



Alibaba Group Exceeds 2014 11.11 Total GMV, Generating USD10 Billion within 14 Hours on 2015 11.11 Global Shopping Festival

Beijing, November 11, 2015 – Alibaba Group Holding Limited (NYSE:BABA) announced that USD10 billion (approximately RMB63.6 billion) of GMV was settled through Alipay on Alibaba's China and international retail marketplaces as of 2:05 p.m. China Time during the 2015 11.11 Global Shopping Festival. Mobile GMV settled through Alipay accounted for 70 percent of the USD10 billion.¹

Additional highlights include:

- Total GMV settled through Alipay exceeded the total GMV of Alibaba's 2014 11.11 Shopping Festival of RMB57.1 billion in 11 hours and 50 minutes;
- At 2:00 p.m. China Time, mobile GMV settled through Alipay was USD7.1 billion (approximately RMB44.9 billion);
- At 2:00 p.m. China Time, the total number of mobile buyers was more than 70 million; and
- At 2:00 p.m. China Time, Cainiao Logistics, the logistics affiliate of Alibaba Group, received 310 million delivery orders, exceeding the 278 million orders generated last year on 11.11.

For additional content from the event, please follow the Alibaba Group official Twitter account at www.twitter.com/AlibabaGroup, visit corporate news blog Alizila, or go to www.alibabagroup.com/en/ir/home.

For background on Alibaba's business model, strategy, and products and services, please visit [Alibaba Defined](#).

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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

¹ Gross merchandise volume ("GMV") is the total amount settled through Alipay on Alibaba's China and international retail marketplaces. All 2015 11.11 GMV and other figures are subject to final auditing following conclusion of the event.

- 1688.com (www.1688.com), a leading online wholesale marketplace in China
- AliCloud (www.alicloud.com), a provider of cloud computing services to businesses and entrepreneurs

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