Tmall Global

Opportunities for Cross-border E-commerce in China

Emma Lee
Head of Fashion

OVERVIEW

Alibaba to bring US$200 BILLION of goods to China in FIVE YEARS

2021 Tmall Global New Seller Summit

ONE OF THE LARGEST RETAIL MARKETS

US$5.1 trillion in 2020

RETAIL GOING ONLINE

~44% online penetration in 2020

DEMAND FOR GLOBAL GOODS

Cross-border sales to hit $184 Billion USD

Source: eMarketer 2020

China is the top global e-commerce market with US$2.1 TRILLION e-commerce sales

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China has a significant online audience of young consumers

904M
Internet Users

66%
of China Internet users are aged 39 or under

99%
Mobile Users

Consumers who buy online and keen to buy more

>3x SIZE
of the US e-commerce market

44%
of retail is e-commerce and growing

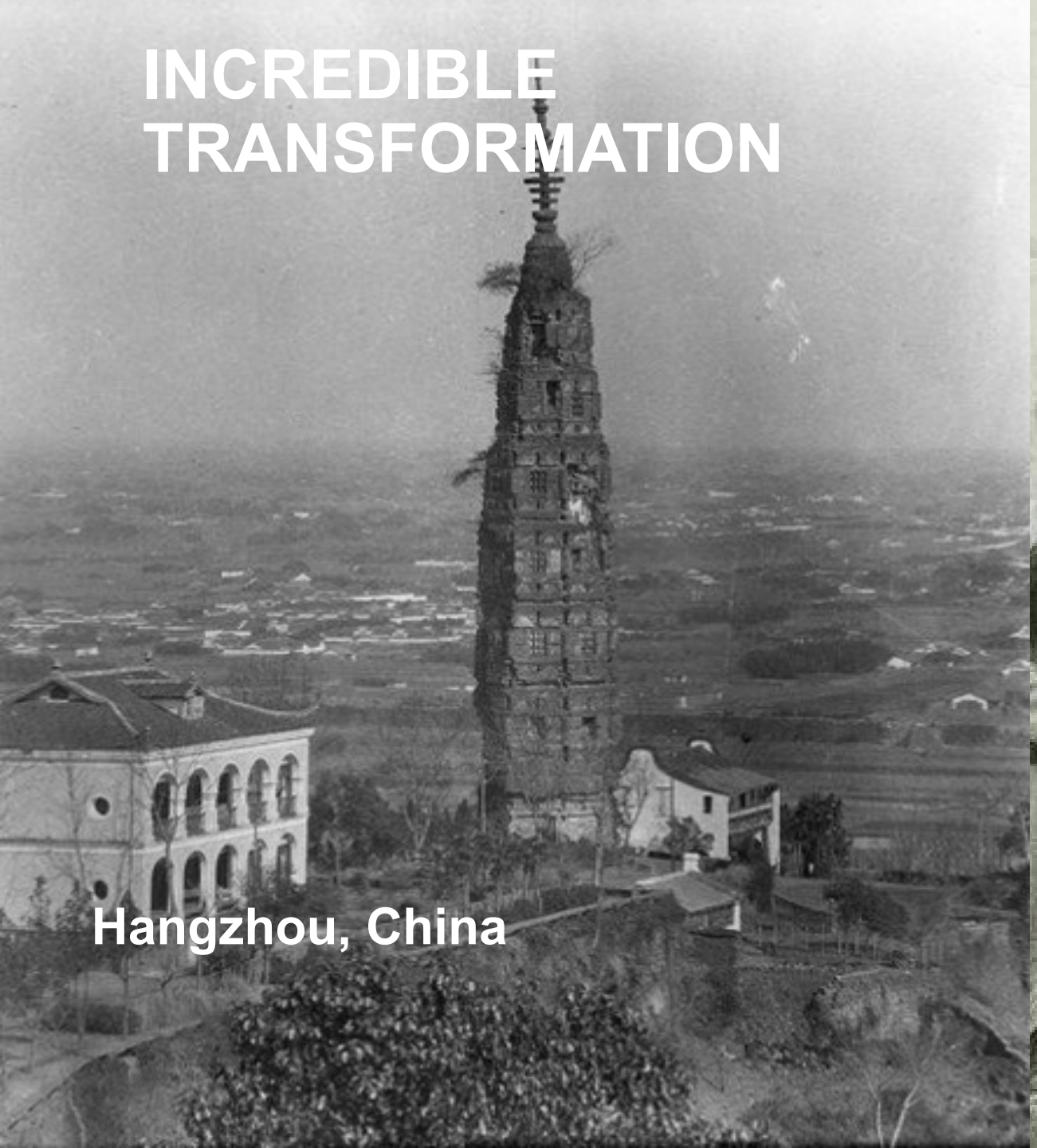
With substantial potential for further market growth

>100 cities with **1M** people

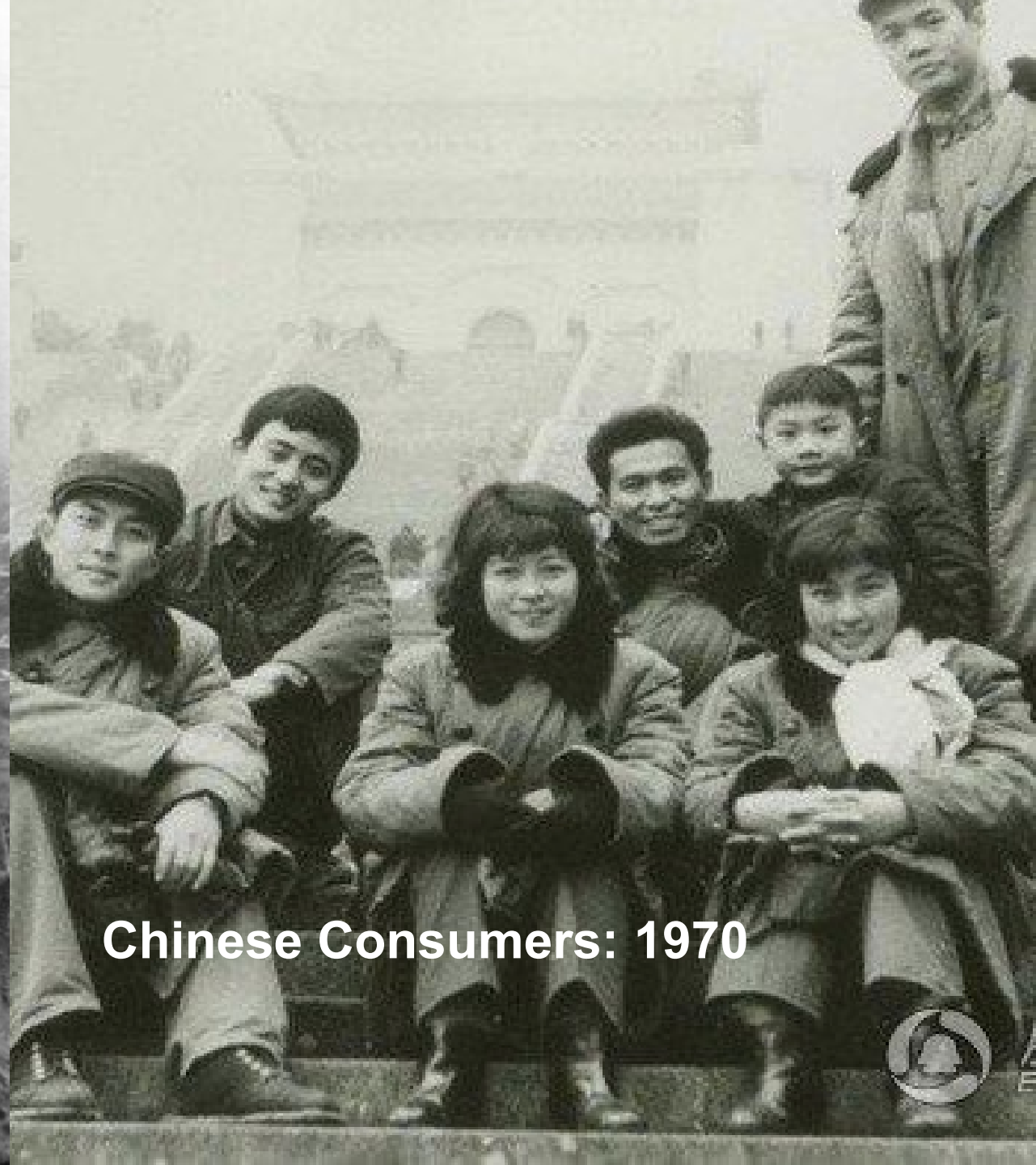
Chinese middle class size
370M
and expected to grow to
~600M

Source: Statista, eMarketer 2020, McKinsey

INCREDIBLE TRANSFORMATION



Hangzhou, China



Chinese Consumers: 1970

INCREDIBLE TRANSFORMATION

Hangzhou, China

Chinese Consumers: Now

Alibaba's Mission:
To Make It Easy To Do Business Anywhere

Core Commerce

Retail Commerce

China

淘宝网 Taobao.com
TMALL天猫
盒马
银泰百货

Cross Border & Global

AliExpress
Lazada
天猫国际 TMALL GLOBAL
考拉海购

Wholesale Commerce

China

零售通 Alibaba LST
1688.com

Cross Border & Global

Alibaba.com

Consumer Services

饿了么
口碑 Koubei
飞猪 Fliggy

CAINIAO 菜鸟 / 蜂鸟配送	Logistics Infrastructure for Core Commerce and New Retail Initiatives
阿里妈妈	Marketing Services & Data Management Platform
蚂蚁金服 ANT FINANCIAL	Payment and Financial Services Infrastructure
阿里云	Technology and Systems Infrastructure

Digital Media and Entertainment

YOUKU
大麦 damai.cn
阿里巴巴·影业集团 Alibaba·Pictures
阿里音乐
UCBrowser
阿里巴巴·文学 Alibaba·Literature

Innovation Initiatives

高德地图 amap.com
DingTalk
天猫精灵 TMALL GENIE

Data Technology for Digital Media and Entertainment

11.11 Global Shopping Festival is Setting New Records

800+ Million Participating Consumers

250,000+ Participating Brands and Merchants

470+ brands Surpassed RMB 100 Million in GMV

United States: Top Market for Bands Selling to China with $5.4 Billion in GMV

Source: https://www.alizila.com/by-the-numbers-2020-11-11-global-shopping-festival/

HOW TO MARKET TO YOUR CONSUMERS

Retail is ENTERTAINMENT in China

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Sharing & Recommendations

Exploring

Short Video

Livestreaming

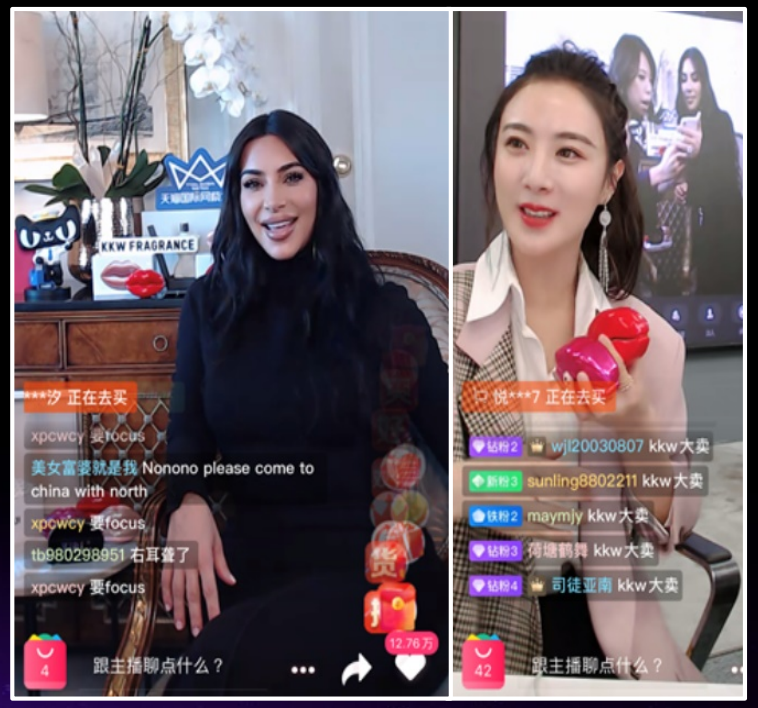
Gaming

Sales and Marketing through Live Stream

Live streaming becomes one of the most effective sales and marketing channel in China and is crucial to a brand success.

Taylor Swift
2020 Single's Day campaign

Magic Johnson
2020 Single's Day campaign



Kim Kardashian West
2019 Single's Day campaign

TMALL GLOBAL
OVERSEAS FULFILLMENT
BUSINESS SOLUTION

Overseas Fulfillment – Key Value Proposition

- 100% access to Chinese consumers seeking overseas products
- Low cost market entry for testing and assortment optimization
- Wholesale basis with minimal sales operational costs
- Flexible settlement options: weekly or monthly in home currency
- Easy returns or exchanges of inventory in home country

Simple Process

Low Investment Cost | Product Strategy Flexibility | High Efficiency in Warehousing

GFC Model (Warehousing Consignment)

1. Contract Signing and System Registration
2. Selection Confirmation and catalog upload
3. Suppliers ship products to T/KOF warehouses in bulk
4. Customers place orders
5. T/KOF fulfills orders for customers from warehouses
6. Regular payment

API Integration

1. Contract Signing and System Registration
2. API Integration for catalog and inventory data
3. Lock inventory in suppliers' warehouses
4. Customers place orders
5. Suppliers ship small parcels based on the orders to T/KOF with 48 hours
6. Regular payment

Thank you!

Emma Lee
emma.lee@alibaba-inc.com