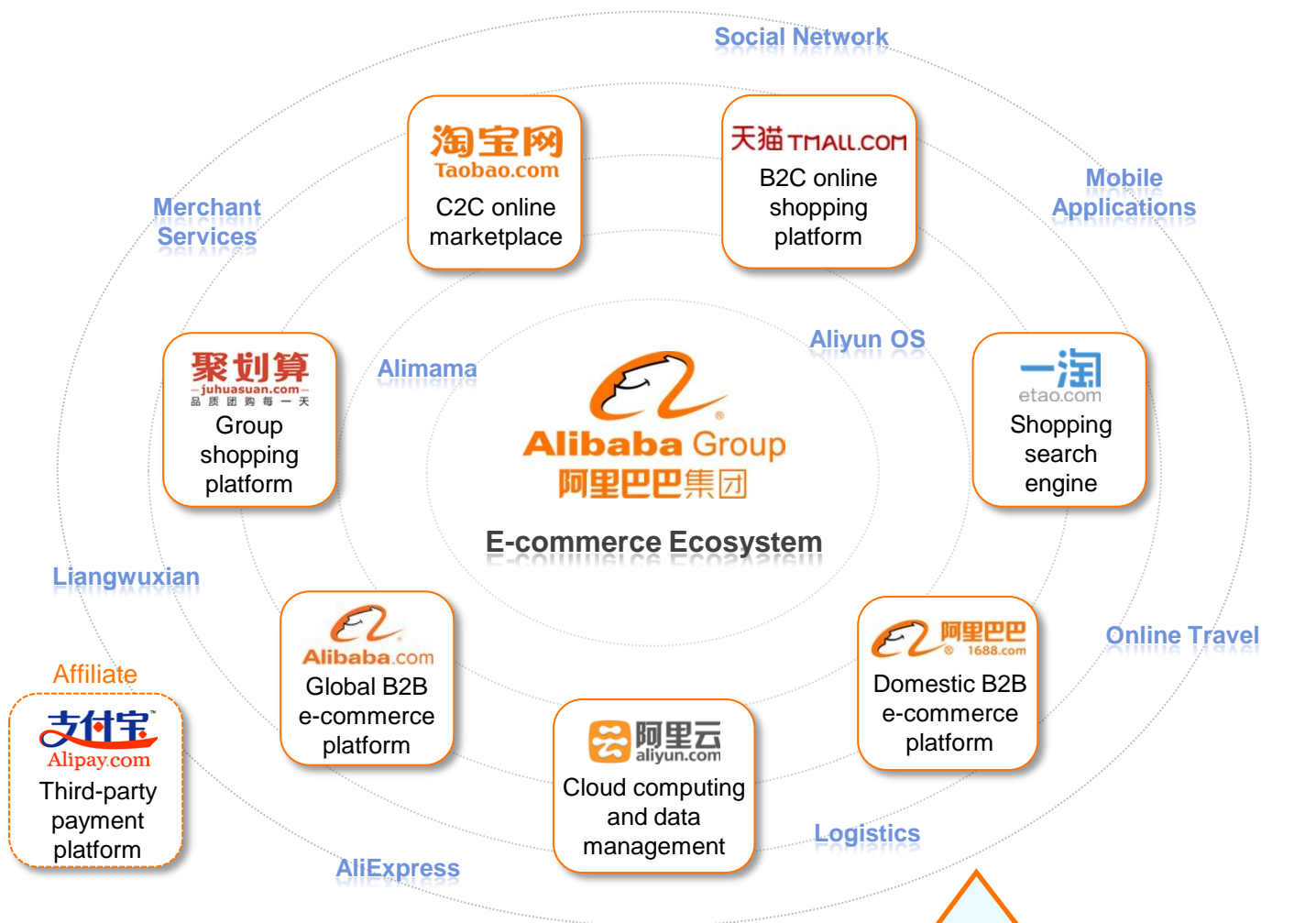


What is Alibaba Group?

Alibaba Group is a family of Internet-based businesses which makes it easy for anyone to buy or sell online anywhere in the world. Since its inception, it has developed leading businesses in consumer e-commerce, online payment, business-to-business marketplaces and cloud computing, reaching Internet users in more than 240 countries and regions. Alibaba Group consists of 25 business units and is focused on fostering the development of an open, collaborative and prosperous e-commerce ecosystem.

Alibaba Group was founded in 1999 by 18 people led by Jack Ma, a former English teacher from Hangzhou, China who has aspired to help make the Internet accessible, trustworthy and beneficial for everyone. The privately held Alibaba Group, including its affiliated entities, employs more than 24,000 people in some 70 cities in Greater China, India, Japan, Korea, the United Kingdom and the United States.



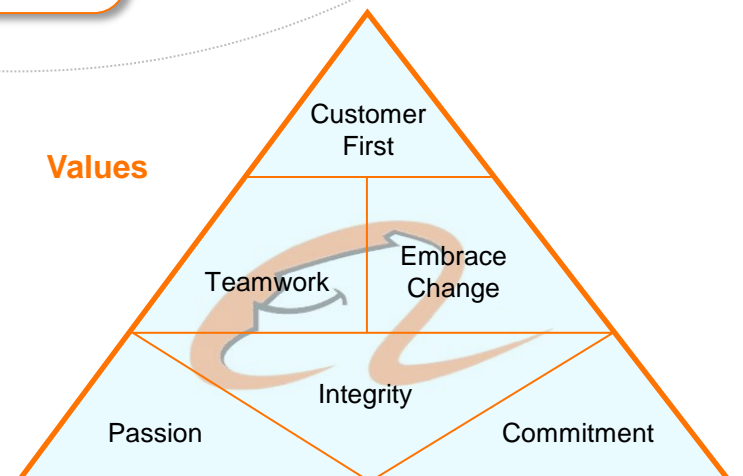
Mission

To make it easy to do business anywhere

Visions

- To become the first platform of choice for sharing data
- To be an enterprise that has the happiest people
- To last at least 102 years

Values



Alibaba Group's Major Businesses and Affiliated Entities



Alibaba.com International – Leading global e-commerce platform for small businesses

Launched in 1999, Alibaba.com International (www.alibaba.com) is the leading global e-commerce platform for small businesses around the world. It aims to be the go-to English-language platform for cross-border trade and help small businesses worldwide expand to overseas markets. As of December 31, 2012, the platform had around 36.7 million registered users from more than 240 countries and regions and showcased more than 2.8 million supplier storefronts.

Alibaba.com International is a business within Alibaba Group.



Alibaba.com China – Leading domestic e-commerce platform for Chinese small businesses

Launched in 1999, Alibaba.com China (www.alibaba.cn) is China's leading e-commerce platform for small businesses engaged in domestic trade. It aims to provide Chinese small businesses with a comprehensive domestic e-commerce solution that comprises more than product listing, sourcing and large-quantity wholesale services. As of December 31, 2012, the platform had around 77.7 million registered users and showcased more than 8.5 million supplier storefronts.

Alibaba.com China is a business within Alibaba Group.



Taobao Marketplace – China's most popular C2C online shopping destination

Launched in 2003, Taobao Marketplace (www.taobao.com) is the most popular consumer-to-consumer (C2C) online marketplace in China. Its mission is to foster a comprehensive e-commerce ecosystem that will provide partners and consumers with the best user experience possible. With more than 800 million product listings and more than 500 million registered users as of June 2012, Taobao Marketplace is one of the world's top 20 most visited websites*. In 2012, the combined gross merchandise volume (GMV) of Taobao Marketplace and Tmall.com exceeded RMB1 trillion.

Taobao Marketplace is a business within Alibaba Group.

* According to Alexa site rankings.

天猫 TMALL.COM

Tmall.com – China's leading B2C shopping destination for quality, brand-name goods

Launched by Taobao in April 2008, Tmall.com (www.tmall.com) is an online shopping landmark in China with an extensive brand selection. An open business-to-consumer (B2C) platform, Tmall.com has established itself as the destination for quality, brand-name goods catering to increasingly sophisticated Chinese consumers and is the most visited B2C online retail website in China*. In June 2011, it was separated from Taobao's consumer-to-consumer (C2C) marketplace and became an independent platform.

Tmall.com currently features more than 70,000 major multinational and Chinese brands from more than 50,000 merchants. It offers several product verticals with customized customer services, including Consumer Electronics mall; Book mall; Home Furnishing mall; Designer Footwear mall; and Beauty mall. Brands with flagship retail storefronts on Tmall.com include UNIQLO, L'Oréal, adidas, P&G, Unilever, Gap, Ray-Ban, Nike and Levi's. Tmall.com and Taobao Marketplace set a record for highest single-day transaction volume during a special promotion on November 11, 2012, facilitating the sales of goods totaling RMB19.1 billion (US\$3.1 billion) on the day. In 2012, the combined gross merchandise volume (GMV) of the two platforms exceeded RMB1 trillion.

Tmall.com is a business within Alibaba Group.

** According to Alexa site rankings.*



Juhuasuan – Comprehensive group shopping platform in China

Juhuasuan (www.juhuasuan.com) is a comprehensive group shopping platform in China. It was launched by Taobao in March 2010 and became an independent platform in October 2011. Juhuasuan's mission is to aggregate consumer power and offer the widest selection of high-quality merchandise and localized lifestyle services.

In 2012, Juhuasuan achieved a gross merchandise volume (GMV) of RMB20.75 billion, which more than doubled that of 2011. During the year, more than 20 million consumers have purchased services and products from Juhuasuan.

Juhuasuan is a business within Alibaba Group.



eTao – Comprehensive shopping search engine in China

eTao (www.etao.com) is a shopping search engine in China which provides comprehensive information about products, merchants and promotional offers. It was beta-launched by Taobao in October 2010 and became an independent platform in June 2011. Its mission is to create a "one-stop shopping engine" which can assist Chinese consumers in making online purchase decisions, and help them identify low-cost, high-quality merchandise on the Internet faster.

Features and services offered by eTao include product search, rebates, coupons, group buy search, Tao Bar community and product pinboard eTao Faxian. It currently showcases more than 1 billion product listings, more than 5,000 business-to-consumer and group shopping websites, as well as more than 200 million pieces of shopping-related information.

eTao reflects product results from various major B2C online shopping platforms and individual brand owners including Taobao Marketplace, Tmall.com, Amazon China, Dangdang, Gome, Yihaodian, Nike China and Vancl.

eTao is a business within Alibaba Group.



Alibaba Cloud Computing – Developer of platforms for cloud computing and data management

Established in September 2009, Alibaba Cloud Computing is a developer of platforms for cloud computing and data management. Its goal is to build the first platform of choice for sharing data and make cloud computing services more accessible to the public. It is committed to supporting the growth of Alibaba Group and the whole e-commerce ecosystem by providing a comprehensive suite of Internet-based computing services, which include e-commerce data mining, high-speed massive e-commerce data processing, and data customization.

Alibaba Cloud Computing is a business within Alibaba Group.



Alipay – Most widely used third-party online payment platform in China

Launched in 2004, Alipay (www.alipay.com) is the most widely used third-party payment solution in China with more than 800 million registered accounts as of December 2012. It provides an easy, safe and secure way for millions of individuals and businesses to make and receive payments on the Internet. On November 11, 2012, Alipay set a record for the highest daily number of transactions, processing 105.8 million payments during the 24-hour period.

The preferred online payment tool of Internet merchants in China, Alipay provides an escrow payment service that reduces transaction risk for online consumers. Shoppers have the ability to verify whether they are happy with goods they have purchased before releasing funds to the seller.

Alipay partners with more than 170 financial institutions including leading national and regional banks across China as well as Visa and MasterCard to facilitate payments in China and abroad. In addition to Taobao Marketplace and Tmall.com, Alipay provides payment solutions for more than 460,000 merchants, covering a wide range of industries including online retail, virtual gaming, digital communications, commercial services, air ticketing and utilities. It also offers an online payment solution to help merchants worldwide sell directly to consumers in China and supports transactions in 12 major foreign currencies.

Alipay is an affiliate of Alibaba Group.