

ALIBABA SINGLES' DAY DRAWS RECORD SALES

Alibaba flexed its e-commerce muscle by logging a record \$14.3 billion in sales during its Singles' Day promotion, providing a bright spot for the company's prospects amid concern about Chinese consumer spending. The event was part of Chairman Jack Ma's strategy to transform Alibaba's online marketplaces into platforms for international trade.



\$14.3 bn

Alibaba's Singles' Day shopping total

60%

Higher transactions in value terms, compared to Singles' Day in 2014

2009

Singles' Day, the world's largest online shopping event, started by Alibaba in China

68%

Orders were placed through mobile devices

1.94%

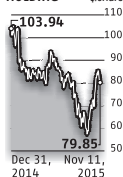
US-listed Alibaba shares dropped to \$79.85 on November 11

\$300 mn

Total business in Flipkart last month's 'Big Billion Days' sale, which was a 5-day event

ALIBABA GROUP HOLDING

\$/share



1.7 mn
Deliverymen



400,000
Vehicles



200
Airplanes

Would be deployed to handle packages of Singles' Day, as estimated by Alibaba

Source: Bloomberg and Reuters



Jack Ma,
founder &
chairman,
Alibaba Group
Holding