

OFFICE DEPOT AND ALIBABA.COM FORM STRATEGIC COLLABORATION TO SERVE US BUSINESSES

HELPING THEM TAP INTO THE \$23.9 TRILLION GLOBAL B2B ECOMMERCE MARKET OPPORTUNITY

**Office
DEPOT**



Alibaba.com

10+ MILLION
US business customers

~ 1,800
sales professionals

ROBUST SUPPLY CHAIN
network serves nearly 99% of
US businesses with next-day delivery

150,000+ SUPPLIERS
in global network

VAST CATALOG
of product listings and manufacturing capabilities

END-TO-END TECHNOLOGY PLATFORM
provides small and medium-sized businesses (SMBs) with a
range of tools and services to grow their businesses

MARKET OPPORTUNITY



\$23.9 TRILLION

Global B2B sales opportunity for US entrepreneurs
and SMBs

Source: [US International Trade Commission](#)

STRATEGIC COLLABORATION OVERVIEW



New Co-Branded Online Destination

- » **ALIBABA.COM/OFFICEDEPOT** provides US businesses access to Alibaba.com's global supplier network and exclusive offers on Office Depot's best-in-class products and services
- » Offers are redeemable online and in Office Depot and OfficeMax stores



Enhanced Sales and US-Based Customer Support

- » Office Depot's sales and customer support teams to work with Alibaba's US-based sourcing experts to serve US SMBs



Driving SMB Adoption

- » Online and offline marketing initiatives to build understanding of the value and opportunity created for SMBs
- » March Expo on Alibaba.com promotional event to help SMBs discover new products and services

FUTURE COLLABORATION PLANS

Optimizing Global and Local Supply Chain

**Office
DEPOT**

>1,000
private fleet trucks

~1,350
retail locations

DOZENS
of third-party logistics partners

9 MILLION SQUARE FEET
of distribution and fulfillment capacity

**Office
DEPOT**
DISTRIBUTION NETWORK

More
TRANSPARENT

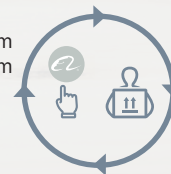
Alibaba.com
LOGISTICS

Increased
SPEED

More
COST-EFFECTIVE

Creating New Sales Channel for US SMBs

SOURCE from
Alibaba.com



SELL to buyers
in the US
and around
the world on
Alibaba.com



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