



## **Alibaba Enters Into Exclusive Agreement to Bring Macy's to China's Consumers**

***Macy's official online flagship store in China to be launched exclusively on Alibaba Group's Tmall Global***

**Hangzhou, China, August 12, 2015** – Alibaba Group announced today an exclusive agreement with Macy's China Limited, a joint venture between Macy's Inc, one of America's most iconic fashion retailers and the largest U.S. department store by retail sales, and Hong Kong-based Fung Retailing Limited, a leading retailer in Greater China<sup>(1)</sup>. Under the agreement, Macy's China Limited will launch an exclusive online flagship store on Tmall Global providing a wide selection of authentic, high-quality Macy's merchandise to shoppers in China. This partnership will enable Macy's brands to reach hundreds of millions of Chinese consumers by leveraging Alibaba's data-driven ecosystem.

This is a major milestone as Macy's, through the joint venture, will be the first U.S. department store to join Alibaba's Tmall Global. With more than 150 years of tradition and heritage, Macy's is a revered retail institution that has truly embraced the spirit of e-commerce including the effort to merge online and offline commerce. Alibaba continues to help brands to expand their customer reach in providing comprehensive end-to-end solutions to make it easier for brands to sell premium imported goods to China, making this win-win partnership.

As a core element of their go-to-market strategy in China, Macy's China Limited will launch an exclusive official Macy's online flagship store on Tmall Global in late 2015. Tmall Global will be the first and only third-party e-commerce platform in China providing apparel, fashion accessories and home products directly from Macy's to consumers across China.

"Macy's is one of the most iconic brands in the world and we are honored Macy's China Limited has chosen us as their exclusive partner to grow their business in China," said Daniel Zhang, chief executive officer of Alibaba Group. "Macy's exclusive Tmall Global flagship store is a major win for consumers across China. It reinforces Tmall Global's status as the premiere solution for brands and retailers in their strategic online presence and direct engagement with customers in China."

"Millions of Chinese tourists have come to know and love Macy's when they travel to New York, San Francisco, Chicago and other American destinations," said Terry J. Lundgren, chairman and chief executive officer of Macy's, Inc. "By making Macy's accessible in China through Alibaba's Tmall Global, we have an opportunity to deepen our relationship with international customers and to grow sales."

Fung Retailing's chairman, Dr. Victor K. Fung, said, "Macy's is not only a premier retailer in the States but also a frontrunner in omni-channel retailing. With our affiliates, including LF Logistics, we shall be fully supporting the activities of the Macy's-Fung Retailing joint venture."

Growing its business internationally is a strategic priority for Alibaba Group because its mission is “to make it easy to do business anywhere”. The increasing number of international agreements and activities over the past several months reflects one element of [Alibaba Group’s globalization strategy as outlined by Chairman Jack Ma](#) in June 2015 – to help brands and companies of all sizes sell their goods to the growing Chinese consumer class.

*(1) Fung Retailing Limited is a privately-held company and separate from the publicly-listed company Li & Fung Limited.*

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

## **Media Contacts:**

Cecilia Kwok  
Alibaba Group  
+852 9132 7709  
[ceciliakwok@hk.alibaba-inc.com](mailto:ceciliakwok@hk.alibaba-inc.com)

Robert H. Christie  
Alibaba Group  
+1 917 860 9410  
[bob.christie@alibaba-inc.com](mailto:bob.christie@alibaba-inc.com)