



Alibaba Group is an internet company that aims to make it easy to do business anywhere. Alibaba operates a range of online marketplaces that connects buyers and sellers, with the company providing the technology infrastructure to help merchants, brands and small businesses all over the world reach Chinese consumers. Alibaba's ecosystem includes e-commerce platforms, cloud computing, digital media and entertainment, payments and financial services, logistics, and local services.

ALIBABA BY THE NUMBERS

450 million

mobile monthly active users visiting Alibaba's platforms⁽¹⁾

100,000

brands selling on Alibaba's platforms

\$485 billion

of gross merchandise value in the year ended March 31, 2016 (world's largest retailer)⁽²⁾

\$25 billion

initial public offering (IPO) on the NYSE in September 2014

CHINA MARKET OPPORTUNITY FOR US BUSINESSES

LARGE AND GROWING MIDDLE CLASS

300+ million

middle class consumers in China with high demand for US products⁽³⁾

HUGE SPENDING POWER

\$4.6 trillion

aggregate net cash reserves of Chinese households⁽⁴⁾

STRONG DEMAND FOR US GOODS

>\$500 billion

US goods exported to China in the past five years⁽⁵⁾

USING INTERNET TO BUY IMPORTS

>\$150 billion

expected cross-border e-commerce sales in China by 2020⁽⁶⁾

JACK MA



Jack Ma is the lead founder and executive chairman of Alibaba Group. He founded Alibaba in 1999 with 17 friends in his apartment in Hangzhou, China. Jack serves on the board of SoftBank, and he is also chair of The Nature Conservancy's China board of directors and a member of its global board of directors. In 2014, Jack was elected to the Foundation Board of the World Economic Forum.

MICHAEL EVANS



Michael Evans is President of Alibaba Group, leading the company's international strategy outside of China by helping brands, retailers and merchants all over the world join Alibaba's platforms. He also serves as a member of Alibaba's Board of Directors. Michael joined the company in 2015 after a 20-year tenure at Goldman Sachs, where he served as vice chairman, as well as chairman of Asia operations.

Alibaba helps US brands reach Chinese consumers

For more information, please visit

<http://www.alizila.com>



Enabling US farmers to sell agriculture to millions of Chinese consumers



Pacific Northwest Cherries: In 2014, the US Northwest Cherry Growers sold 600 tons of cherries on Alibaba's Tmall platform. Consumers pre-ordered and the cherries were delivered within 72 hours of harvest



Washington State Apples: Chinese consumers bought 7,500 cartons of apples from the Washington Apple Commission, worth around \$150,000 during a one-day sale in November 2015



Pork: The US Meat Export Federation sold nearly 3,000 packages of pork, along with 170,000 bags of spices, during a three-day sale in April 2016



Alaskan Seafood: Alibaba partnered with the Alaska Seafood Marketing Institute and the US Department of Agriculture's Trade Office to sell Alaskan seafood. During a nine-day campaign in 2015, Chinese consumers placed 33,759 orders – a total of 50 metric tons of Alaska seafood valued at roughly \$1 million

(1) In month ended September 30, 2016; (2) In the 12 months ended March 31, 2016; (3) McKinsey Global Insights; (4) People's Bank of China; (5) US Dept. of Commerce; (6) eMarketer

Alibaba's MISSION is to make it easy to do business anywhere

Here is just a small sample of US brands selling on Tmall & Tmall Global

