

# Alibaba Group - New Zealand Overview



# The Alibaba Story

Alibaba Group started out of the curiosity of our founder, Jack Ma...

**Mid-1990s**  
**First U.S. trip**



Why no Chinese  
beer in Internet  
search results?



**1999**  
**Hangzhou, China**



**Mission**

**To make it easy to do business anywhere**

# The Alibaba Story

16 years later, Alibaba Group has become the largest online and mobile commerce company in the world. <sup>(1)</sup>

**1999**



**Employees:** 18

**Office:** Jack Ma's Hangzhou apartment

**2015**



**Employees:** 36,465 <sup>(2)</sup>

**Offices:** 126 offices in mainland China and 29 offices outside mainland China <sup>(3)</sup>

Notes:

(1) In terms of gross merchandise volume in 2014

(2) Data as of December 31, 2015

(3) Data as of March 31, 2015

# Key Milestones



Alibaba Group founded in Jack Ma's apartment; Alibaba.com and 1688.com (then Alibaba.com.cn) launched

1999



Aliwangwang instant messenger launched on Taobao Marketplace; Alipay launched

2004

天猫 TMALL.COM™

Brands and retail platform Tmall.com launched to complement Taobao Marketplace

2008

聚划算  
juhuasuan.com  
品质团购每一天

AliExpress™  
Smarter Shopping, Better Living!

Online group buying marketplace Juhuasuan and global consumer marketplace AliExpress launched

2010



Alibaba Group listed on the NYSE; Alipay's parent company Ant Financial Services Group formally established

2014

2003

Online shopping website Taobao Marketplace launched



2007

Online marketing technology platform Alimama launched; Taobao Marketplace starts to monetize



2009

AliCloud founded in conjunction with Alibaba Group's 10<sup>th</sup> anniversary celebration



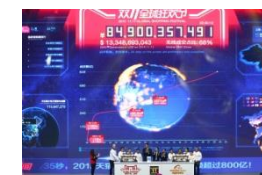
2013

Cainiao Logistics launched; Alibaba Group campus relocated



2015

11.11 Global Shopping Festival generated RMB91.2 billion in GMV



# Historic 2014 IPO – record capital raise

Alibaba became one of the most valuable tech companies in the world after raising \$25 billion from its U.S. IPO.



Has surpassed Walmart in GMV for retail - US\$476bn



# Business Scale



**10+ Million**

Annual Active Sellers <sup>(1)</sup>



**407 Million**

Annual Active Buyers <sup>(2)</sup>



**393 Million**

Mobile MAUs <sup>(3)</sup>



**RMB964 Billion**

(Around US\$149 Billion)

Quarterly GMV <sup>(4)</sup>



**RMB651 Billion**

(Around US\$101 Billion)

Quarterly Mobile GMV <sup>(4)</sup>



**68%**

Mobile GMV Share <sup>(4)</sup>

## Notes:

(1) Specific to our China retail marketplaces; for the 12 months ended March 31, 2015

(2) Specific to our China retail marketplaces; for the 12 months ended December 31, 2015

(3) For the month ended December 31, 2015; based on the aggregate mobile MAUs of apps that contribute GMV on our China retail marketplaces

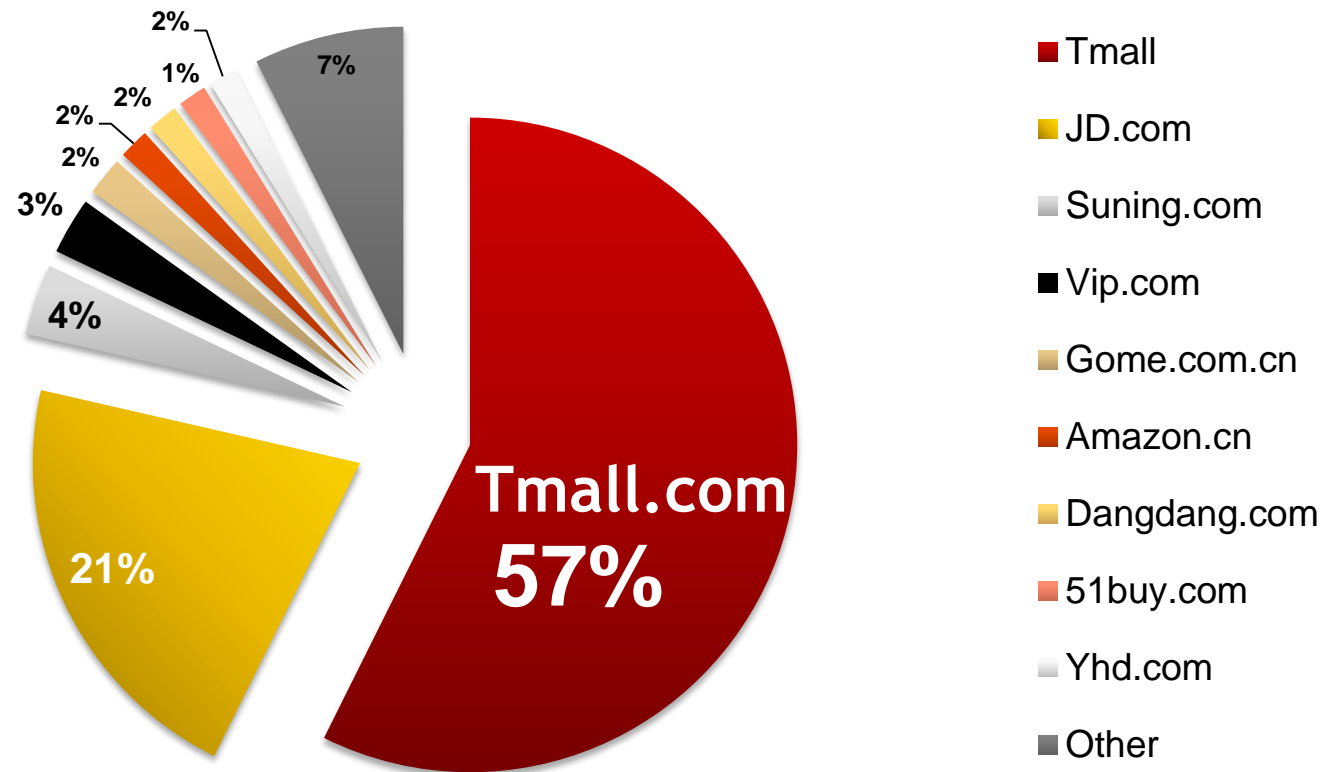
(4) Specific to our China retail marketplaces; for the three months ended December 31, 2015

# The Alibaba E-Commerce Ecosystem



# Alibaba's positioning in the China market via Tmall

## Share of China B2C Online Shopping by Website GMV



Source: iResearch July 2014, CNNIC January 2014

# Jack's Journey Down Under - humble beginnings

1980



1985



....And on to Te Awana. In short, Senior Leadership gets it



# Alibaba's Major Businesses – China Retail Marketplace

You should know some of these.....



....and our other businesses are already active Down Under

支付宝  
Alipay.com

Alipay Payment Services\*



Cainiao Logistics Logistics Information System\*\*



阿里妈妈™

Alimama Online Marketing Services



Data Platform

阿里云  
aliyun.com

AliCloud Platform for internal and third-party use



# Tmall versus Tmall Global



- ▶ Chinese **legal entity** required
- ▶ Corporate **bank account** within China
- ▶ **Payment** received in CNY
- ▶ **Trademark** registered in China
- ▶ **Warehouse** within China
- ▶ **Shipment** and delivery within China



- ▶ International **legal entity**
- ▶ Home country **bank account**
- ▶ **Payment** received in local currency
- ▶ **Trademark** registered in home country
- ▶ **Warehouse** outside of China
- ▶ **Overseas Shipping** directly to Chinese consumers

# China's Premier Online Marketplace



天猫 Tmall.COM

天猫年货节，全场爆款3折起！

搜索

玩具 | gopro hero4 | 年货礼盒 | 新年床品 | 羽绒服 | 四件套 | 保温杯 | 白酒

女鞋疯抢 大牌超值年货 最后24小时!

品牌街 喵鲜生 天猫会员 电器城 天猫超市 医药馆 阿里旅行 天猫国际

商品服务分类

- ☆ 精选市场
- 女装/内衣
- 男装/运动户外
- 女鞋/男鞋/箱包
- 化妆品/个人护理
- 手机/数码/电脑办公
- 母婴玩具
- 零食/进口食品/酒
- 大家电/生活电器
- 家具建材
- 珠宝首饰/腕表眼镜
- 汽车/配件/用品
- 家纺/家饰/鲜花
- 医药保健
- 厨具/收纳/宠物
- 图书音像

大牌首发

NEW ARRIVAL

HERO4 BLACK/SILVER

迎接新的 GoPro 阵容

迄今为止最先进的 GoPro 摄像机

超值好机 年底最后狂欢

新年新惊喜 请叫我女王陛下

# Tmall Partnership Business Structure



## Tmall.com Flagship Store



### Brand / Retailer

- Products
- Branding
- Marketing strategy



### Tmall.com

- IT & payment infrastructure
- Data analysis & diagnostics
- Marketing tools & promotional opportunities



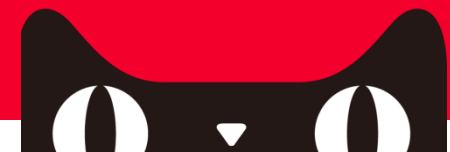
### 3rd Party Service Providers

- Store maintenance
- Product content editing
- Day-to-day operations
- Customer service
- Fulfillment, shipping & warehousing

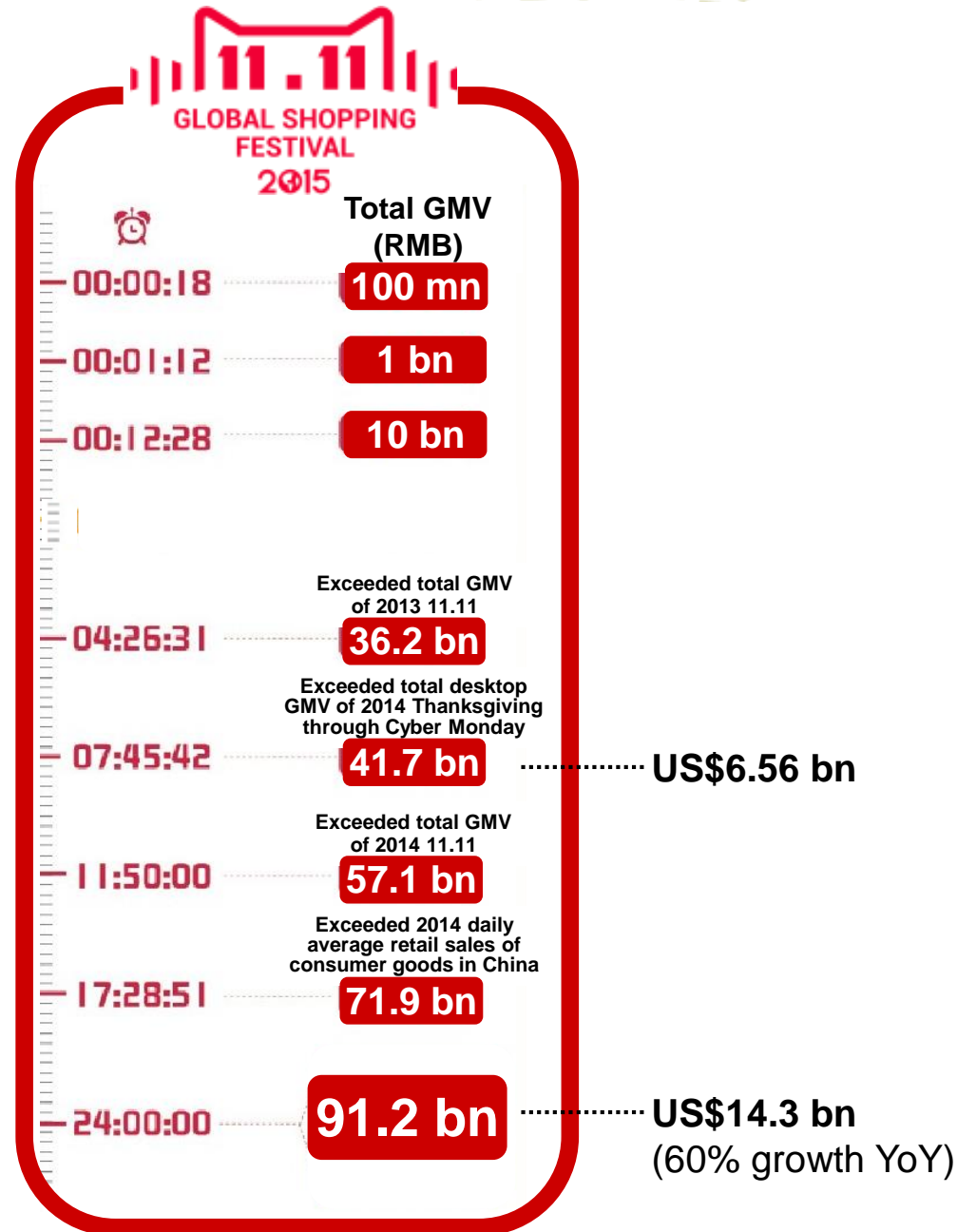
# 11.11 Global Shopping Festival



- ▶ The 11.11 shopping festival began in 2009 with 27 merchant participants as an event for Tmall.com merchants and consumers to raise awareness of the value in online shopping.
- ▶ Over the years, the festival has evolved into the world's largest 24-hour online shopping event.
- ▶ On November 11, 2015, our China and international retail marketplaces generated a GMV of **RMB91.2billion (US\$14.3 billion)** settled through Alipay within a 24-hour period.



# Highlights of 2015 11.11 Global Shopping Festival



## Notes:

- (1) All GMV referenced is settled through Alipay
- (2) US\$1 = RMB6.3602
- (3) YoY growth rates are calculated on the basis of RMB amounts and are not affected by foreign exchange rate fluctuation

# Highlights of 2015 11.11 Global Shopping Festival



## Mobile



**RMB62.64 bn**

mobile GMV

**68.67%**

of total GMV



**95 mn**

mobile buyers  
on Tmall.com and  
Taobao  
Marketplace

## Logistics



**467 mn**

delivery orders  
(vs 278 mn  
in 2014)



**100 mn**

delivery orders  
generated in first  
43 mins

## Globalization

**16,000+**  
international brands\*  
completed transactions



**33%**  
buyers  
purchased  
international  
products



## Omni-channel

More than **1,000** brands with  
**180,000** stores in **330** cities  
across China synchronize online  
and offline resources

### **Offline-to-online**

- Scan barcode at stores to win discounted e-coupons to shop on Tmall.com

### **Offline-to-online**

- Online purchase
- Offline pick-up / pick-up at nearby stores
- Product return or exchange at stores

### **Convenient after-sales services**

- Enjoy maintenance and after-sales services in Suning's physical stores
- Trade-in program

\* Including 5,000+ participating international brands from 25 countries on Tmall Global with no physical presence in China

# 2015 Single's day Review –Tmall Global



## Australia and New Zealand



### Key Index:

- Transaction rank respectively **No. 5 and No. 8** among 41 countries
- First four country rankings: US, Japan, Korea, Germany

### Top brands/products:

- Baby products, dairy, fresh food, health supplements and skincare are still the top categories from Australia and New Zealand
- Anchor, Comvita, Red Seal, Silver Fern Farms, A2 etc.

# 11.11 Festival NZ Brand Tmall Highlights



- ◆ A2 sold out 43,855 cans of infant formula, whole stock was gone



- ◆ New Zealand brand Silver Fern sold out 2.8 tons of retail pack premium lamb



- ◆ Sold out 25 tons of honey in total
- ◆ 7 tons of manuka honey and 342 KG propolis in one day



- ◆ Sold out 165,000 bottles of molasses, equivalent to 5 containers weighing over 82 tons
- ◆ Sold out 82,000 units of toothpaste
- ◆ Over 100,000 buyers purchased on red seal flagship store

# Flagship New Zealand Brands & Merchants on Tmall Global



countdown



ANTIPODES<sup>®</sup>  
SCIENTIFIC ORGANIC BEAUTY™



plantæ<sup>®</sup>  
CERTIFIED ORGANIC SKINCARE





Alibaba Group  
阿里巴巴集团

阳光之星  
每1000单  
送799元水卡一张

美白之星  
每500单  
送美国队长充电宝1个

营养之星  
每1000单  
抽送千元购物卡1张

Beaujolais Nouveau 2011

Beaujolais Nouveau 2011

Beaujolais Nouveau 2011

# Tmall Presale Model has proved hugely popular

Consumer pays  
presale deposit















Seller knows  
precise demand



Fresh product  
shipped  
according to  
demand



Consumer  
receives  
product

 <p>预售价: ¥179 VS 超市价: ¥300</p> <p>智利车厘子新鲜直达 规格: 4斤   产地: 智利</p> <p>¥179 4438-00 3335人已售</p> <p>立即购买</p>	 <p>预售价: ¥89 VS 超市价: ¥100</p> <p>茂谷柑, 含维C冠军 规格: 3斤   产地: 台湾</p> <p>¥89 4438-00 422人已售</p> <p>立即购买</p>	 <p>预售价: ¥128 VS 超市价: ¥200</p> <p>越南龙利鱼柳, 海鲜礼盒 规格: 2.2公斤   产地: 越南</p> <p>¥128 4438-00 680人已售</p> <p>立即购买</p>	 <p>预售价: ¥99 VS 超市价: ¥200</p> <p>加拿大野生龙虾, 肉实饱满 规格: 650g/只   产地: 加拿大</p> <p>¥99 4438-00 5090人已售</p> <p>立即购买</p>	 <p>预售价: ¥79 VS 超市价: ¥120</p> <p>梅花肉丁, 谷物喂饲, 放心美味 规格: 2kg/1000克   产地: 美国</p> <p>¥79 4438-00 69人已售</p> <p>立即购买</p>	 <p>预售价: ¥118 VS 超市价: ¥150</p> <p>乌拉圭羊腩肉 养肝明目补钙益气 规格: 2KG   产地: 乌拉圭</p> <p>¥118 4438-00 4人已售</p> <p>立即购买</p>
 <p>预售价: ¥88 VS 超市价: ¥120</p> <p>智利蓝莓, 神奇果护肤美白 规格: 4斤   产地: 智利</p> <p>¥88 4438-00 3398人已售</p> <p>立即购买</p>	 <p>预售价: ¥89 VS 超市价: ¥200</p> <p>台湾柳丁, 滋润健胃, 养颜圣品 规格: 10斤3240克   产地: 台湾</p> <p>¥89 4438-00 406人已售</p> <p>立即购买</p>	 <p>预售价: ¥198 VS 超市价: ¥300</p> <p>北极贝, 个头大 海鲜中极品 规格: 2斤   产地: 加拿大</p> <p>¥198 4438-00 1541人已售</p> <p>立即购买</p>	 <p>预售价: ¥208 VS 超市价: ¥300</p> <p>智利帝王蟹, 肉质鲜美 规格: 2.5斤   产地: 智利</p> <p>¥208 4438-00 7541人已售</p> <p>立即购买</p>	 <p>预售价: ¥98 VS 超市价: ¥120</p> <p>梅花肉火锅片, 片片爽滑滑口多汁 规格: 3kg/1000克   产地: 美国</p> <p>¥98 4438-00 67人已售</p> <p>立即购买</p>	 <p>预售价: ¥69 VS 超市价: ¥120</p> <p>梅花腿肉排, 爽嫩多汁, 美味健康 规格: 4斤/1000克   产地: 美国</p> <p>¥69 4438-00 237人已售</p> <p>立即购买</p>

# April 2014 – Tmall Live Seafood Promotion

**喵鲜生** 全球健康好味道

**鲜活新西兰** 品味纯净 鲜到你尖叫!

4月5日—4月8日 领取优惠券 | 4月9日—4月15日 正式开卖 新西兰 分批捕捞 | 捕捞后 72小时送到家

**纯爷们的“蚝”门盛宴**

1. 源自纯净新西兰海域，世界最高品质产区之一，可放心生食
2. 味道极其鲜美，营养丰富，被誉为“新西兰的海洋牛奶”
3. 补充精气神，号称“男人的加油站，女人的美容院”

**“勾魂鲜汁味”新西兰人最爱**

1. 新西兰独有海鲜，100%天然生长
2. 味道极其鲜美，每一颗都汁水丰富，出肉率为同类产品中最高
3. 营养价值丰富，铁含量为牛肉的三倍，Omega-3含量为贝类最高

**鲜活马尔伯勒生蚝 4/6/12只装可选**

超市价：¥120元 | 331人已买 | **喵鲜价：72元** | 立即购买

**鲜活新西兰翡翠贝（青口贝）/2斤**

超市价：¥100元 | 106人已买 | **喵鲜价：99元** | 立即购买

**April 7 – 14**

Fresh Oysters Sold: **50,000+**

- 72 hours from seas of New Zealand to the kitchens of China
- Guaranteed live at time of delivery

**黑金鲍** 是极靠近南极的新西兰纯净海域特有物种，从远古时代一直延续至今，被生物学家称为【活化石】。

**资源稀少，捕捞艰难**

金鲍因稀少珍贵且具有极高的营养价值，被当地人誉为黑色的金子（Black Gold），为保护黑金鲍资源，地法律只允许人工不得携带氧气设备潜水捕捞，捕捞难度极大。

**鲜活新西兰翡翠贝（青口贝）/2斤**

超市价：¥100元 | 106人已买 | **喵鲜价：99元** | 立即购买

# May 2014 – Three Day New Zealand Products Campaign

**汇聚新西兰**  
— NEW ZEALAND —  
让规划成为你的世界之窗

**我的超市 任意门**

新西兰TOP连锁超市首次 **同款同价直供**

新西兰贸易发展局大中华区总裁 **Glen Murphy (高恩)** 重磅推荐!

00:01/03:40 高清

**直飞新西兰**  
超市体验之旅

**超市直供 免税包邮**  
最高直享汇率折扣

**当地线下扫码**  
旅行中完成购物

新西兰“土特产”全球...  
环球网·财经滚动

兰“土特产”全球同款同包邮

15-05-12 07:11

丽华足不出户，就能买到和新西兰当同款同价的“土特产”，而“包邮”更是行李超重的麻烦和尴尬。昨日，天猫聚划算与新西兰贸易发展局共同打造“新西兰”，携新西兰最大连锁超市之tdown、新西兰国宝级保健品牌on、Comvita等海外商家集体亮相，消费者提供与当地同款同价、线上线购物的新西兰直供商品。

者 张丽华

不出户，就能买到和新西兰当地

**抢鲜了!**

新西兰原装进口 澳洲新鲜生蚝 顺丰冷链到家  
【天猫国际】新西兰原装进口 澳洲新鲜生蚝 顺丰冷链到家  
¥106 43 件已售

新西兰原装进口 咖啡水果糖 限时城市专享  
【天猫国际】新西兰原装进口 咖啡水果糖 限时城市专享  
¥38 7610 件已售

新西兰原装进口 新西兰羊肉 美味更实惠  
【天猫国际】新西兰原装进口 新西兰羊肉 美味更实惠  
¥98 81 件已售

新西兰原装进口 新西兰羊肉 美味更实惠  
【天猫国际】新西兰原装进口 新西兰羊肉 美味更实惠  
¥228 383 件已售

新西兰原装进口 新西兰羊肉 美味更实惠  
【天猫国际】新西兰原装进口 新西兰羊肉 美味更实惠  
¥58 221 件已售

新西兰原装进口 新西兰羊肉 美味更实惠  
【天猫国际】新西兰原装进口 新西兰羊肉 美味更实惠  
¥77.80 3051 件已售

返回 微博正文

天猫国际 05-12 15:42 来自 微博 weibo.com

17万 阅读

听说去新西兰旅游，连行李箱都不用提了？近期天猫国际已经与新西兰大型商家达成合作，手机扫一下，果汁、奶粉、蜂蜜、保健品等各种本地鲜货，全球同价，直接包邮到家。#码上去新西兰# 网页链接



- Over 200 NZ products offered in this campaign
- Bulk of products sold out
- Total 20,000 units of instant milk powder
- 9,088 bottles of Red Seal Blackstrap
- 2,800 bottles Just Juice sold out
- 8,000+ Vogel's sold out
- Accompanied with NZTE video campaign
- Massive paper media and social media coverage

# Tmall New Zealand Queen Apple Promotion

天猫X进口

苹果新品震撼首发

新西兰进口Queen新鲜真供!

▶ 观看视频

May 6

New Apple Launch on Tmall

- 15,000+ orders in under 24 hours
- 90,000+ Apples sold

180G

200G



质量加倍 口感加倍

可能是全球最大的  
苹果店开张

立即开启 ▶

纯天然工艺

只为构建极致口感

- 通过分析环境数据,对Queen进行了产品结构升级,阳光和水分与苹果的甜脆度一体成型
- 你能想象这是一项多么严谨而庞杂的工作



天猫国际  
超级国家日  
SUPER NATIONAL DAY  
4.17-4.19

# 亲“蜜”新西兰

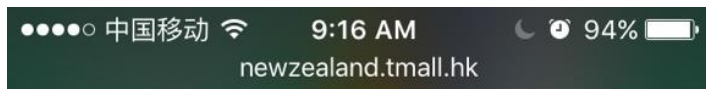
免费送“诗隆”同款婚纱拍摄甜蜜之旅

直达国家地区

天猫国际 全球精选 快去抢 仅48小时 全球旗舰店 分类

The banner features a vibrant green background with floral and fruit illustrations. It promotes New Zealand products, including Karicare Toddler milk powder, ANTIPODS honey, and Good Health honey. A central illustration shows a beehive with honey being poured, surrounded by various fruits like mangoes, grapes, and kiwis. The bottom navigation bar includes icons for home, global selection, a limited-time offer (48 hours), global flagship stores, and product categories.

# newzealand.tmall.hk - Promotion for PM's Visit and MOU



康维他纯天然认证蜂胶牙膏  
100G3支装

- 纯天然认证可以吃的蜂胶牙膏
- 满399减10
- 499元可1元换购98元礼品

RMB **59** ¥294

[立即购买](#)

沃森新西兰原装麦卢卡润喉糖  
MGO400+ (4盒套装)

- 高纯度麦卢卡 润喉清咽
- 买2套减10元

RMB **288** ¥799

[立即购买](#)

MANUKA HONEY BLEND  
纯天然野生麦卢卡蜂蜜

定制你的专属甜蜜，特权享不停

RMB **129** ¥249

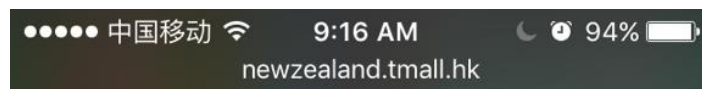
[进入店铺](#)

纯净蜂蜜

你的甜蜜 / 已打动我的心  
一见倾心 唇齿交融

[直达国家地区](#)

天猫国际 全球精选 快去抢 仅48小时 全球旗舰店 分类



eco STORE  
洗涤剂500ML 洗衣液毛呢  
羊绒大衣专用真丝护理

每日9元秒杀 全场满就减

RMB **48** ¥83

[进入店铺](#)

MANUKA HONEY BLEND  
纯天然野生麦卢卡蜂蜜

定制你的专属甜蜜，特权享不停

RMB **129** ¥249

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# Alisports to lean heavily on NZ and not Oz for this deal!

SPORT

## Ambitious plan to grow rugby in China

**Nazvi Careem and Chan Kin-wa**

China is hoping to have one million rugby players in 10 years after Alisports and World Rugby signed an agreement yesterday to develop the game on the mainland.

Zhang Dazhong, CEO of Alisports, signed the agreement with World Rugby chairman Bernard Lapasset and chief executive Brett Gosper, in which the sports arm of e-commerce giant Alibaba will pump millions of dollars into the development of the game on the mainland.

"We hope to have one million players in 10 years' time," Zhang said. "With one million players it is easier to become a world-class rugby nation."

Alisports will become an official partner of governing body World Rugby, and gain the China broadcast rights for rugby events. They will also work together to develop grass-roots and junior programmes, set up a league and stage major international tournaments on the mainland.

Parent company Alibaba, which owns the *South China Morning Post*, will also promote World Rugby membership and merchandising through its e-commerce platforms such as Taobao and Tmall.

Gosper said the deal was a major breakthrough for World Rugby's attempts to spark growth on the mainland.

"It's hugely significant for us, this partnership," he said. "It will

rapidly accelerate development at grass-roots level in China and we will help condition China to host events on our calendar and provide a pathway for their players to play in the Olympics, sevens and 15s."

Zhang, though not putting an exact figure on Alisports' investment – expected to be in the millions – said money would not be a constraint in ensuring proper programmes are put in place.



World Rugby CEO Brett Gosper, chairman Bernard Lapasset and Alisports chief Zhang Dazhong. Photo: Bruce Yan

"Rugby is widely seen as an amateur sport in China but we see a big future with all these comprehensive programmes in place," Zhang said.

"We are already planning to stage a major sevens event in China next year like the one in Hong Kong. We also hope to produce a generation of new players for China through our grass-roots and youth development programmes. Rugby is a sport in which you challenge your opponents with great courage under proper rules and we think it can help improve the mental strength of young Chinese, provided they receive the right training."

Zhang said one of Alibaba's key strengths was its access to 400 million customers.

"We can leverage reams of data we have on these users, encourage them to become rugby fans and participants before seeing them splash out on sports events, merchandise and equipment," Zhang said.

"This is probably why World Rugby is willing to work with us."

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