

Thailand

Taking off to New Heights



Alibaba Group



Part I. Digital Economy



Who We Are ?

Alibaba is a global technology company operating the largest online and mobile commerce marketplaces in the world

Our ecosystem of commerce, digital media and local services is supported by enabling businesses of logistics, payments, digital marketing and cloud computing

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

What We Have Built

E-Commerce



- Largest retail marketplaces
- Annual GMV 550 billion USD FY17
- Created over 30 million jobs
- Annual active consumers 515 million

Inclusive Financial



- Serves 700 million Global User
- 6.5 million Micro and Small Business
- 1.8 million Agribusinesses

Smart Logistics



- Process nearly 70% of e-commerce parcels in China
- Global network connected to 224 countries and regions

Cloud Computing



- Over 1 million customers and 15 data centers worldwide

2017.11.11 Tmall Global Shopping Festival

\$25B
GMV

200+
Country
products

812M
Parcels
delivered

325K
orders
per Sec
at peak

256K
payment
per Sec
at peak

2017 天猫双11 全球狂欢节

天猫双11 全球狂欢节
GLOBAL SHOPPING FESTIVAL 2017

2017.11.11 24:00:00

¥ 168,269,635,159

\$25,386,927,848 Total GMV in USD.
All GMV referenced is settled through Alipay.

无线成交占比 90%
GMV from Mobile

11.11

Most Popular Thai Products on TMALL

Top 5
brands by
GMV



Top
product
categories
by GMV

Cosmetics
and
Beauty
Products

Mattresses
and
Pillows

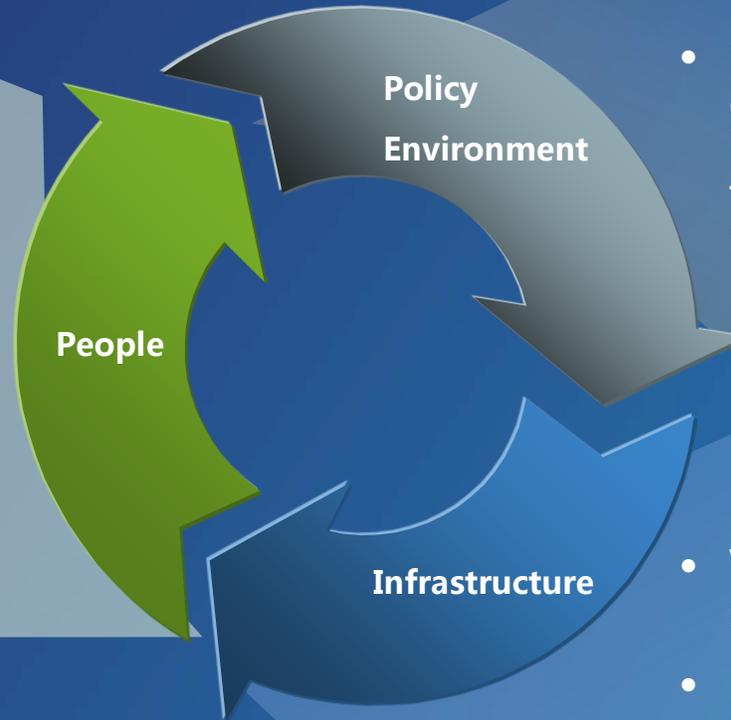
Grain, Oil
Rice and
Noodles



Thailand
Products
GMV grow
22% TMALL
Marketplace
in 2017

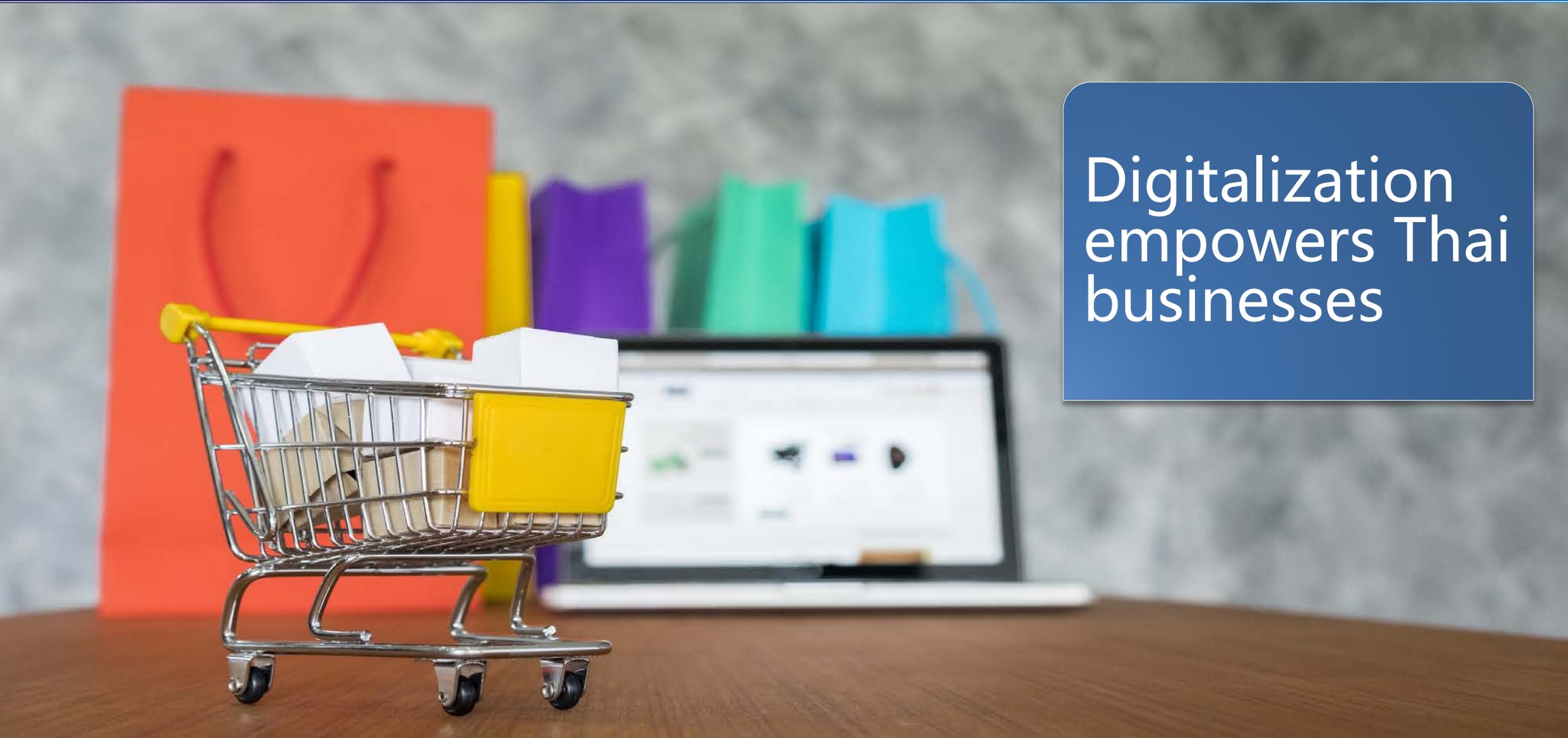
Three drivers of the tale of digital economy

- New generation, new consumer behaviors
- New talents and innovations



- Sustainable, flexible policy environment to promote innovations and digital transformation, especially for SMEs

- Well established mobile internet service
- Efficient logistic network
- Inclusive financial services



Digitalization
empowers Thai
businesses

The Opportunity for Thailand

Go China , Go Global - E-Commerce and Smart Digital Hub

Alibaba e-commerce marketplaces and global logistic network will serve small and medium-sized enterprises, villages, increase the export to China and all other countries.



Go Thailand – digital travel experience

Alibaba will promote Thailand culture, destinations, food through Alitrip platform, And to create a cashless travel experience for the Chinese tourists through Alipay



Talent development - E-commerce and new tech training

Alibaba will continue to support the local talent development through Taobao university and Alibaba Business School
Build the talent pool for local e-commerce development and digital transformation



*We look forward to collaborating
with all of you around the world to
support Thailand 4.0 strategy.*

- Alibaba Globalization Leadership Team

Contact: Doreen Yi

Cell: +86 18612911597

Email: dongping.ydp@Alibaba-inc.com

Hangzhou, China



Alibaba Group

Thank You

