



GLOBAL SHOPPING  
FESTIVAL 2018



**Alibaba** Group

The world's biggest shopping event:  
11.11 Global Shopping Festival 2018



# Our Mission & Vision

## OUR MISSION

To make it easy to do business anywhere

## OUR VISION

To build the future infrastructure of commerce

To be a company that lasts at least 102 years

FOUNDED IN HANGZHOU IN 1999



# Our Globalization Strategy



# World's Biggest Shopping Festival



**11.11**  
GLOBAL SHOPPING  
FESTIVAL 2018  
GROSS MERCHANDISE VOLUME

**¥213,550,497,011**

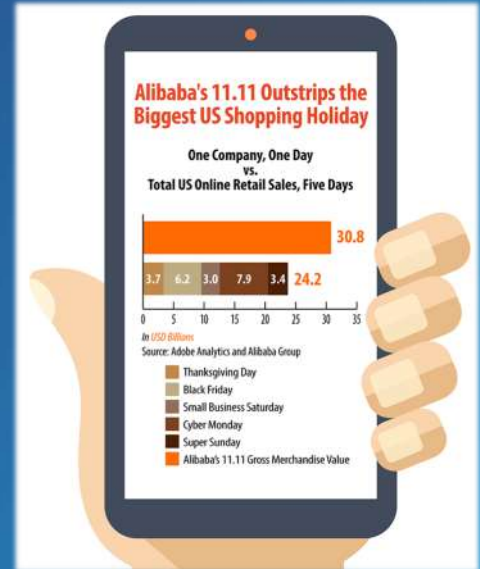
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**\$30,802,477,608**

UPDATED AT 00:12:01 (GMT+8)  
RMB/USD exchange rate 6.9329, at official daily fixing on Nov. 9  
Above data is preliminary and unaudited  
All GMV referenced is settled through Alipay



# 2018 11.11 Shopping Festival



# 2018 11.11 Shopping Festival



# Tmall Global - Kora Organics



# >2000 Australian Brands on the Platform





# >700 New Zealand Brands on the Platform



## TOP 10 AUSTRALIAN BRANDS AMONG CHINESE CONSUMERS (BY NUMBER OF BUYERS)



## TOP 10 AUSTRALIAN CATEGORIES AMONG CHINESE CONSUMERS (BY NUMBER OF BUYERS)

1. Health Supplements
2. Adult Milk Powder
3. Infant and Toddler Nutrition
4. Emulsion (skincare)
5. Powdered Drink Mixes
6. Dairy Products (UHT)
7. Facial Masks
8. Baby Personal Care
9. Beauty Serums
10. Milk Powder

## TOP NEW ZEALAND BRANDS AMONG CHINESE CONSUMERS (BY NUMBER OF BUYERS)



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## FMCG FOOD

## FMCG PERSONAL CARE

## FMCG MOTHER & BABY

## VITAMINS & SUPPLEMENTS



# Observing China Forum



## Key Takeaways 11.11 2018

1. Growth not about GMV
2. Livestream:  
The new Virtual Shelf in China
3. Localization key to success  
for International Brands
4. Creative Content the  
differentiator as platforms  
evolve



# Alibaba

Born in China,  
Created for the World

