

What Is Alibaba.com?

Alibaba.com (HKSE:1688) (HK.1688) is the global leader in business-to-business (B2B) e-commerce and the flagship company of Alibaba Group. Founded in 1999, Alibaba.com makes it easy for millions of buyers and suppliers around the world to do business online through three marketplaces: a global trade marketplace (www.alibaba.com) for importers and exporters, a Chinese marketplace (www.alibaba.com.cn) for domestic trade in China, and, through an associated company, a Japanese marketplace (www.alibaba.co.jp) facilitating trade to and from Japan. Together, its marketplaces form a community of more than 42 million registered users from more than 240 countries and regions. Alibaba.com also offers business management software solutions targeting small businesses across China under the "Alisoft" brand. Founded in Hangzhou, China, Alibaba.com has offices in more than 50 cities across Greater China, Japan, Korea, Europe and the United States.

History

Jack Ma, a former English teacher from Hangzhou, started Alibaba.com with 17 other founders in 1999 as a trading platform for smaller manufacturers to sell their wares. Since then Alibaba.com has grown into the premier online marketplace for small and medium-size companies around the world to identify potential trading partners and interact with each other to conduct business online. Alibaba.com completed its US\$1.7 billion initial public offering on the Hong Kong Stock Exchange in November 2007, the biggest Internet IPO since Google's 2004 offering on the NASDAQ.

Leadership Team

Senior Management



David Wei

- CEO and Director
- Former President of B&Q China



Elvis Lee

- Chief Operating Officer and Director
- Main contributor to our Gold Supplier business



Sabrina Peng

- VP of International Website Operation and Director
- Key architect behind our China TrustPass product



Maggie Wu

- CFO and Director
- Former partner at KPMG Beijing with 15 years of auditing experience



Deng Kangming

- Senior VP of Human Resources and Administration and Director
- General Manager of Ali-Institute
- Over 17 years of experience before joining Alibaba Group



Jack Ma

- Chairman and Non-Executive Director
- Chairman and CEO of Alibaba Group
- Founder of Alibaba.com



Joe Tsai

- Non-Executive Director
- CFO and Director of Alibaba Group
- Founder of Alibaba.com

Awards and Recognition

FORTUNE® SMALL BUSINESS

"Best Sites for Global Entrepreneurs"
by FSB magazine



"Best of the Web"
by Forbes magazine



"Most Popular B2B Website"
by readers of
Far Eastern Economic Review



"Most-visited website in International
Business and Trade category"

"Most-visited website in e-Commerce category"



"Top 10 Website in Shopping and
Classifieds section for Wholesale
and Relationship Sales industry"
by Hitwise



"The World's Most
Innovative Companies"
by Fast Company magazine



"Top Website for Entrepreneurs"
by US-based Entrepreneur magazine

As of September 2009

Our Marketplaces*



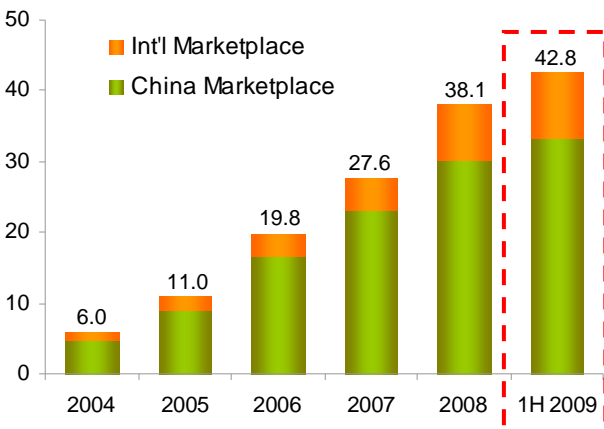
China Marketplace
 (33.3 million registered users)
 Chinese-language marketplace for suppliers and buyers trading domestically in China.

International Marketplace
 (9.5 million registered users)
 English-language marketplace for global exporters and importers from more than 240 countries and regions.

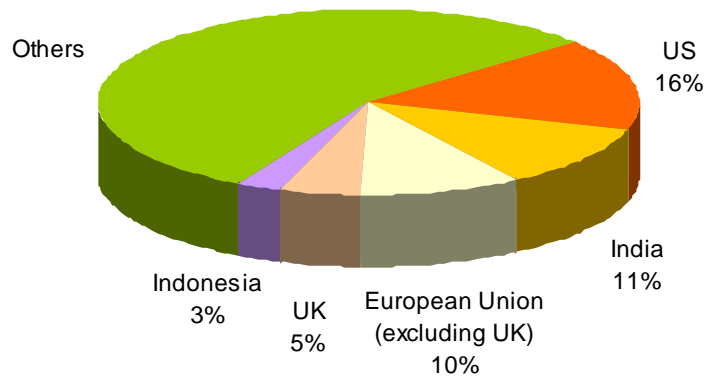
Japan Marketplace
 Japanese-language marketplace facilitating trade to and from Japan. Operated by Alibaba Japan, an associated company co-founded by Alibaba.com and Softbank, of which Alibaba.com owns about 32%.

Highlights of Our Marketplaces*

Total No. of Registered Users (millions)



Geographic Breakdown of Registered Users On International Marketplace



Website Metrics

Registered users	42.8 million	Industry categories	40+
Paying members	531,000+	Product categories	6,600+
Storefronts	5.5 million		

*Company data as of June 30, 2009

Customer Base, Revenue and Profit**

	2005	2006	2007	2008	1H 2009
Paying members	141,000+	219,000+	305,000+	432,000+	531,000+
Revenue (RMB)	738.3 million	1.4 billion	2.2 billion	3.0 billion	1.7 billion
Net Income (RMB)	70.5 million	219.9 million	967.8 million	1.2 billion	514.1 million

**Prepared in accordance with International Financial Reporting Standards, or IFRS