

Alibaba Group Announces Expansion of Cross-Border E-commerce Initiatives

Alibaba will set up country pavilions and cooperate with foreign embassies to enhance global trade between small businesses and the Chinese market

Beijing, China, June 24, 2015 – Alibaba Group Holding Limited (NYSE: BABA), announced today an expansion of its cross-border e-commerce initiatives, including the launch of 11 official country pavilions on its Tmall Global platform and cooperative partnerships between Juhuasuan, Alibaba's group-buying platform, and 26 foreign embassies in China.

A total of 11 countries including United States, New Zealand, Australia, Switzerland, France, Britain, Spain, Singapore, Thailand, Malaysia and Turkey will launch country pavilions on Tmall Global, an extension of Tmall.com, China's largest third-party B2C platform for brands and retailers. These country pavilions are curated online verticals aimed at providing Chinese consumers with a one-stop shop for popular products from a particular country and other travel and cultural information. Brands already on Tmall.com and Tmall Global can opt to join their originating country's pavilion.

In May, Korea was the first country to launch a country pavilion (<http://korea.tmall.com>) on Tmall.com, allowing small-medium Korean enterprises to sell authentic products such as cosmetics and apparel directly to Chinese consumers.

By cooperating with various governments and official trade agencies and utilizing Cainiao's, Alibaba Group's logistics affiliate's, extensive logistics network, Alibaba's e-commerce platforms are able to help small businesses anywhere sell high-quality products directly into China. As a pioneer of large-scale cross-border e-commerce, Alibaba not only lowers trade barriers for those looking to sell into China, but also meets the needs of China's rising middle class consumers who are increasingly looking for high quality, imported products.

Juhuasuan, a leading Chinese group-buying e-commerce platform under Alibaba Group, also announced today it has reached cooperative partnerships with embassies of 26 countries to collaborate on marketing and promotion of those countries' products on the Juhuasuan platform. The countries involved are the United States, Canada, Russia, New Zealand, South Korea, Japan, Italy, Australia, Thailand, Bulgaria, Ukraine, Greece, Mexico, Singapore, Finland, Indonesia, Norway, the Czech Republic, Slovakia, Costa Rica, Brazil, Chile, Nepal, Israel, South Africa, and Malaysia.

"Alibaba Group has been incubating this country pavilion project for some time now. Today, these 11 pavilions are the first fruit of this ongoing project to make global trade easier. Alibaba Group has signed agreements with various foreign countries to bring products from small-medium-enterprises to the Chinese market and offer consumers in China authentic products through Tmall Global and Juhuasuan," said Jeff Zhang, president of China retail marketplaces for Alibaba Group.

According to a recently released report on cross-border e-commerce by Accenture, by 2020, China is expected to become the world's biggest cross-border B2C market.

About Alibaba Group

Alibaba Group's mission is to make it easy to do business anywhere. The company is the largest online and mobile commerce company in the world in terms of gross merchandise volume. Founded in 1999, the company provides the fundamental technology infrastructure and marketing reach to help businesses leverage the power of the Internet to establish an online presence and conduct commerce with hundreds of millions of consumers and other businesses.

Alibaba Group's major businesses include:

- Taobao Marketplace (www.taobao.com), China's largest online shopping destination
- Tmall.com (www.tmall.com), China's largest third-party platform for brands and retailers
- Juhuasuan (www.juhuasuan.com), China's most popular online group buying marketplace
- Alitrip (www.alitrip.com), a leading online travel booking platform
- AliExpress (www.aliexpress.com), a global online marketplace for consumers to buy directly from China
- Alibaba.com (www.alibaba.com), China's largest global online wholesale platform for small businesses
- 1688.com (www.1688.com), a leading online wholesale marketplace in China
- Aliyun (www.aliyun.com), a provider of cloud computing services to businesses and entrepreneurs

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