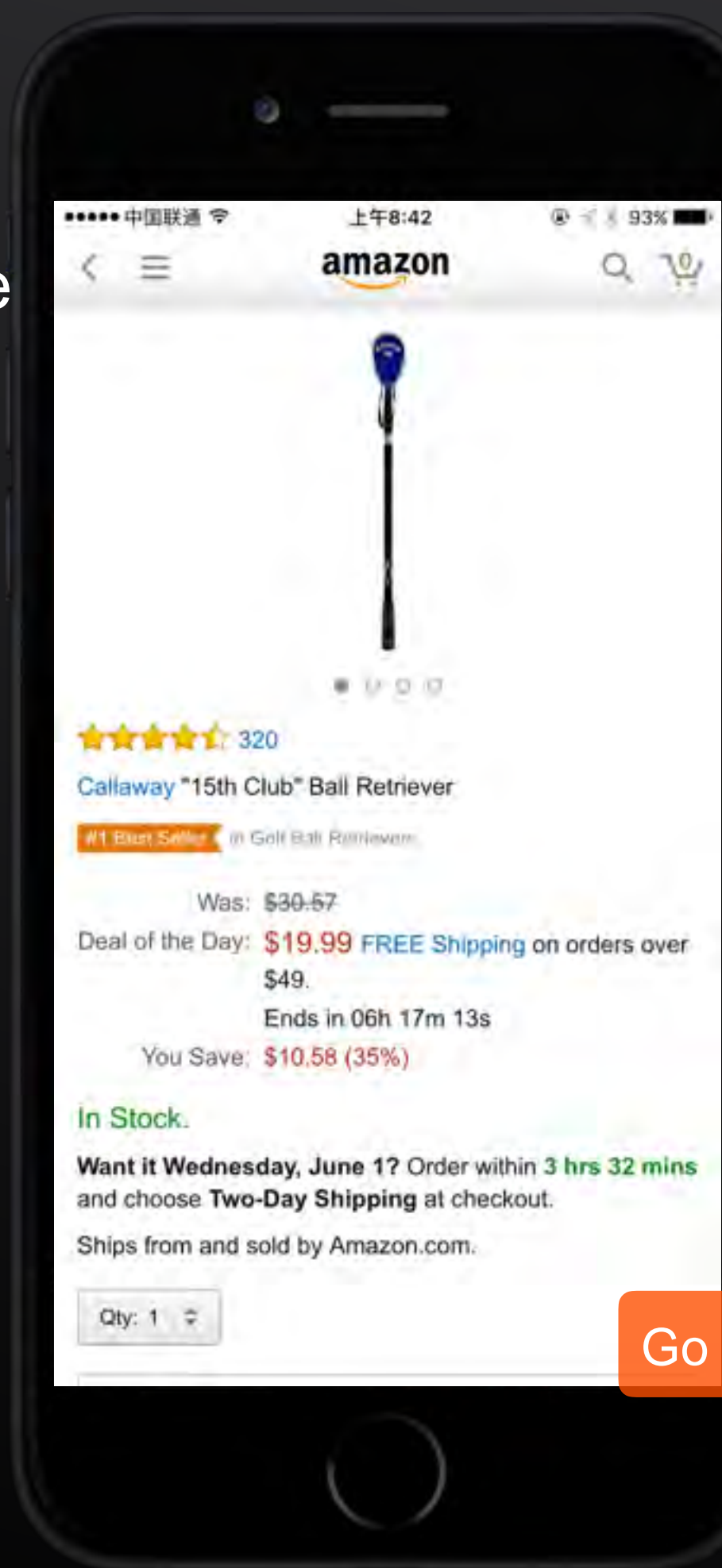


Taobao Home Page



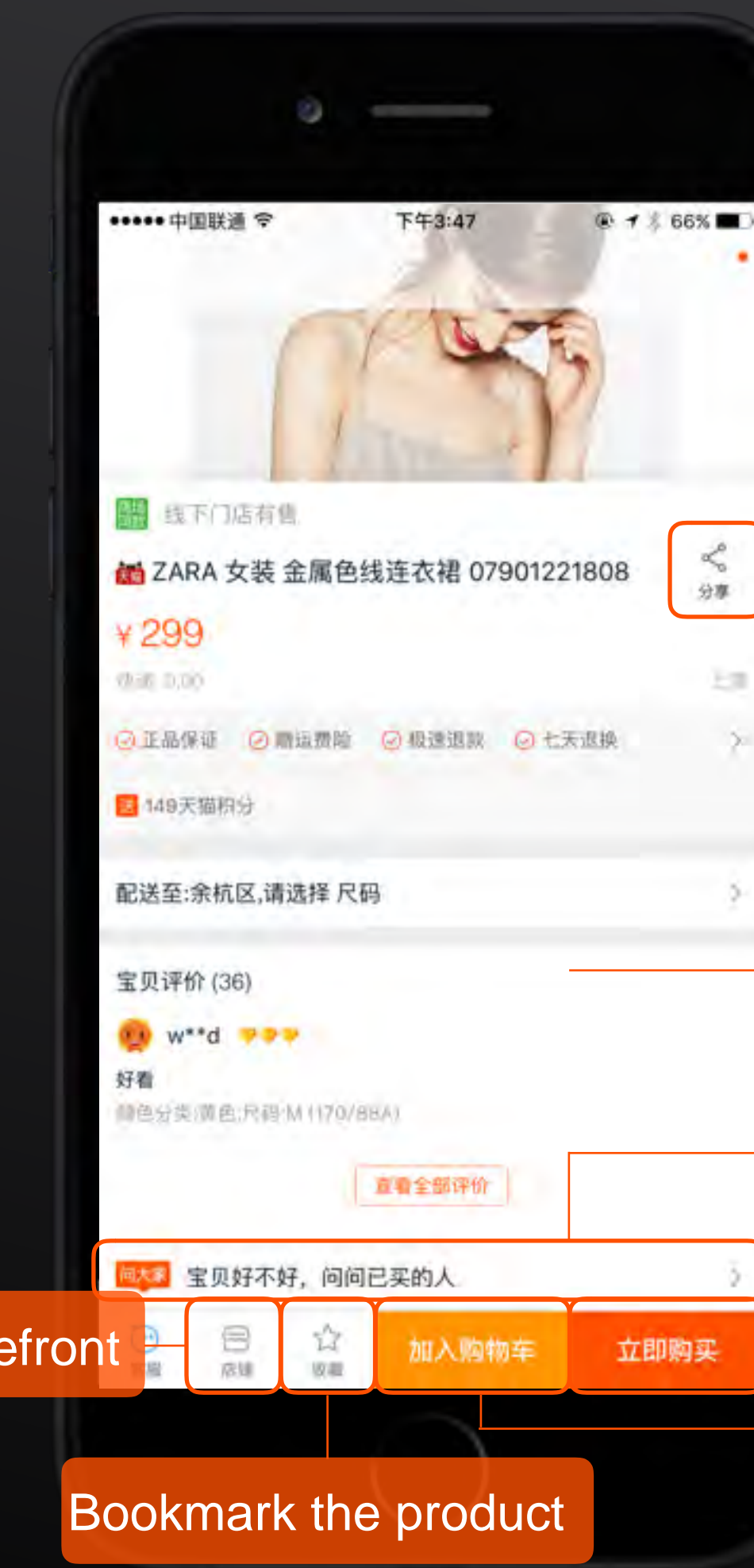
We Anticipate Multiple User Actions

Amazon Product Page



Go to the storefront

Taobao Product Page



Share with friends

Customer review
commentaries

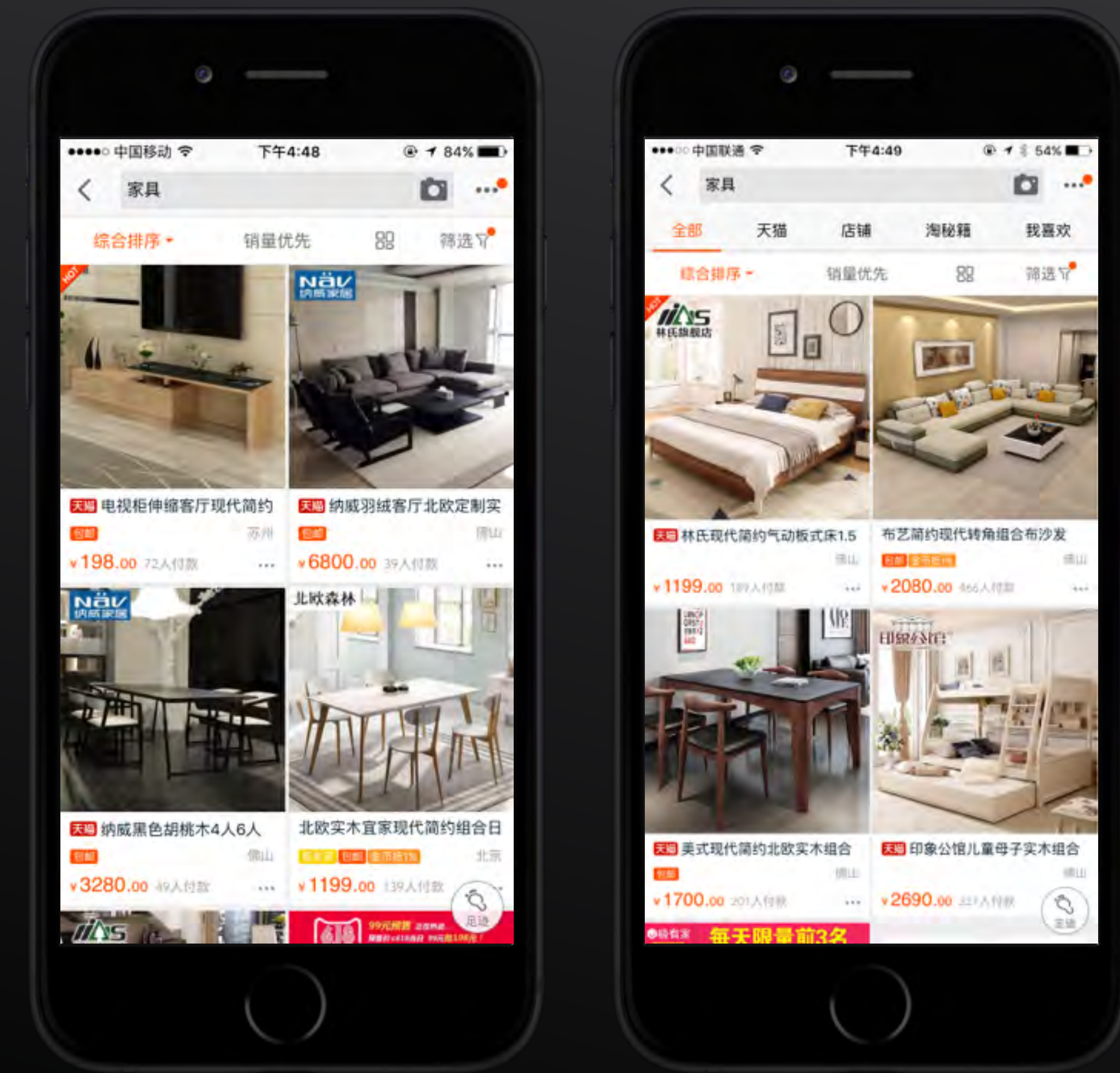
Q&A

Buy now

Add to
shopping cart

Bookmark the product

Search - A Thousand People A Thousand Faces



Taobao Search Page

Online to Offline Shopping Experience

Search results incorporate offline information such as LBS data to improve user experience

Search results not only target consumer needs but also help build brand awareness, realizing the value of flagship storefront on Tmall

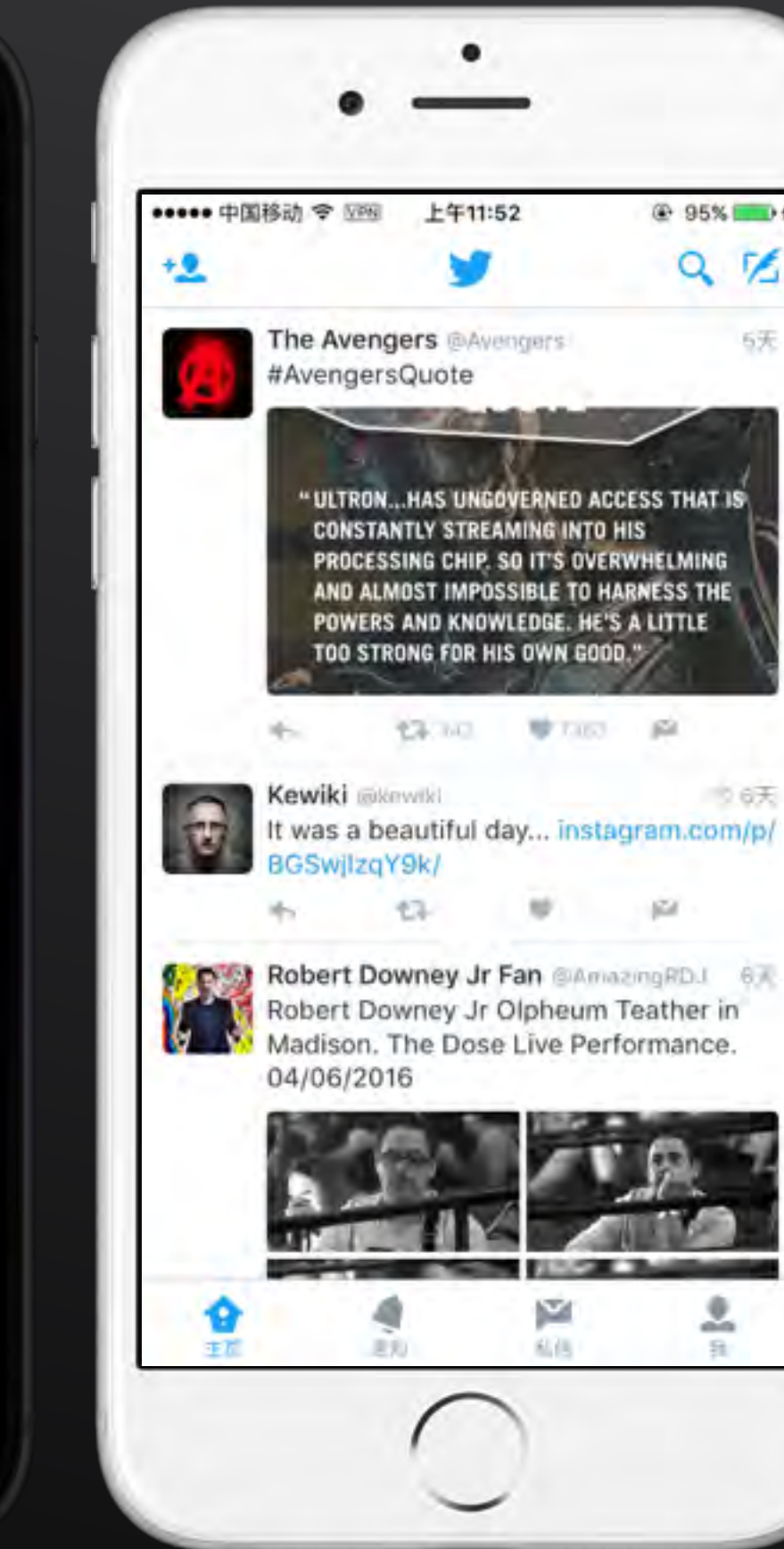


Weitao: Micro-blog for Merchants

Introduce new products to consumers who have bookmarked their storefronts

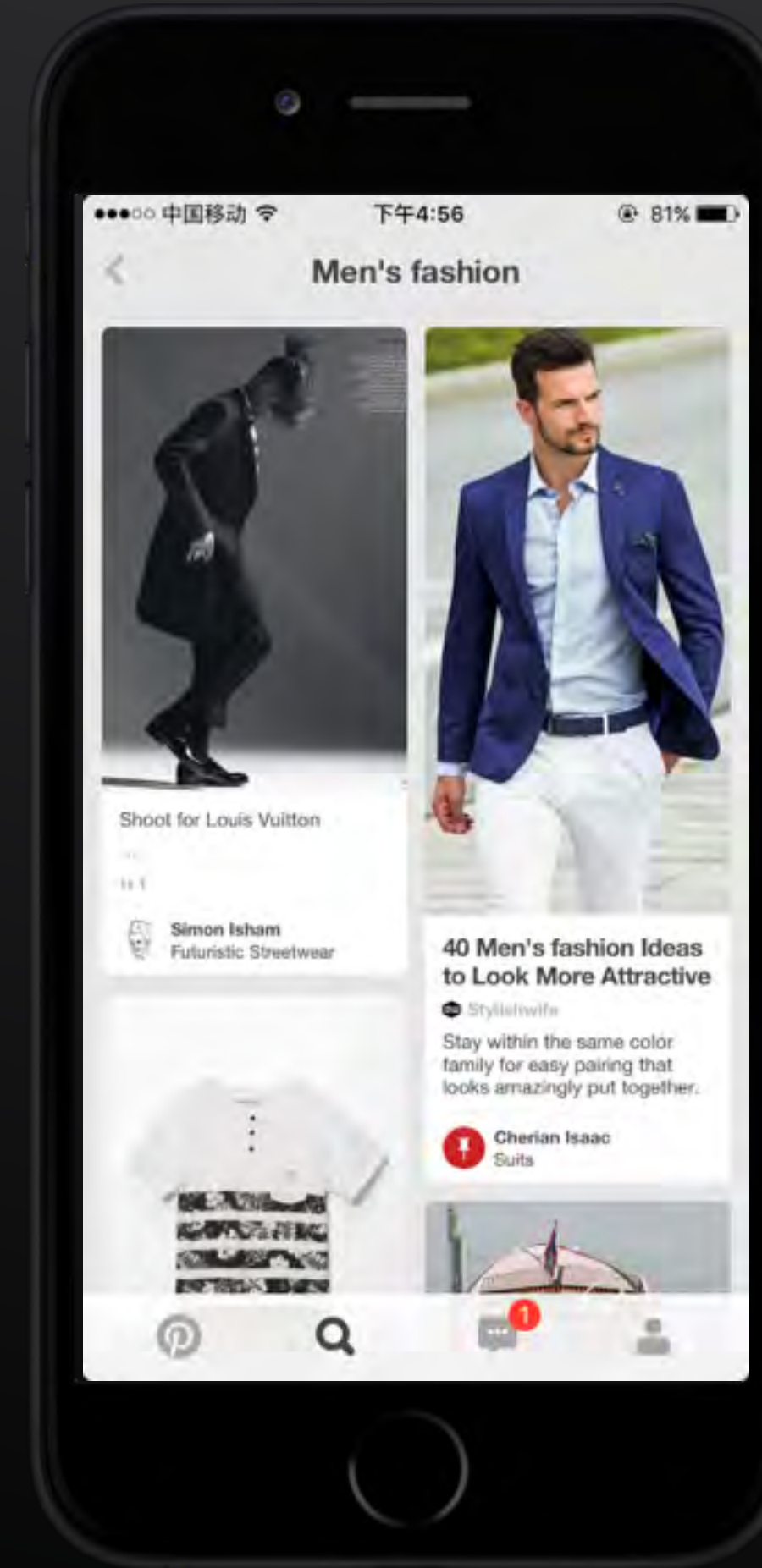
4 types of content:

- Broadcast
- Product
- Campaign/event
- Interaction



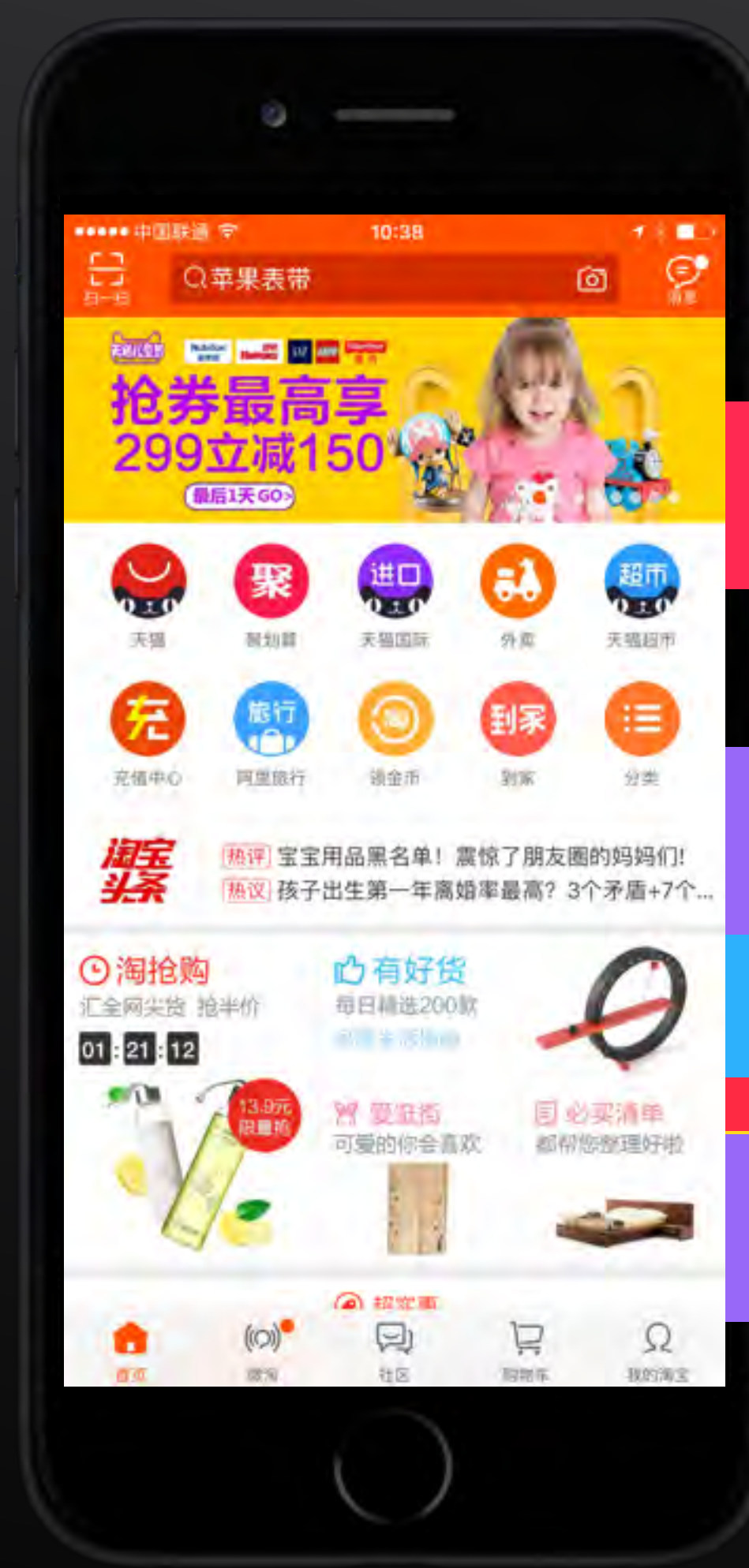
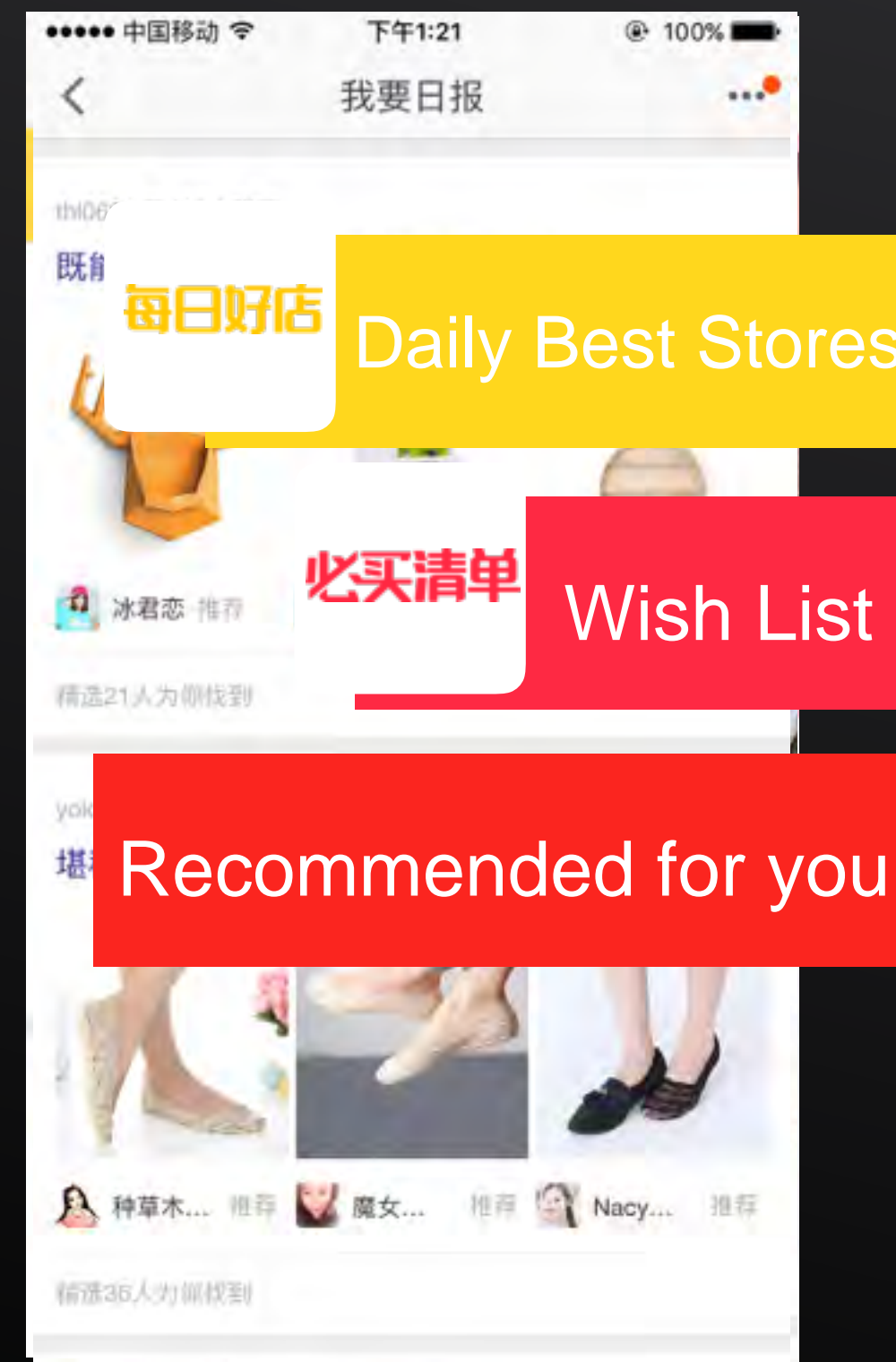


Pinterest



Crazy about Shopping

Personalized Product Recommendation

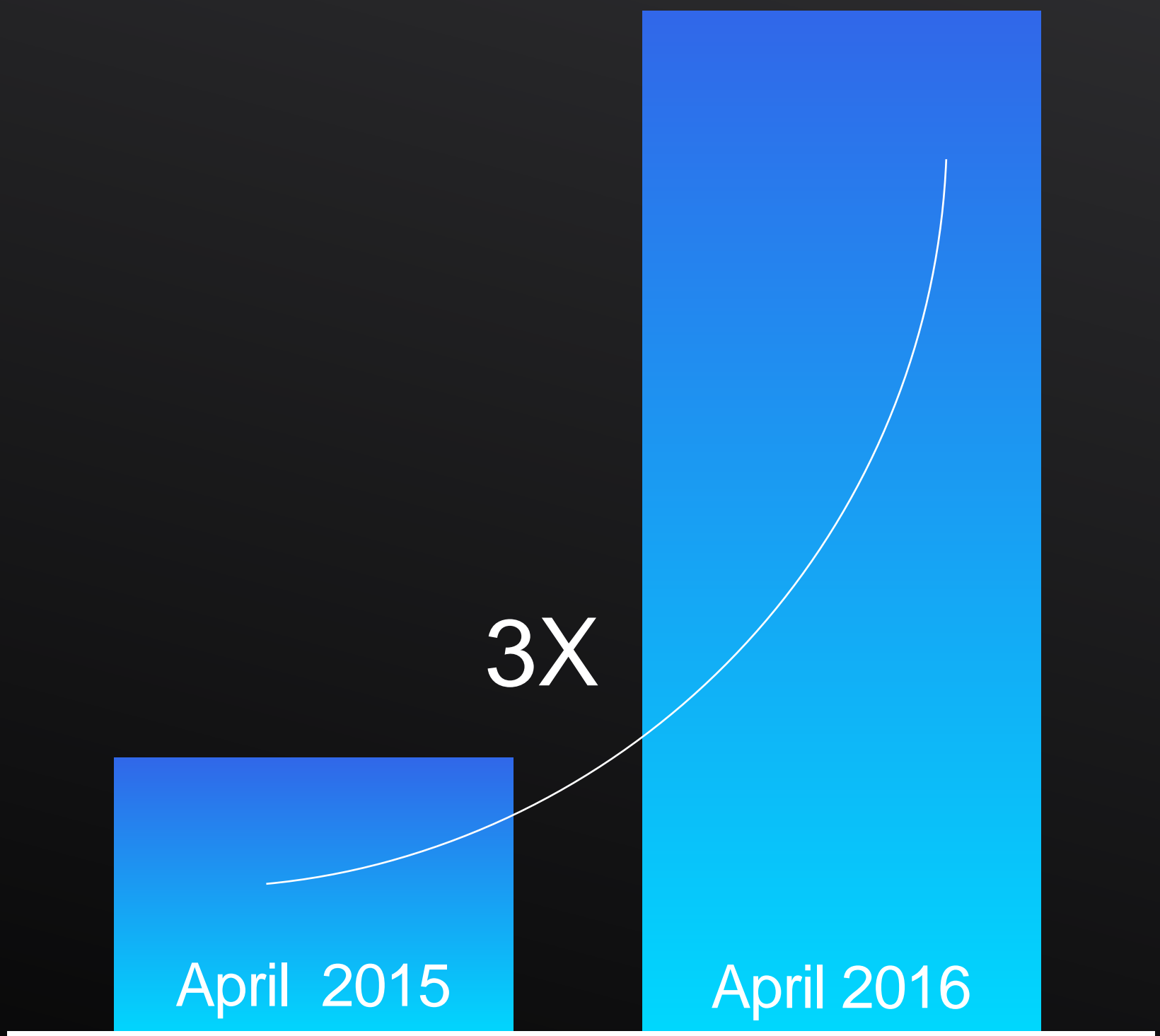


Good Finds
Live Broadcast
Live Broadcast
Crazy about Shopping
Weitao
Weitao recommended for you



Highly Effective Recommendation Engine Driven by Data

GMV Generated from Recommendations



2. Share



World's Largest Social Commerce Platform



(1) For the month ended April 30, 2016.



Community

Places for buyers to follow and share shopping experience

~20 million daily customer review commentaries

~1.5 million daily peak reviews with product photos

~1 million daily interactive comments



Q&A

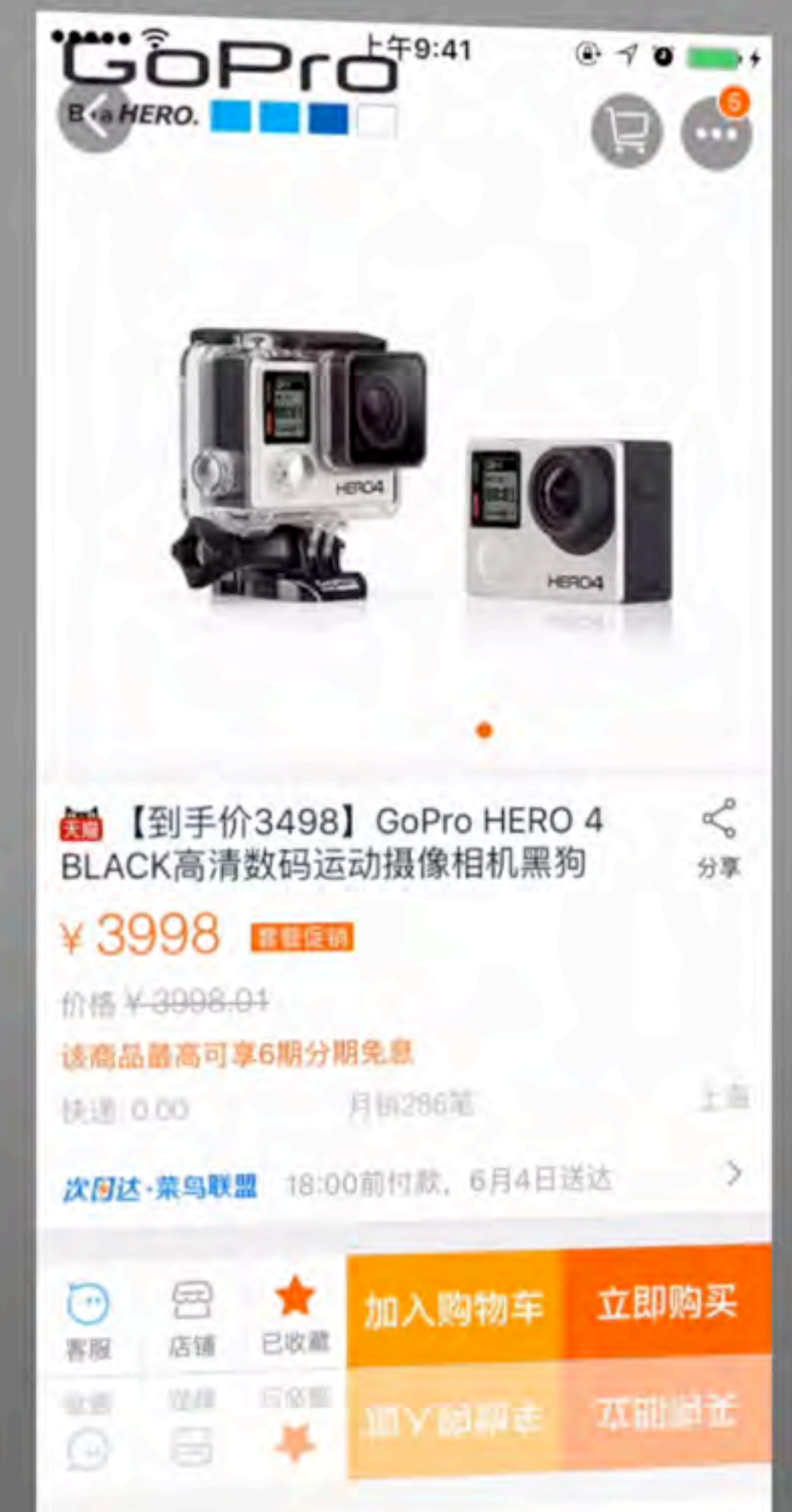
Ask anything you want, buyers would know

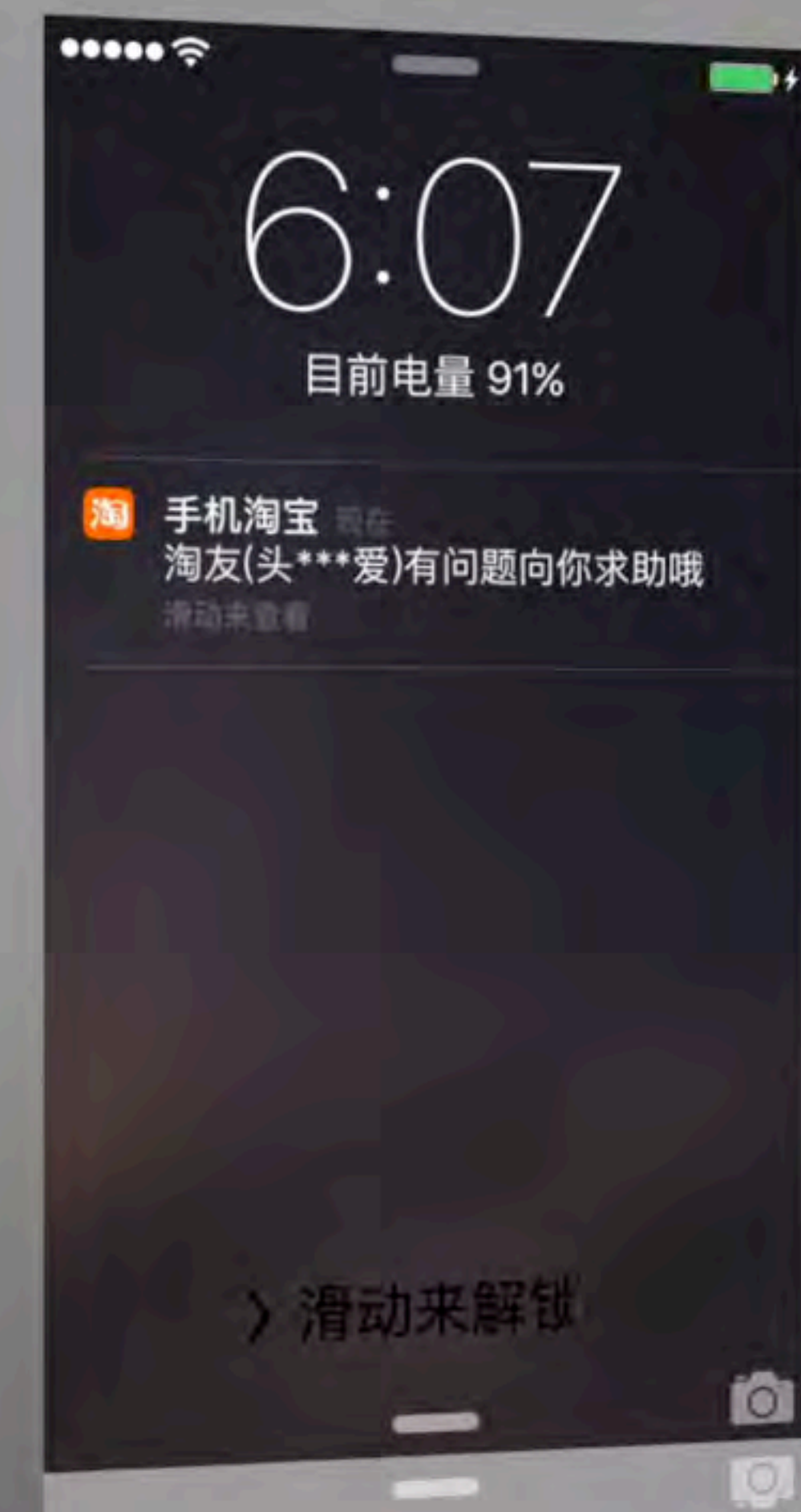
1 million peak daily product related questions

2 million peak daily consumer participations in Q&A

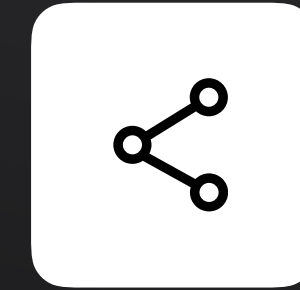
20%+ questions are answered within 1 minute

50%+ questions are answered within 10 minutes









Share
Share with friends

5 million daily unique visitors sharing with friends

3. Explore

Launched < 1 year ago, 80 mn+ MAU, 1,300+ participating media outlets

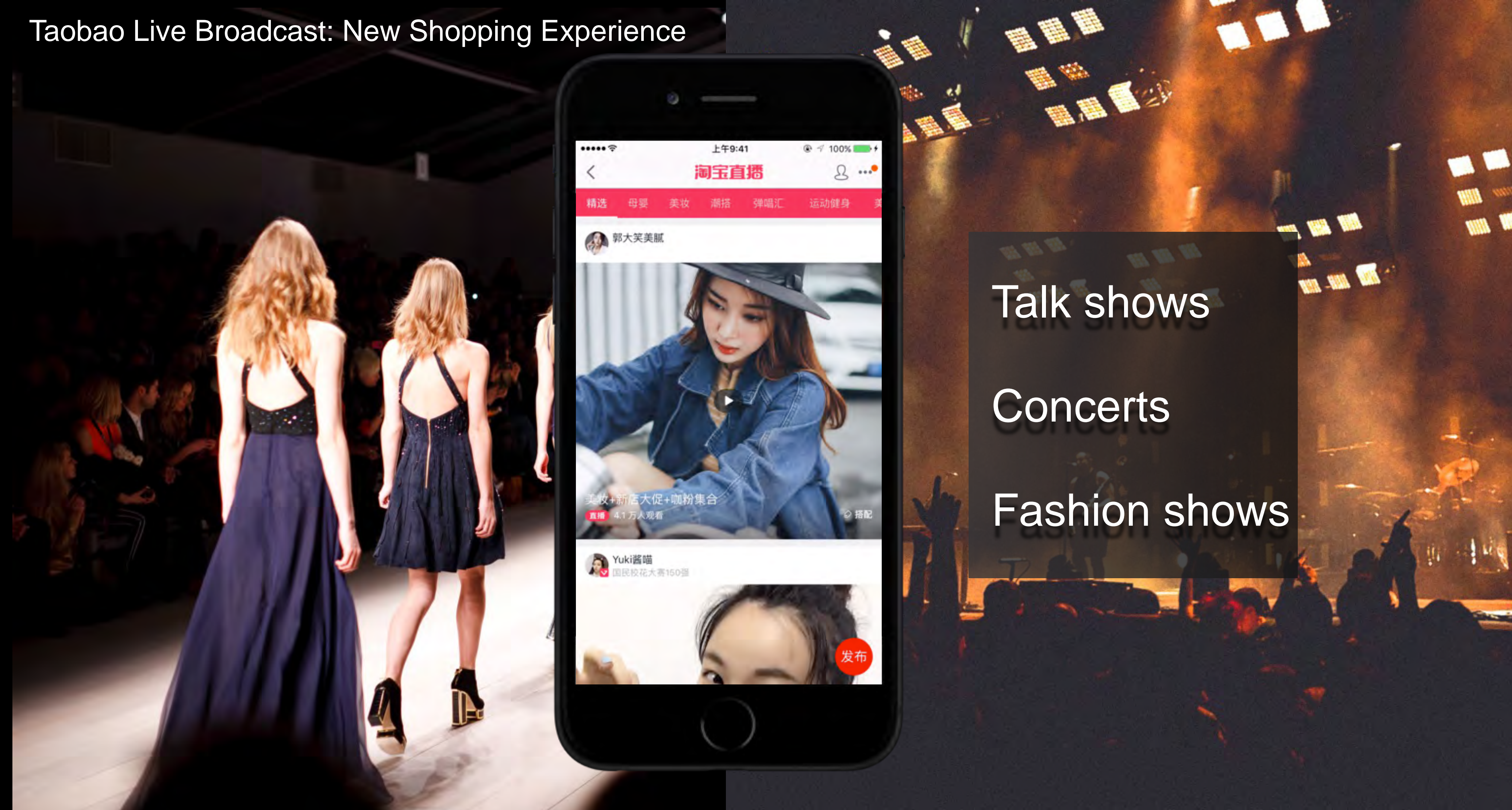




Knowledge
Fashion trends
Shopping guide



Taobao Live Broadcast: New Shopping Experience



Talk shows

Concerts

Fashion shows

Taobao Live Broadcast: New Shopping Experience

9,000,000+

Likes

Chen Ke, a Taobao Celebrity, received 9mn “Likes” in her talk show

300,000+

Products

Have been added to the shopping cart among 1mn viewers



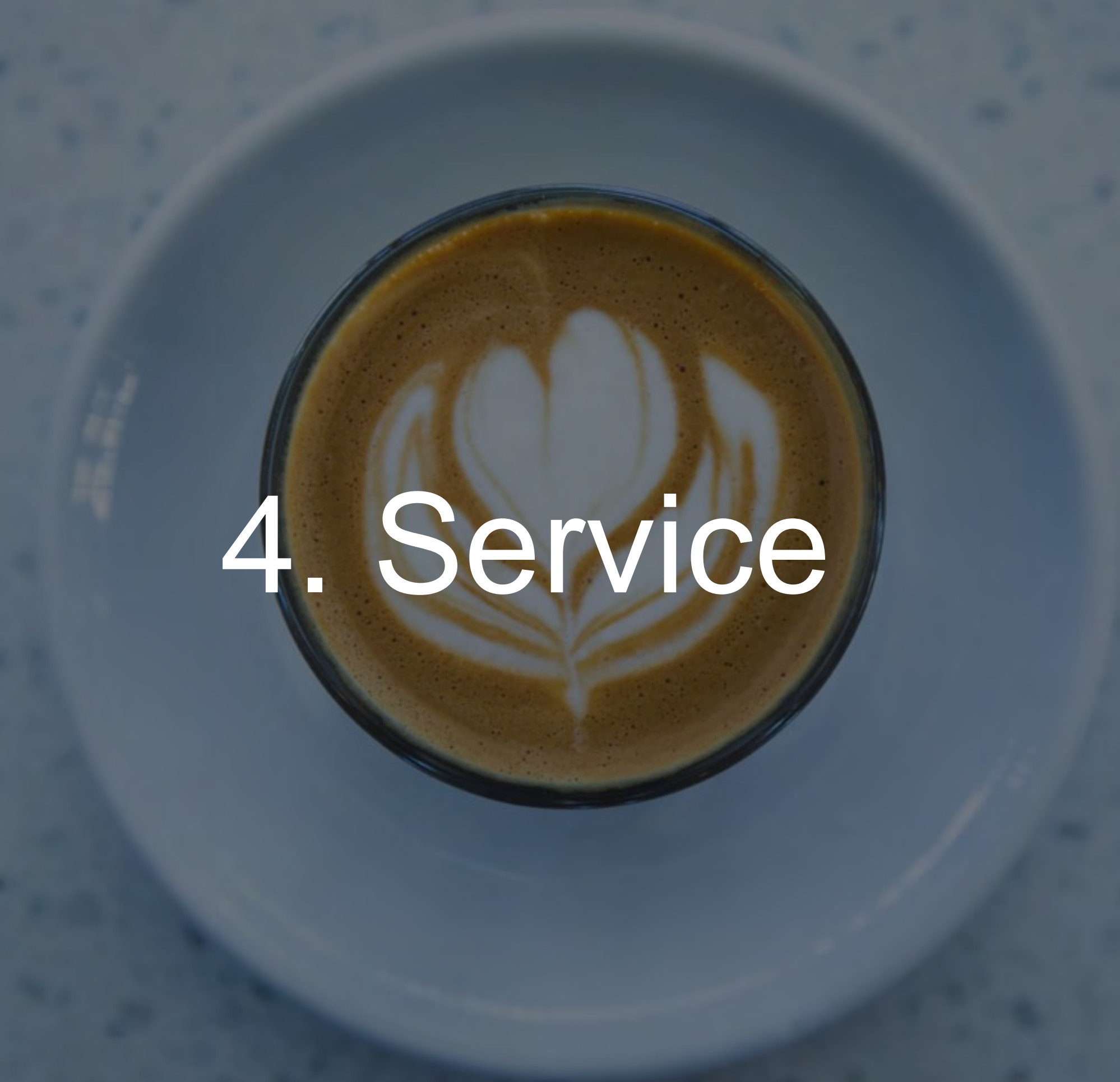
of orders sold in

1hr =

Monthly Sales Target

Chun Wu's live broadcast for Wyeth's baby formula on 28 May, 2016

4. Service







Various Local Services Offered



Future @ Taobao

Through New Technology to Enrich
and Upgrade Consumption



					
<p>Living @ Taobao</p> <p>Take Out Coverage of more than 300 cities, 500,000 restaurants, and 25 mn dishes</p>	<p>Clean Service 50,000 helpers. Daily cleaning area of more than 9mn sqm</p>	<p>Laundry Coverage of more than 30 cities, daily volume of 20,000 pieces of clothing</p>	<p>Repair 30,000 handymen/contractors, fixing more than 30,000 daily problems</p>	<p>Beauty Salon 20,000 beauticians, serving 60,000 consumers every day</p>	<p>More than you can imagine...</p>

Thank You!