

E-commerce platform and KOL culture

Tmall & Taobao

淘宝网
Taobao.com

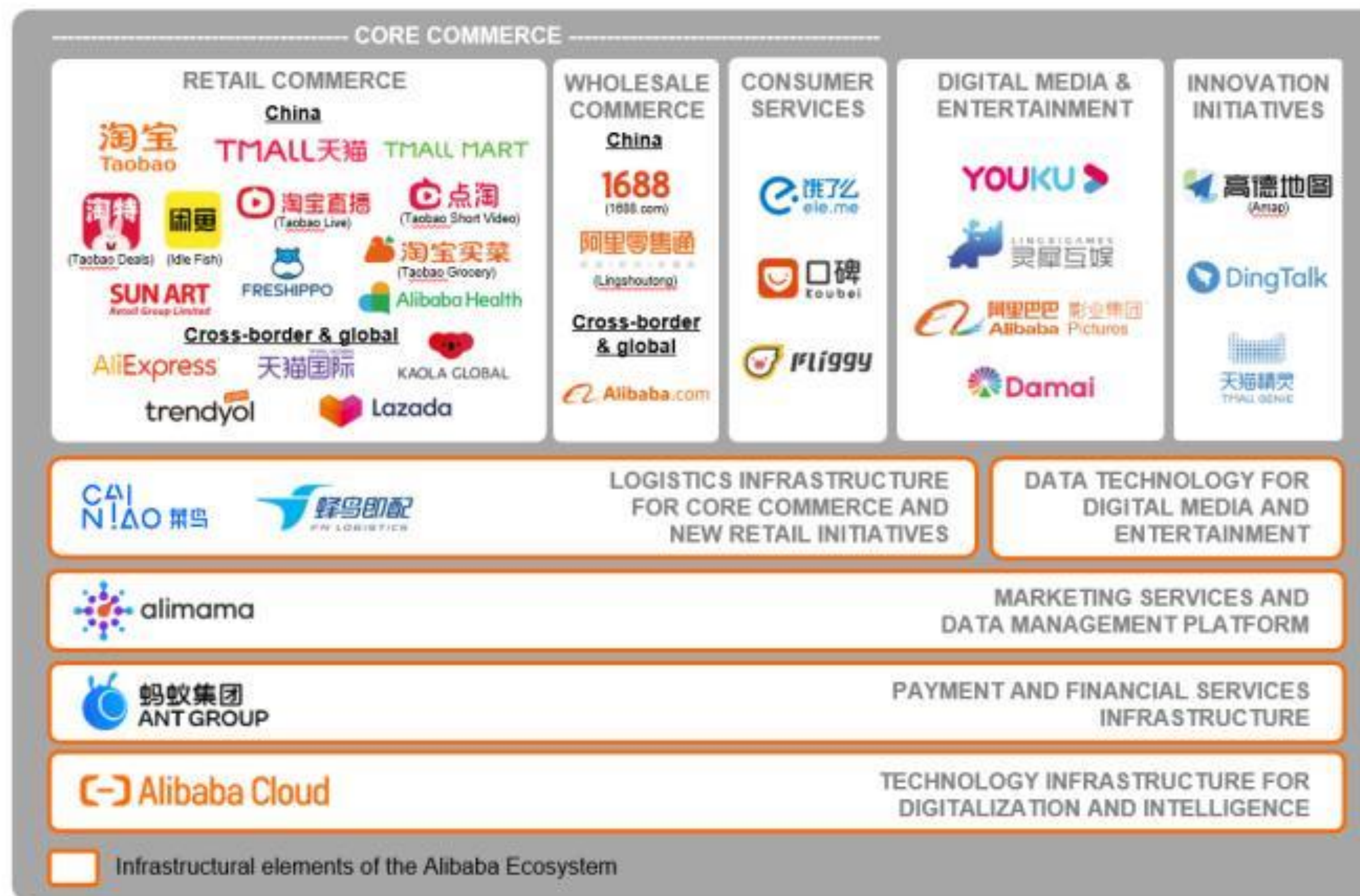
Content

1. Alibaba Ecosystem
2. Taobao HK & Tmall HK
3. Development of content & KOL culture

Alibaba Ecosystem

To Make It Easy To Do Business Anywhere

The following chart sets forth the key businesses and services provided by us and Ant Group⁽¹⁾, our major cooperation partner.



Note: ⁽¹⁾ Ant Group provides digital payment services and offers digital financial services to consumers and merchants on our platforms. We currently hold a 33% equity interest in Ant Group and account for this investment in our financial statements using the equity method.



2. Taobao HK & Tmall HK



Taobao HK



Traditional

Cross-border business

- Servicing 100 million overseas Chinese
- Covering over 200 countries/regions in the world
- Hong Kong is an important market for Tmall Taobao Overseas
- High penetration, highly active platform with substantial member-population ratio, views, conversion
- Number of goods in Hong Kong region reaches over 100 million

Tourist business

- Servicing 130 million outbound Chinese travelers (including overseas students)
- Local tourism products – Disney, Ocean Park, local tours
- Flights, hotels, concerts
- Cross-border travel discounts



Tmall HK

Local Business

Local Business

Market Potential

- eCommerce accountable for 18% of total retail consumption (excluding tourist)
- Only sales channel with positive growth in 2019
- 27.2% YoY growth in 2021 April (after covid effect)

Local Market

- Local Merchants
- Local Customer
- Local Inventories
- International and Local brands
- Embedded in Taobao App

2020.09 Active user data (Unit: 10,000)

#		Daily active users	Monthly active users	Active days of users
1	Taobao	96	223	12
2	HKTVMall	27	165	5
3	Carousell	33	122	9
4	Taobao Lite	5	35	6
5	Amazon	4	34	4
6	Taobao Deals	3	11	4
7	Zalora	2	19	5
8	Uniqlo	2	35	2
9	Tmall	1	8	4
10	Farfetch	9	8	5

Source: App Annie Sept 2020 data



3. Development of content & KOL culture



eCommerce Development

Wireless 1.0

Wireless 2.0

Wireless 3.0



2010

2015

2016

2018+

Display

Content

Segmentation

Personalize



Display

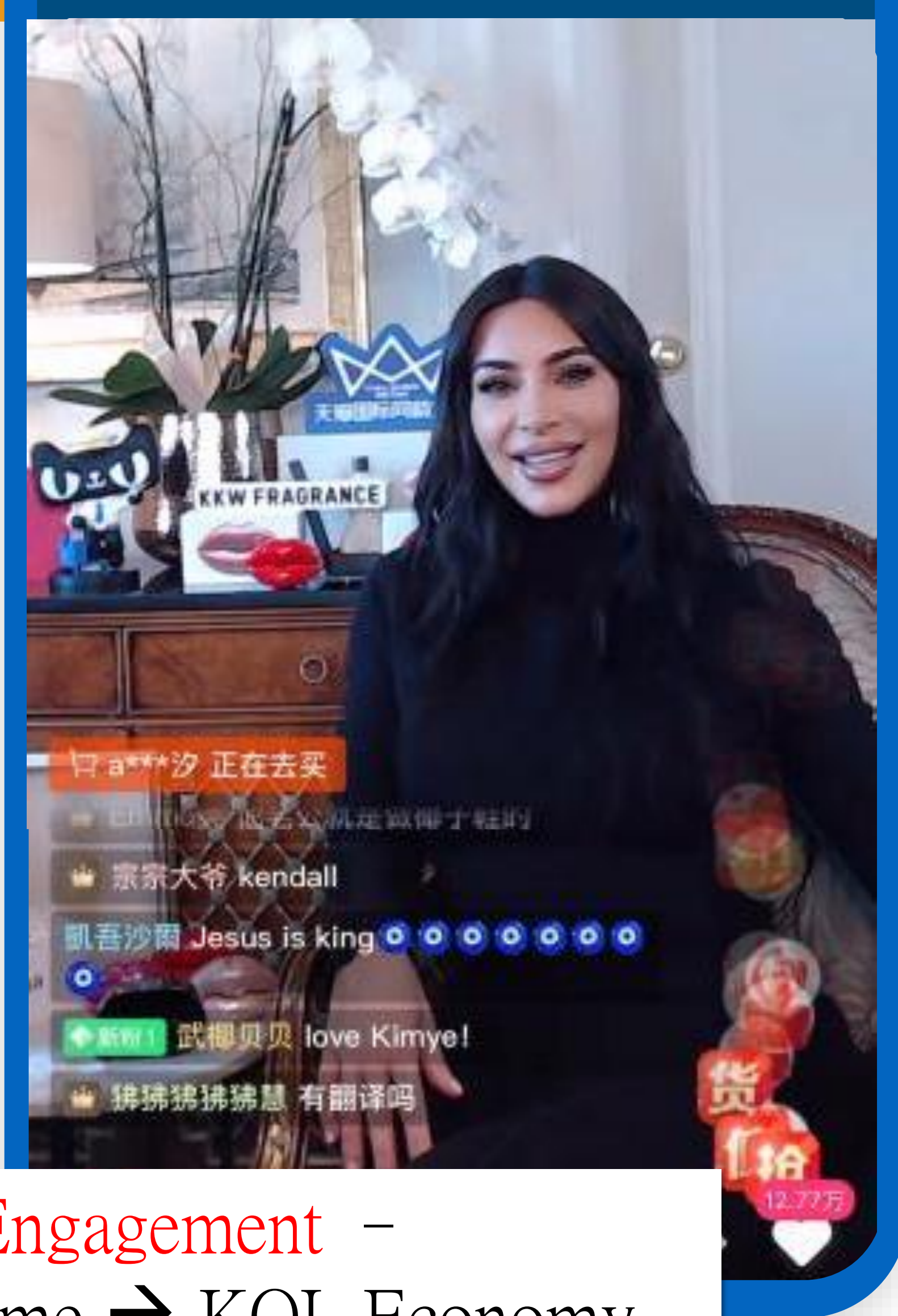
Since 2010



Merchant Engagement – Empower Merchants → Rules

Content

Since 2015



Third Party Engagement –
Fragmentation of Time → KOL Economy

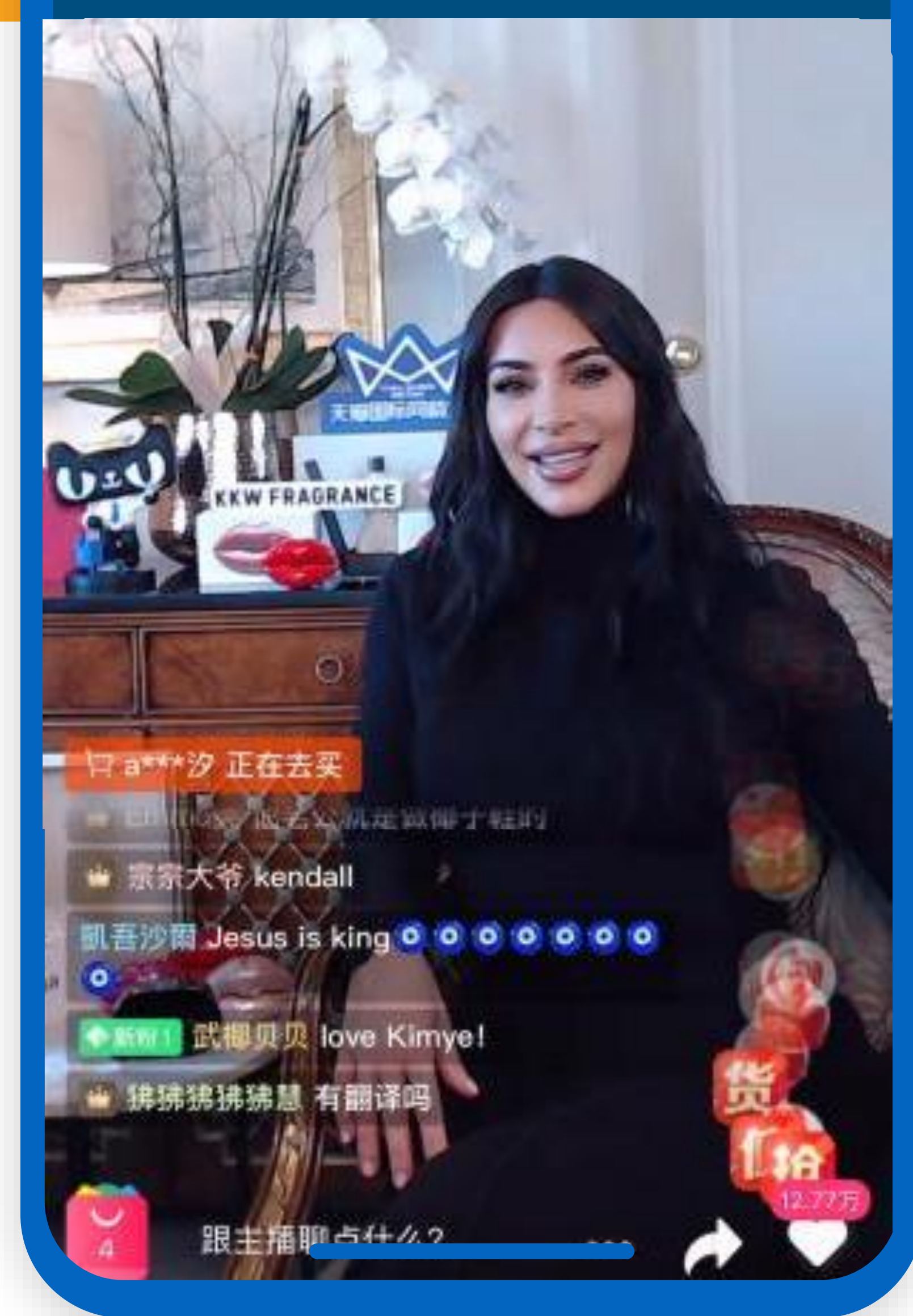
Customer Experience Enhancement

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Live Streaming Model

PGC + UGC (KOL + KOC)



Live Streaming Model

BGC

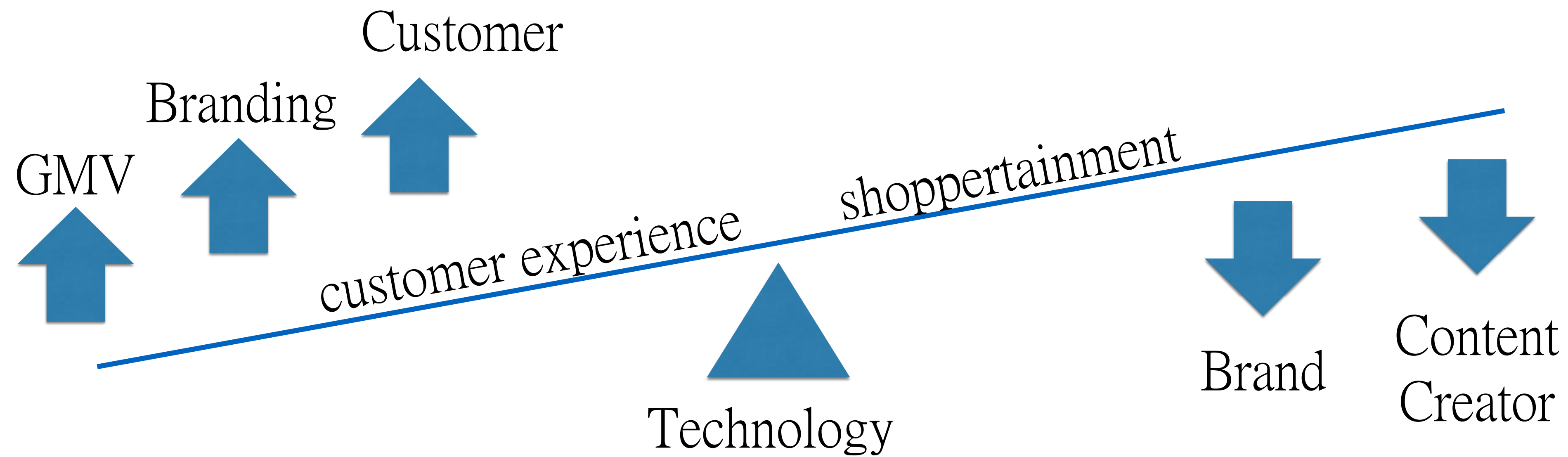


Local implementation of Taobao Live Streaming

Hong Kong & Macau



Success of Live Streaming



Customer Segmentation

Since 2016



淘宝吃货



天天特卖



今日爆款



品牌动态



全球时尚



必买清单



小黑盒新品



极有家

Industry Engagement – Mature Category Development
c2b Customer Insight : targeted service for targeted market

Personalization

Since 2018



Algorithm – Co-create + Algorithm enhancement
Flagship Store 2.0 + Chatbot + Gamification

Personalization

Flagship Store 2.0



4. Tmall HK Merchant Program



Tmall HK Merchant Program

Traffic



Customized Store Layout



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Integrated Marketing Campaign



Tmall HK



Tmall HK Merchant Program





Thanks !

