

Digital Economy Towards an Inclusive, Green & Sustainable Future

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Transformation of Economic Development Model with Digital Technology

Continuous
pushing of
economic
boundaries

Ongoing
innovations in
development
models

Furthering of
economic
inclusion

IoT

LBS

AI

Mobile Payment

E-commerce

3D Printing

5G

Cloud
Computing

Stream Media

Big Data

Smart Logistics

Blockchain

Digitization of Everyday Life



Digital Platform Powering the Development of Inclusive Economic

**Less- developed
areas**

**Micro, small and
medium-sized
companies**

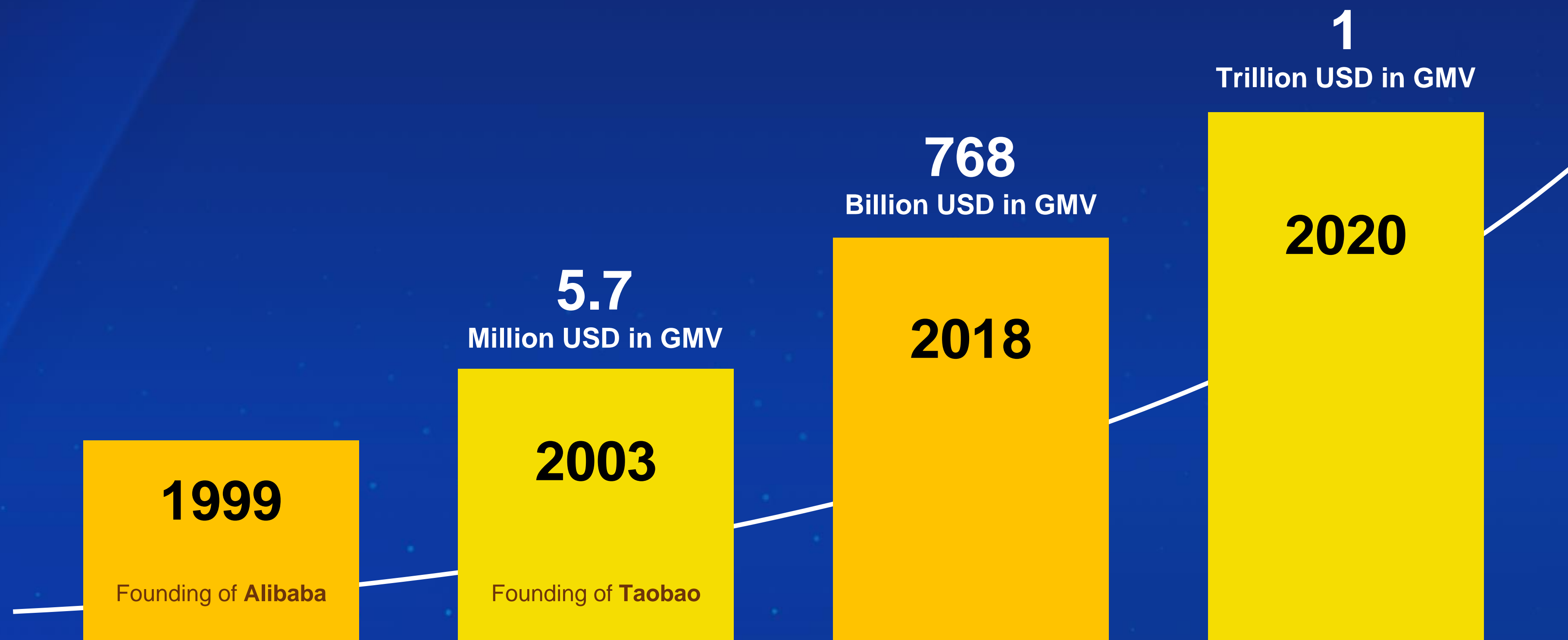
**Women
Farmers
Youth**

**Integration of digital economic
infrastructure to lower barriers**

← Digital platform →

More effective connection

Alibaba's Past 20 Years: Witness the Rapid Growth of the Digital Economy





A Look Inside the World's Largest Online Shopping Festival

2018 11.11 Global Shopping Festival



200K smart stores

Online-offline engagement with
100 shopping districts



USD30.8^{BN}

in total GMV
(RMB213.5 billion)



230 Countries and
Regions

and 180,000+ participating
brands

Alibaba Ecosystem All-In

Local Services

Ele.me and Koubei gathered over
1 million merchants providing
24-hour service by **3 million** delivery
staff covering food & beverage,
entertainment, accommodation

Freshippo

Orders grew **325%**
Close to 100 stores across China

Easyhome

Total sales from **266** stores
nationwide exceeded **RMB10 billion**
within 13 hours

Power of the Alibaba Digital Ecosystem

Enabling the GMV of USD30.8_{BN}

Delivery orders

Over **1** billion

Alibaba's retail platforms generated more than 1 billion delivery orders on the day. Cainiao Network and over 100 logistics partners worldwide participated in the event.

Biometric payment percentage

60.3%

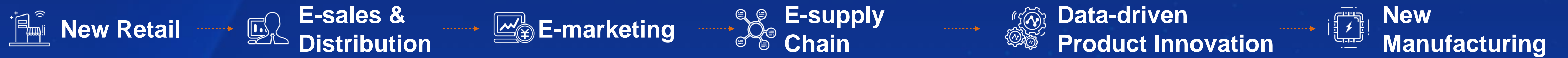
Alipay brought technologies including fingerprint payment and facial recognition payment. Biometric payment accounted for 60.3% of Alipay's payment transactions on the day.

Real-time computing processing speed at peak

1.718 billion records per second

Alibaba Cloud processed 1.718 billion records per second at peak on the day

Digital Transformation Powered by Alibaba Operating System



 人 Consumers

 货 Products & Services

 场 Physical Space & Virtual Community

Alibaba's Globalization: Inclusion, Green, Sustainability

Global BUY

China B2C and New Retail
Alibaba Group achieved USD30.8B in GMV during
2018 11.11



Global SELL

Global B2B and B2C
platforms



Global DELIVERY

6 e-Hubs and 14 Global Fulfillment
Centers around the world



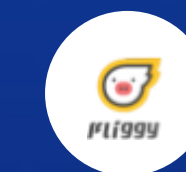
Global PAY

The Alipay e-wallet currently covers
52 countries and regions
1 China e-wallet + 9 local e-wallets
in overseas markets



Global FUN

Leading online travel
marketplace in China



Alibaba's Long-term Vision: To Make It Easy to Do Business Anywhere in the Digital Era

FY2018

FY2036



Consumers

642 MN



2 BN



Merchants

**10 MN
SMEs**



**10 MN Profitable
SMEs**



Job Creation

40 MN



100 MN

**Goals of Alibaba
Globalization**

Alibaba's Approach to Social Responsibility with Digital Technology

40 million

The Alibaba Group and affiliates created 40.82 million jobs in 2018

55.52 million

55.52 million trees were planted by the end of 2018 as the effort of public participation in the "Ant Forest" initiative

RMB200 million

In 2018, over 300 million Taobao consumer took part in the "Goods for Good" program and generated RMB200 million in donations

***To Make It Easy to Do Business Anywhere
in the Digital Era***

Thank you