



- Alibaba Group's 11.11 Global Shopping Festival, hosted annually on November 11, is the world's largest online shopping event in terms of the number of consumers and merchants participating during the event.
- With the world facing unprecedented challenges caused by the pandemic this year, China has been among the first economies to recover. Many global businesses and brands are looking to the Chinese market for growth, using Alibaba's digital tools and marketing channels across its ecosystem. This year's 11.11 is an important opportunity for brand-building and sales for millions of merchants.

## WHAT'S NEW THIS YEAR?

---

### LONGER FESTIVAL TO ALLOW MORE NEW BRANDS AND SMES TO PARTICIPATE

- The 2020 11.11 Shopping Festival will have two sales windows: November 1-3 and the typical 24 hours of November 11. The pre-sale will also span across two phases: from October 21 to October 31 and from November 4 to November 10. Traditionally, 11.11 has focused on the larger, more well-known brands on Tmall. By creating a second sales window, more merchants including new brands and small businesses will have the opportunity to participate in the extended festival.

---

### HIGHEST CONSUMER AND MERCHANT PARTICIPATION TO DATE

- About 800 million consumers are expected to participate in this year's 11.11. More than 2 million new products are expected to debut on Tmall during 11.11.
- More than 250,000 brands will participate.
- Nearly 200 luxury brands, such as Chanel, Dior and Net-A-Porter, will participate in this year's 11.11. Many top luxury brands will also join in for the first time, including Prada, Cartier, Montblanc, Piaget, Balenciaga, Vacheron Constantin and Chloé.

---

### ALIBABA DIGITAL ECONOMY ALL-IN

**The Alibaba digital economy** will showcase the most comprehensive selection of products and services from online and offline to date.

- **E-commerce:** This year's 11.11 will feature deals for consumers in categories not traditionally served by e-commerce such as apartments, automobiles and home decoration plans.
- **Services and experiences:** Many business units across the Alibaba digital economy will take part in this 11.11, including digital lifestyle platform Alipay, local services company Ele.me, travel platform Fliggy, and ticketing platforms Taopiaopiao and Damai. 11.11 will not be limited to physical products,

but will also include offers on services and experiences such as dining, beauty treatments, travel, entertainment and home services.

- **Livestreaming:** Livestreaming is an effective and interactive way to engage with consumers to market products and drive sales. There will be more than 400 company executives and 300 celebrities conducting livestreams this 11.11.

---

## GLOBAL REACH

- With recent travel restrictions in place, international tourism continues to be limited. To meet Chinese consumers' increasing demand for international products, Tmall Global will bring more than 2,600 new overseas brands to Chinese consumers this 11.11.
- The cross-border e-commerce platform Kaola will join 11.11 for the first time, featuring products from 89 countries and markets.
- Alibaba's logistics arm Cainiao will charter approximately 700 flights during 11.11. More than 50% of this year's cross-border parcels are expected to be delivered twice as fast as its usual speed.
- This year marks the 10th anniversary of AliExpress, a lifestyle platform for consumers and merchants all over the world. The platform now reaches more than 200 countries and regions.

## MILESTONES OF 11.11 GLOBAL SHOPPING FESTIVAL

- |      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
|------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 2019 | <ul style="list-style-type: none"><li>▪ More than 200,000 brands from 78 countries and regions participated in 11.11. On the first day of the pre-sale period, more than 17,000 brands started livestreaming.</li><li>▪ Prior to the sale, the core systems of Alibaba's e-commerce business were already operating on Alibaba Cloud's public cloud infrastructure – the world's third largest public cloud service provider.</li><li>▪ The number of orders set a new world record with 544,000 transactions per second which was 1,360 times of that of the first 11.11 held in 2009.</li><li>▪ The 11.11 Global Shopping Festival Gala Celebration, held on the evening of November 10, was broadcast live by Youku from Shanghai's Mercedes-Benz Arena. The gala was also broadcast across nearly 30 platforms and TV channels, in over 50 countries and regions globally.</li><li>▪ Tmall Collection was streamed live across 18 platforms, allowing consumers to buy the products and fashions featured on the show in real-time and attracting a total of 87.8 million views.</li><li>▪ While continuing to serve more than 200 countries and regions, AliExpress enabled local merchants from Russia, Spain, Italy and Turkey to participate in 11.11 for the first time.</li></ul> |
| 2018 | <ul style="list-style-type: none"><li>▪ All businesses and 180,000 brands from the Alibaba ecosystem participated in 11.11 this year. Among which, there were 237 brands with sales exceeding RMB 100 million, compared with the participation of 167 brands the previous year. The total number of logistics orders was 1.042 billion.</li></ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |

- During this 11.11, Tmall Global selected 75 imported goods and announced the overall upgrade of 24 national and regional pavilions.
- With the support of Alibaba's Lingshoutong, 200,000 community stores launched 11.11 promotions online and introduced interactive and fun methods to present big discounts. 3,000 Tmall stores brought AR-powered red packet offers. Rural Taobao offered 11.11 discounts to 800 counties in 29 provinces of China where it operates.
- Freshippo launched 11.11-themed stores to provide a series of promotional activities. Freshippo's "Delivery Kitchens," specifically designed for Starbucks delivery order fulfillment, was officially launched during 11.11. More than 500 supermarkets represented by RT-Mart also participated in the event.
- Brands collaborated with Tmall Innovation Center to bring more product innovations. More than 70 large corporations signed strategic agreements, including P&G, Samsung, Estée Lauder, Shiseido and other industry leaders, covering more than 600 brands.

- 
- 2017
- "New Retail" was integrated into the Tmall 11.11 Global Shopping Festival for the first time.
  - One million merchants participated, creating online-to-offline experiences in more than 100,000 smart stores and pop-up stores in over 50 physical shopping malls.
  - The Festival also integrated several services built on Alibaba's AI technologies – such as Luban (AI visual designer), Alimebot (AI shop assistant and customer service agent).
  - Cainiao warehouse robots made that year's 11.11 one of the most significant examples of human-machine collaboration.

- 
- 2016
- Tapping into Chinese consumers' interest in livestreaming, Alibaba held its first "See Now, Buy Now" fashion show to showcase global fashion brands and create a platform to engage with the Chinese millennials. More than 60 brands presented more than 1,000 fashionable new market-smashing products to 11.11.
  - GMV in overseas transactions reached RMB 1.1 billion, bringing the "Global Buy, Global Sell" concept to life.
  - Using the power of Alibaba Cloud, up to 175,000 orders per second and 120,000 transactions per second were processed at the peak.

- 
- 2015
- Tmall 11.11 was officially designated as the Tmall 11.11 Global Shopping Festival and the first-ever count down Gala was held in Beijing.
  - Shoppers were able to interact with the entire Gala through their smart phones – effectively combining retail with entertainment for the first time.

- 
- 2014
- The first 11.11 since Alibaba debuted on the NYSE marked an "All-in Mobile" strategy.
  - This year, mobile GMV made up 42.6% of total GMV.
  - AliExpress participated in 11.11 for the first time.

---

2013	<ul style="list-style-type: none"><li>▪ This year marked the launch of a new system for Tmall's supply chain, ensuring direct access to fresh imported goods for consumers and fundamentally changing the inventory management models of suppliers.</li></ul>
2012	<ul style="list-style-type: none"><li>▪ Taobao Mall was officially rebranded as Tmall.</li><li>▪ The first Tmall 11.11 featured a "pre-sale" allowing consumers to place orders in the weeks running up to the Festival.</li></ul>
2011	<ul style="list-style-type: none"><li>▪ 2,200 stores participated in the Festival.</li><li>▪ The total number of transactions processed on Alipay reached 100 million.</li></ul>
2010	<ul style="list-style-type: none"><li>▪ Taobao Mall launched the new www.tmall.com domain in Beijing.</li><li>▪ 28 brands surpassed RMB 1 million in their GMVs.</li></ul>
2009	<ul style="list-style-type: none"><li>▪ Taobao Mall held the first-ever 11.11, offering discounts of at least 50% and free nationwide shipping with 27 brands participating.</li></ul>

---

###