



September 18, 2008

Dear Shareholder(s),

Letter to new shareholders

Election of language and means of receipt of corporate communications

Pursuant to the applicable legislation/rules, including the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited, and/or the articles of association of Alibaba.com Limited ("Company", stock code: 1688), the Company shall make available the following options for you to elect for receipt of future corporate communications ("Corporate Communications"), which means any document(s) to be issued by the Company for the information or action of any holders of its securities, including but not limited to:

- (a) the annual report;
- (b) the interim report;
- (c) the notice of meeting;
- (d) the listing documents;
- (e) the circular; and
- (f) the proxy form.

in the following manners:

- (1) to read future Corporate Communications issued by the Company to its shareholders published on the Company's website ("Website Version") in place of receiving printed copies, and receive printed notification of the publication of the Corporate Communications; or
- (2) to receive the printed English version of all future Corporate Communications only; or
- (3) to receive the printed Chinese version of all future Corporate Communications only; or
- (4) to receive both the printed English and Chinese versions of all future Corporate Communications.

In support of environmental protection and for the purpose of saving printing and mailing costs, we recommend you to select the Website Version. To make your election, please complete, sign and return the enclosed reply form, in the envelope provided, to the Company c/o its Hong Kong branch share registrar ("Hong Kong Branch Share Registrar"), Computershare Hong Kong Investor Services Limited, at Rooms 1806-1807, 18th Floor, Hopewell Centre, 183 Queen's Road East, Wanchai, Hong Kong.

If we do not receive the enclosed reply form from you by October 9, 2008 and until you inform the Company (c/o the Hong Kong Branch Share Registrar) by reasonable notice in writing according to the relevant laws and regulations, only a printed Chinese version of any Corporate Communication will be sent to you if you are a shareholder who is a natural person with a Chinese name and has an address in Hong Kong appearing on the register of members of the Company. Otherwise, we will only send you a printed English version of any Corporate Communication.

You have the right at any time by reasonable notice to the Company (c/o the Hong Kong Branch Share Registrar) to change the choice of language and means of receipt of the Corporate Communications. Even if you have chosen to receive all future Corporate Communications using electronic means but for any reason have difficulty in receiving or gaining access to the Corporate Communications, the Company will promptly upon your request send the Corporate Communications to you in printed form free of charge.

Please note that printed copies of the English and Chinese language versions of all future Corporate Communications will be available from the Company or the Hong Kong Branch Share Registrar on request. The same will also be available on the Company's website at <http://ir.alibaba.com> and the website of Hong Kong Exchanges and Clearing Limited at <http://www.hkex.com.hk>.

Should you have any queries in relation to this letter, please call our hotline at (852) 2862 8555 during business hours from 9:00 a.m. to 6:00 p.m. from Monday to Friday, excluding Hong Kong public holidays.

Yours faithfully,
For and on behalf of
Alibaba.com Limited
Wong Lai Kin, Elsa
Company Secretary

Encl.

20/F., Jubilee Centre, 18 Fenwick Street, Wanchai, Hong Kong
Tel: (852) 2215 5100 Fax: (852) 2215 5200