

# Financial Disclosure





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# Key Topics

1. Revenue Guidance

2. Segment Reporting

3. Broader Value Proposition vs GMV

4. More Disclosure On The  
Progress of the Business Initiatives

5. How to Value Our Company

# 1. Revenue Guidance

# Revenue Guidance

## COMPREHENSIVE COMMERCE SERVICES

### Marketplaces

#### Retail Commerce in China



#### Wholesale Commerce in China



#### International and Cross-border Commerce



### Cloud Computing



### Mobile Media and Entertainment



### Other Initiatives





# Revenue Guidance (cont'd)

## FY 2017 ANNUAL GUIDANCE



>48%

Overall Revenue Growth






















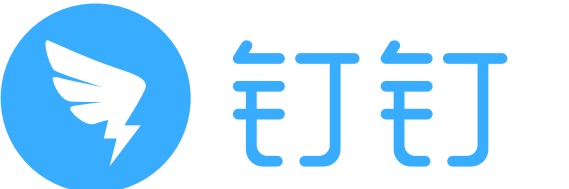
>36%

Overall Revenue Growth  
(Excluding Youku & Lazada)

## 2. Segment Reporting

# Segment Reporting

## LIKELY FORMAT OF SEGMENT REPORTING

	MARKETPLACES	CLOUD COMPUTING	MOBILE MEDIA & ENTERTAINMENT	OTHER INITIATIVES	UNALLOCATED	TOTAL
	<div>Retail Commerce in China</div> <div></div> <div>Wholesale Commerce in China</div> <div></div> <div>International and Cross-border Commerce</div> <div></div>	<div> Alibaba Cloud aliyun.com</div>	<div></div> <div></div>	<div></div> <div></div>		
REVENUE						
OPERATING INCOME ( LOSS )						
DEPRECIATION						
AMORTIZATION						
SHARE-BASED COMPENSATION EXPENSE						
NON-GAAP EBITDA						



### 3. Broader Value Proposition vs GMV

# Broader Value Proposition vs GMV

## OLD & NARROW

TAKE RATE

=

CHINA  
RETAIL  
REVENUE

CHINA  
RETAIL GMV

OUR TAKE

=

DISTRIBUTION  
REVENUE

+

MARKETING  
REVENUE

+

PRODUCTIVITY  
REVENUE

## VALUE PROPOSITION TO BRANDS AND MERCHANTS

ONLINE  
SALES

OFFLINE  
SALES

BRAND  
VALUE

CUSTOMER  
ACQUISITION  
+  
ENGAGEMENT

PRODUCTIVITY  
GAINS

# Broader Value Proposition vs GMV

## MERCHANT P&L - BROADER VALUE PROPOSITION FOR MERCHANTS AND BRANDS

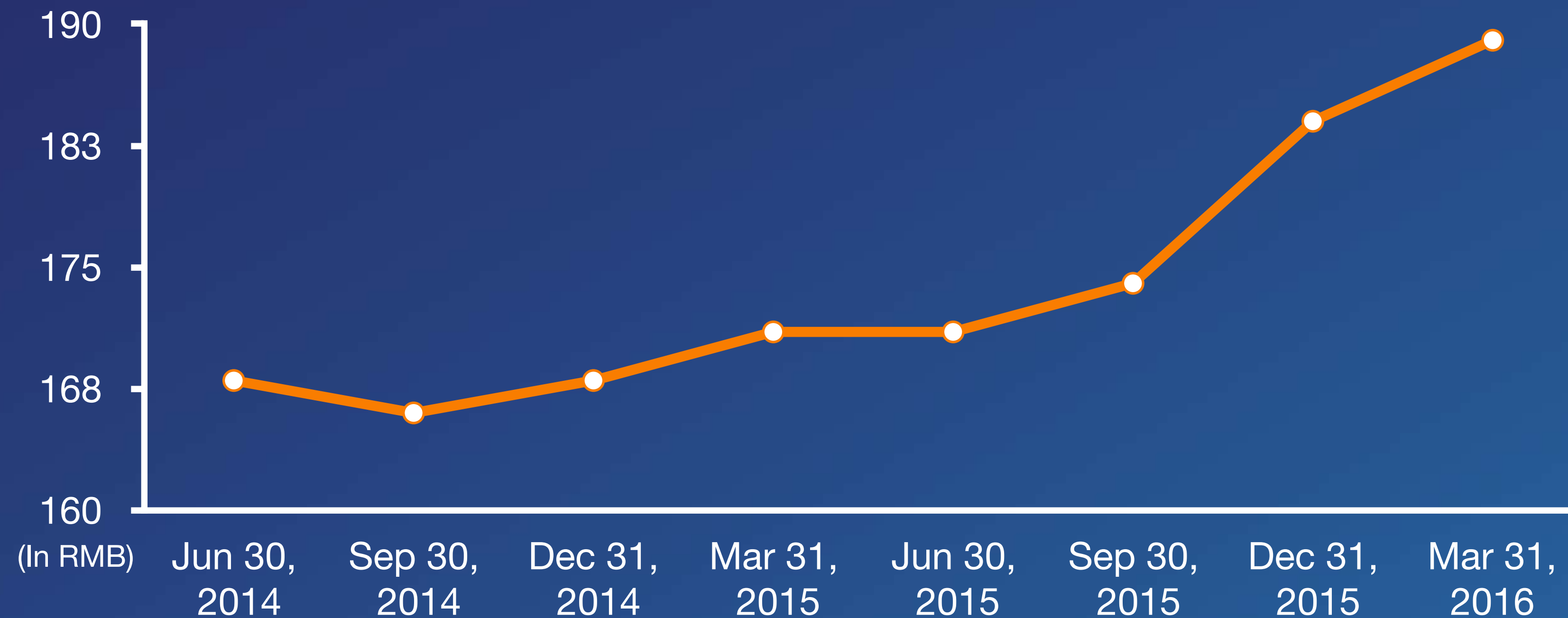
	TRADITIONAL MERCHANTS		Alibaba Group VALUE PROPOSITION	NOW/FUTURE
	(RMB)	% OF REV.		
Revenue	100	100%	  	↑
Cost of Revenue	(55)	(55%)	  	↓
Distribution Costs	(20)	(20%)	     	↓
Sales & Marketing Expense	(10)	(10%)		
R&D	(2)	(2%)		
Other Opex	(7)	(7%)		
Financing Costs	(2)	(2%)	 	↘
Profit before tax	4	4%		

Numbers above  
are for **illustrative**  
**purpose** only, not  
representative of  
merchants' data

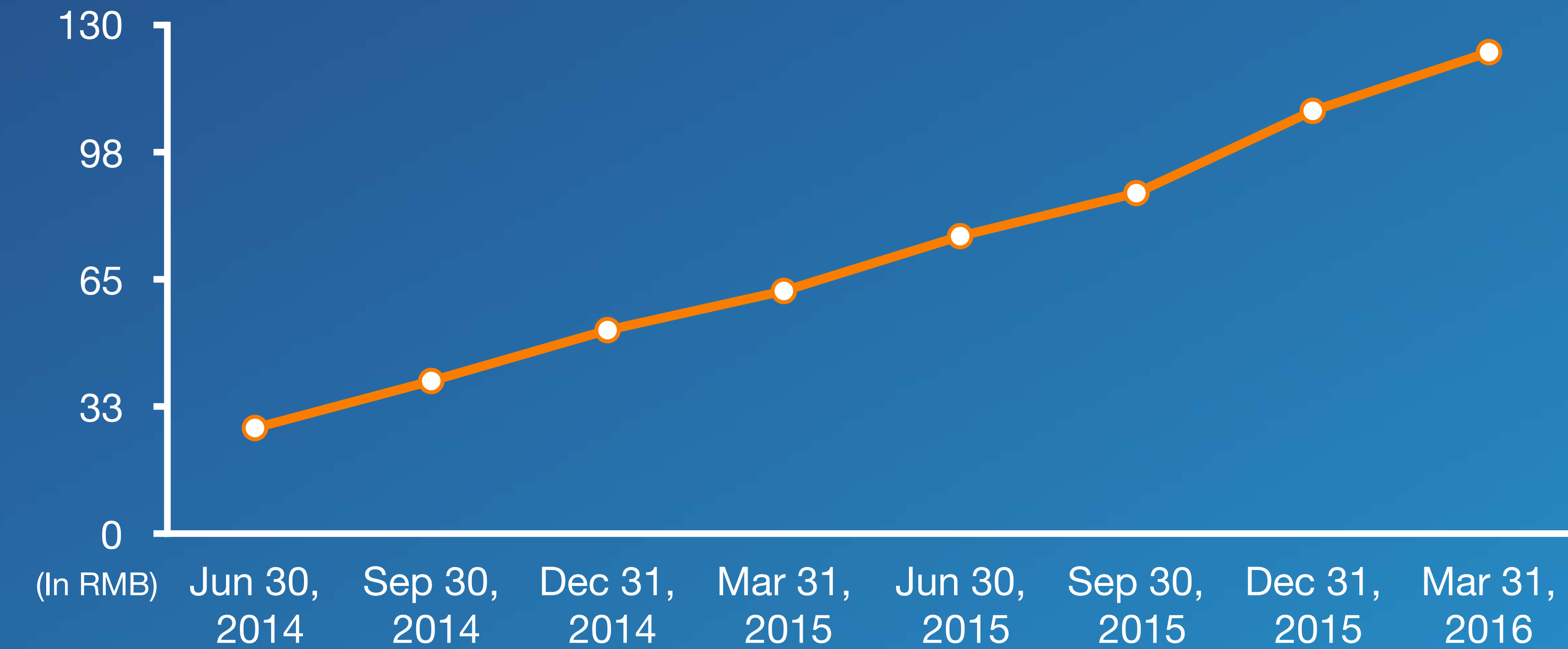


# Broader Value Proposition vs GMV

Annual China Retail Revenue / Annual Active Buyer <sup>(1)</sup>



Annual China Retail Mobile Revenue / Mobile MAU <sup>(2)</sup>



Note:

(1) China commerce retail revenue per active buyer for each of the above periods is derived from the China commerce retail revenue for the last 12-month period, divided by the annual active buyers for the same 12-month period.

(2) Annual mobile revenue per mobile MAU from China commerce retail is calculated by dividing mobile revenue from China commerce retail for the last 12-month period by the mobile MAUs at the end of the same period.

# GMV Disclosure

REMAINS UNCHANGED

RMB 6 TRILLION GMV  
GOAL FOR FY2020



CHANGES



TO  
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## 4. More Disclosure On The Progress of the Business Initiatives



# More Disclosure on the Progress of the Business Initiatives

## Breakdowns of Share of Results of Equity Investees

QUARTERLY



# of Direct Paying Customers



Three months ended March 31			
( in millions )	2015	2016	
Share of results of equity investees	RMB	RMB	US\$
-Koubei	-	( 762 )	( 118 )
-Youku Tudou	( 59 )	( 152 )	( 24 )
-Cainiao Network	( 41 )	( 94 )	( 15 )
-Others	( 58 )	( 102 )	( 16 )
Dilution gains	-	745	116
Others	( 236 )	( 347 )	( 54 )
Total	( 394 )	( 712 )	( 111 )

ANNUALLY

## Selected Financial Data of Major Investee Companies

Income statement data			Balance sheet data		
Twelve months ended December 31			As of December 31		
( in millions )	2014	2015	( in millions )	2014	2015
	RMB	RMB		RMB	RMB
Revenue	941	3,099	Total assets	5,951	5,929
Net loss	( 183 )	( 617 )	Total liabilities	2,642	1,761
			Total equity	3,309	4,168

## 5. How to Value Our Company

# How to Value Our Company



Current Valuation as of June 10, 2016 was ~US\$189Bn

\*Ant Financial valuation based on reported valuation of USD 60 billion in media; Alibaba Group receives 37.5% of Ant's pre-tax income now, and if regulations allow, Alibaba Group is entitled to acquire up to a 33% equity interests in Ant Financial. For conservative purpose, 33% is used in calculating Alibaba Group's economics in Ant Financial here.

\*\*Cainiao valuation based on valuation implied by recent equity financing. All translations of RMB into US\$ were made at RMB6.4480 to US\$1.00.

\*\*\*BABA's holding value in Alibaba Pictures based on Alibaba Pictures' market cap as of Mar 31, 2016 closing price and BABA's 49.5% shareholding.

\*\*\*\*UCWeb and AutoNavi valuations based on stepped acquisition price in 2014; Youku Tudou valuation includes initial investments in 2014

\*\*\*\*\*BABA's holding value in other investee companies(including Koubei) are based on the amount of capital invested. All translations of RMB into US\$ were made at RMB6.4480 to US\$1.00.

\*\*\*\*\*Current valuation based on BABA's closing price as of Jun 10, 2016



Thank you

