



Alibaba Group Earmarks 0.3 Percent of Annual Revenue for Conservation of Environment

Financial commitment to drive environmental awareness is first step toward mobilizing hundreds of millions of Alibaba Group's consumer and small business customers

Focus will be on projects involving clean water and air quality improvement

SHENZHEN, China, May 14, 2010 – Alibaba Group, one of the world's largest e-commerce companies, will begin in 2010 to earmark 0.3 percent of annual revenues to fund efforts designed to spur environmental awareness and conservation in China and around the world. The focus of Alibaba Group's conservation strategy will be on clean water and better air. This financial commitment is part of a comprehensive plan to drive greater understanding of environmental issues and to mobilize Alibaba Group's customers, partners and employees toward actions that will lead to a cleaner environment for generations to come.

"It's clear that we have serious environmental issues in China and China has become an important constituent in the global environmental dialogue," said Jack Ma, founder, chairman and CEO of Alibaba Group. "As a company that believes that corporate social responsibility should be part of our business model, we have decided that water pollution and waste along with CO₂ emission are two of the direst issues that plague our planet. While China cannot slow down its development economically, we must act to offset the impact on the environment as a result of that development.

"If we don't take action now, it would be unthinkable to imagine the world in which our children and grandchildren will live. A sustainable environment requires sustainable commitment. That's why we are allocating a percentage of our revenues every year as part of our contribution towards awareness, conservation and remedial actions."

Today's announcement is the first step toward mobilizing hundreds of millions of people to get involved by spreading the word through Alibaba Group's user bases and platforms. "In addition to being able to provide funds to support clean water and better air, we also hope to motivate our young and energetic workforce of 18,000 employees to be more aware and to take actions to help the environment. We hope that our collective and individual efforts can set an example for our hundreds of millions of consumers and small business customers, increase their own awareness and also spur them to action."

Ma, who recently joined the global board of The Nature Conservancy, announced the new Group-wide initiative here today during the annual general meeting of shareholders for Alibaba.com (HKSE: 1688; 1688.HK), the global leader in e-commerce for small businesses. Alibaba.com, as the flagship company of Alibaba Group, will commit 0.3 percent of revenue as its share of this Group-wide commitment. Other member companies of Alibaba Group, including Taobao, Alipay, China Yahoo! and Alibaba Cloud Computing, will all take up their pro rata share of this commitment. The revenue contributions will be paid into a dedicated environmental fund annually and the fund will be administered internally by a team of dedicated employees of Alibaba Group.

In addition to creating a fund to finance environmental projects, the Group is also devoting significant human resources, focus and attention to this effort. "Our senior management has committed to meet on a regular basis to discuss and plan implementation of projects and initiatives that will support the goals of clean air and water," Ma said.

"The vast majority of small business entrepreneurs want to do right by the environment but don't have access to advice and best practices as to how they can do that without compromising the viability of their businesses," said David Wei, CEO of Alibaba.com. "At Alibaba.com, we can help small businesses develop and implement better practices that will protect the environment without impeding their growth. The key to sustainability is finding a way to make environmental protection part of your business model."

"With more than 5 million packages being shipped a day from transactions made on Taobao, we can help educate our consumers and merchants on ways to reduce waste from excessive packaging," said Jonathan Lu, president and CEO of Taobao.

"We believe that among the key unifying values for the consumers and small businesses we serve will be a strong sense of responsibility to each other as well

as to the planet,” Ma said. “I also believe that the multiplier effect of motivating these hundreds of millions of people and having them do their best to influence others could have an extraordinarily positive impact.”

About Alibaba Group

Alibaba Group is a global e-commerce leader and the largest e-commerce company in China. Since it was founded in 1999, Alibaba Group has grown to include the following core businesses: Alibaba.com (HKSE: 1688), Alibaba Group's flagship company and the world's leading B2B e-commerce company; Taobao, China's largest Internet retail Web site and a one-stop platform for shopping, socializing and information sharing; Alipay, China's leading third-party online payment service; Alibaba Cloud Computing, a developer of advanced data-centric cloud computing services; and China Yahoo!, one of China's leading Internet portals.

About Alibaba.com

Alibaba.com (HKSE: 1688) (1688.HK) is the global leader in e-commerce for small businesses and the flagship company of Alibaba Group. Founded in 1999 in Hangzhou, China, Alibaba.com makes it easy for millions of buyers and suppliers around the world to do business online through three marketplaces: a global trade platform (www.alibaba.com) for importers and exporters; a Chinese platform (www.1688.com) for domestic trade in China; and, through an associated company, a Japanese platform (www.alibaba.co.jp) facilitating trade to and from Japan. In addition, Alibaba.com offers a wholesale platform on the global site (www.aliexpress.com) geared for smaller buyers seeking fast shipment of small quantities of goods. Together, these marketplaces form a community of more than 50 million registered users in more than 240 countries and regions. Alibaba.com also offers business management software and Internet infrastructure services targeting businesses across China, and provides educational services to incubate enterprise management and e-commerce professionals. Alibaba.com has offices in more than 60 cities across Greater China, Japan, Korea, Europe and the United States.

About Taobao

Launched in 2003, Taobao (www.taobao.com) is the largest Internet retail website in China. It provides the most comprehensive product offering and serves more than 190 million registered users as of April 28, 2010. Transaction volume on Taobao (gross merchandise volume or GMV) exceeded RMB200 billion (US\$29 billion) in 2009. According to government statistics, online retail

equaled approximately 1.98 percent of China's total retail trade in 2009. Taobao is the primary online shopping destination for the largest online population in the world.*

*** According to China Internet Network Information Center (CNNIC), China had 384 million Internet users as of December 31, 2009.**

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