Tmall Ecosystem Introduction
1. The China Opportunity
2. Tmall Ecosystem Introduction
3. Tmall Global Business Model and CBEC Regulations
4. Marketing on Tmall Global
The China Opportunity

天猫国际
买进口，上天猫国际
The China Opportunity Today

**Retail Market Size**

2017- China is the world’s largest retail market at

**US $ 5.69 trillion**

**Retail Market Online Penetration**

Online penetration of China’s overall retail market will reach

**25% by 2020**

**Taste for Imported Goods**

The proportion of online consumers in China who buy foreign / imported goods

**40% of online consumers**

Source: 1 Chinadaily, & 3 eMarketer 2016, 2 PWC, 4 Oliver Wyman 2016
The China Opportunity Tomorrow

731 Million
Internet Users in China

Compared to

Europe (739 M)  US (326 M)  ANZ (25M)

400 Million
Middle-class Consumers.

The middle-class population is set to reach 400m by 2020. It is the economic equivalent of adding an economy the size of Germany

Source: China Internet Network Information Center - 39th "China Internet Development Statistics Report"
Earning vs. Consumption Trends in China

While China’s economy is levelling off, the consumer segment is still on a high growth trajectory.

<table>
<thead>
<tr>
<th>Expected Income in Next 2-3 Years</th>
<th>Impact of Economic Slowdown on Daily Expenditure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increase</td>
<td>No impact on income; likely to spend more than before to improve quality of life</td>
</tr>
<tr>
<td>81%</td>
<td>51%</td>
</tr>
<tr>
<td>About the same as now</td>
<td>Spending more or less as before</td>
</tr>
<tr>
<td>17%</td>
<td>36%</td>
</tr>
<tr>
<td>Decrease</td>
<td>More prudent than before</td>
</tr>
<tr>
<td>2%</td>
<td>14%</td>
</tr>
</tbody>
</table>

Consumption Upgrade Is on the Rise in China

Products Purchased in the Past Year

- Imported foods/beverages/health foods: 75% have purchased, 47% have purchased more frequently than before
- Branded garments, footwear, headgear or bags priced at RMB1,000 or above: 69% have purchased, 35% have purchased more frequently than before
- Organic products: 62% have purchased, 37% have purchased more frequently than before
- Skincare products, cosmetics, perfume or jewellery of international brands: 61% have purchased, 34% have purchased more frequently than before
- Latest models of electronic products or high-tech products: 60% have purchased, 25% have purchased more frequently than before
- Smart household products/smart household appliances: 56% have purchased, 21% have purchased more frequently than before
- Domestic purifying equipment or products (air purifiers, water purifiers): 51% have purchased, 16% have purchased more frequently than before
- Professional sporting equipment: 45% have purchased, 20% have purchased more frequently than before
- Foreign products via haitao: 43% have purchased, 25% have purchased more frequently than before
- Watch priced at RMB10,000 or above: 19% have purchased, 6% have purchased more frequently than before
- Limited edition products: 13% have purchased, 4% have purchased more frequently than before
- Exclusive designer products or fashion products at medium- to high-end select shops: 13% have purchased, 5% have purchased more frequently than before
- Custom-made or tailor-made products: 12% have purchased, 5% have purchased more frequently than before

Products Purchased in the Past Year by Monthly Household Income (RMB)

- Imported foods/beverages/health foods:
  - Below 20,000: 72% (45%)
  - 20,000-40,000: 77% (50%)
  - Over 40,000: 63% (52%)
- Branded garments, footwear, headgear or bags priced at RMB1,000 or above:
  - Below 20,000: 63% (28%)
  - 20,000-40,000: 78% (43%)
  - Over 40,000: 81% (47%)
- Organic products:
  - Below 20,000: 60% (36%)
  - 20,000-40,000: 65% (38%)
  - Over 40,000: 69% (41%)
- Skincare products, cosmetics, perfume or jewellery of international brands:
  - Below 20,000: 55% (28%)
  - 20,000-40,000: 69% (41%)
  - Over 40,000: 76% (43%)
- Latest models of electronic products or high-tech products:
  - Below 20,000: 56% (22%)
  - 20,000-40,000: 63% (26%)
  - Over 40,000: 67% (35%)
- Smart household products/smart household appliances:
  - Below 20,000: 54% (21%)
  - 20,000-40,000: 58% (22%)
  - Over 40,000: 66% (26%)
- Domestic purifying equipment or products (air purifiers, water purifiers, photocatalysts etc):
  - Below 20,000: 49% (16%)
  - 20,000-40,000: 53% (20%)
  - Over 40,000: 58% (26%)
- Professional sporting equipment (e.g. running shoes for different foot shapes, exercise strengths and surfaces; mountaineering gear; road bikes, mountain bikes etc):
  - Below 20,000: 41% (18%)
  - 20,000-40,000: 48% (22%)
  - Over 40,000: 59% (26%)
- Foreign products via haitao:
  - Below 20,000: 38% (21%)
  - 20,000-40,000: 48% (29%)
  - Over 40,000: 63% (37%)
- Watch priced at RMB10,000 or above:
  - Below 20,000: 11% (3%)
  - 20,000-40,000: 25% (7%)
  - Over 40,000: 53% (16%)
- Exclusive designer products or fashion products at medium- to high-end select shops:
  - Below 20,000: 7% (2%)
  - 20,000-40,000: 19% (6%)
  - Over 40,000: 34% (17%)
- Limited edition products:
  - Below 20,000: 8% (2%)
  - 20,000-40,000: 16% (4%)
  - Over 40,000: 29% (13%)
- Custom-made (with different pre-set units to choose from) or tailor-made products (adapting to individual needs):
  - Below 20,000: 9% (3%)
  - 20,000-40,000: 15% (5%)
  - Over 40,000: 26% (12%)

Figures in brackets indicate proportions of respondents who purchased more frequently than before.

However the China Market Is Not Without Challenges

- Who are my consumers?
- What are their product preferences?
- How do I choose the right Third Party Service provider?
- What digital marketing tools are appropriate for my business needs?
- Who can support me as I plan my China market entry strategy?
- What other channels should I have my offerings on?

At Alibaba we have a one stop solution for a brand to make a China entry suiting the brand’s objectives for this market.
Alibaba Economy
Introduction

天猫国际
TMAll.HK
买进口，上天猫国际
Our Key Targets

<table>
<thead>
<tr>
<th>Category</th>
<th>FY 2018</th>
<th>FY 2020</th>
<th>FY 2036</th>
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<tbody>
<tr>
<td><strong>Near-Term Goal</strong></td>
<td>USD768 BN</td>
<td>-----&gt;</td>
<td>USD1 TN</td>
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<td><strong>GMV</strong></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td><strong>Long-Term Vision Consumers</strong></td>
<td>642 MN</td>
<td>-----&gt;</td>
<td>2 BN</td>
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<td><strong>Long-Term Vision Merchants</strong></td>
<td>10 MN SMEs</td>
<td>-----&gt;</td>
<td>10 MN Profitable SMEs</td>
</tr>
<tr>
<td><strong>Long-Term Vision Job Creation</strong></td>
<td>36 MN</td>
<td>-----&gt;</td>
<td>100 MN</td>
</tr>
</tbody>
</table>
Alibaba: To Make it Easy to Do Business Anywhere
In Depth…

- **Global BUY**
  - Boost Import

- **Global SELL**
  - Boost Export

- **Global DELIVER**
  - Global Logistic Network / Solution

- **Global PAY**
  - Global Digital Financial Platform

- **Global TRAVEL**
  - Travel Design Ecosystem
The Alibaba Economy in Action
Alibaba China Retail Marketplaces Milestones

**Taobao (C2C)**
- 2003
- 2008

**Taobao Mall**
- Nov 2009
- Taobao Mall

**1st Double 11**
- Nov 2009
- Nov 2009

**Tmall (B2C)**
- Feb 2014
- Feb 2014

**Tmall Global (Cross border B2C)**
- May 2016
- May 2016

**Tmall Global Direct Import**
- Nov 2018
- Nov 2018

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**666m** Mobile Monthly Active Users

**60%+** Consumers are **Under 30 Years Old**

**90%+** of Total Transaction on Mobile

**20m+** Comments and Sharing on the Mobile Everyday

*China retail marketplace mobile MAU for the month As of Sep, 2018*
2018 11.11 Global Shopping Festival

~ 180,000 Participating Brands and Merchants

US$30.8 Billion Total GMV

27% YoY Growth

1 billion plus Delivery Orders Processed by Cainiao Network

Top 5 Countries for Import

No. 1 Japan
No. 2 USA
No. 3 S. Korea
No. 4 Australia
No. 5 Germany

¥213,550,497,011
$30,802,477,608
About Israeli Brands in the Alibaba Economy

ISRAEL in 2018
- #22 out of 130 imprt countries in Taobao
- Close to RMB 1tn import

3C
Tripollar, Silk’n, Newa, Syneron, Zipit, Nowmi

BEAUTY
Ahava, Sabon, Deadsea Minerals

FASHION
Michal Negrin, Elite Sport, Source

HEALTH
Curalife, Livia

HOME
Ototo, Mobileye, Monkey Business, Peleg Design

MOTHER & BABY
Nununu, Bfree, FoxMind, Tinylove, Benbat

PERSONAL CARE
Moroccanoil, Lavilin, Milensea

PETS
Red Sea, CatGenie
Various Platform Solutions to Suit Brands’ Needs

1. **Outside of China**
   - **Legal entity**: In home country
   - **Bank account**: In home country
   - **Payment**: In home currency
   - **Trademark registered**: Outside of China
   - **Warehouse**: From overseas
   - **Shipping to Chinese consumers**: Products & Brand already in China
   - **In Mainland China**: In CNY
     - (subsidiary or distributor)
   - **In Mainland China**: From within Mainland China

2. **In Mainland China**
   - **Legal entity**: Subsidiary or distributor
   - **Bank account**: In home country
   - **Payment**: In CNY
   - **Trademark registered**: In Mainland China
   - **Warehouse**: From within Mainland China
   - **Shipping to Chinese consumers**: Products & Brand already in China

3. **SEA consumers**
   - **Legal entity**: In Mainland China (subsidiary or distributor)
   - **Bank account**: In Mainland China
   - **Payment**: In CNY
   - **Trademark registered**: In Mainland China
   - **Warehouse**: From within Mainland China
   - **Shipping to Indian consumers**: Products & Brand already in China

4. **Indian consumers**
   - **Legal entity**: In Mainland China (subsidiary or distributor)
   - **Bank account**: In Mainland China
   - **Payment**: In CNY
   - **Trademark registered**: In Mainland China
   - **Warehouse**: From within Mainland China
   - **Shipping to Indian consumers**: Products & Brand already in China
Tmall Ecosystem
Introduction
We are no longer just a platform.
Tmall is now an ecosystem
TMALL OVERVIEW

666MM
Mobile Monthly User

60.9%
B2C Market Share

NO.1 B2C PLATFORM IN CHINA

45%
Physical Goods GMV Growth
TMALL GLOBAL OVERVIEW

19,000+ International Brands

75 Countries and Regions

3,900+ Categories

Photo: Alibaba Group
On the 31st of August 2018, the 5th Session of the Standing Committee of the 13th National People’s Congress passed three important bills, including the “Electronic Commerce Law of the People's Republic of China” (hereinafter referred to as the “Electronic Commerce Law”), to be implemented from January 1, 2019.

**Special regulation for cross-border e-commerce**

第七十一条: 国家促进跨境电子商务发展，建立健全适应跨境电子商务特点的海关、税收、进出境检验检疫、支付结算等管理制度，提高跨境电子商务各环节便利化水平，支持跨境电子商务平台经营者等为跨境电子商务提供仓储物流、报关、报检等服务。

Article 71: The State promotes the development of e-commerce, establishes and improves management systems for customs, taxation, import and export inspection and quarantine, payment and settlement. These measures will help to facilitate each step of cross-border e-commerce, and support e-commerce platforms to provide warehousing, custom declaration and inspection services.
Imports Leading the China Business Landscape

At the China International Import Expo (CIIE) in Shanghai in November 2018, President Xi Jinping announced that the country will import for more than US$30 trillion worth of goods and US$10 trillion worth of services in the next 15 years. Total imports of 2017 stood at US$1.8 trillion.

ALIBABA TO BRING US$200 BILLION WORTH OF GOODS INTO CHINA BY 2023

From 2019 to 2023, the company will import goods from 120 different countries and regions, up from current 75, via its cross-border platform, Tmall Global, and the number of product categories is expected to increase from 3,900 to 8,000 from clothing, baby products to beverages such as wine and spirits.
Government’s Regulations Favorable for Imports

The Chinese government has revamped the guidelines to support cross border ecommerce

- The per order purchase limit on cross border platforms increased from RMB 2,000 to RMB 5,000
- The number of cities allowed to have cross border warehouses increased from 16 to 22
- The overall purchase limit per year per person increased from RMB 20,000 to RMB 26,000
- The white listed categories are now getting reviewed for expansion
The Chinese government has updated the tax rates to support cross-border ecommerce:

- See the updated cross-border products white list [here](#).
- Download the list by clicking on the icon on the right.
- Contact your China customs broker to confirm whether your products belong to the commodity A or B.
- High value cosmetics: Contact your China customs broker to confirm whether your products are considered high-value.
  - (Sample 1) Considered high-value if the value of a 1mL or 1g is superior or equal to RMB 10.
  - (Sample 2) Considered high-value if the value of each facial mask in a pack is superior or equal to RMB 15.

### Updated Tax Rates in Favor of Cross-Border

<table>
<thead>
<tr>
<th>Cross-Border Commodity Category</th>
<th>Sales Tax</th>
<th>VAT</th>
<th>Original Cross-Border Comprehensive Tax Rate</th>
<th>Updated VAT After April 4, 2019</th>
<th>Updated Cross-Border Comprehensive Tax Rate After April 4, 2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cross-Border Commodity A</td>
<td>0</td>
<td>16%</td>
<td>11.20%</td>
<td>13%</td>
<td>9.10%</td>
</tr>
<tr>
<td>Cross-Border Commodity B</td>
<td>0</td>
<td>10%</td>
<td>7%</td>
<td>9%</td>
<td>6.30%</td>
</tr>
<tr>
<td>Cross-Border High-Value Cosmetics</td>
<td>15%</td>
<td>16%</td>
<td>25.53%</td>
<td>13%</td>
<td>23.05%</td>
</tr>
</tbody>
</table>
Tmall Global – Educate, Sell and Engage

**TMALL Global Ecosystem**
An Overseas Brand's Ultimate Destination to Invest in Brand Building / Product Introduction & Sales

**FLAGSHIP MODEL**
Self-managed Tmall Global flagship store
Partner with TP to run store operations
Fees (Deposit, Annual, Commission, Service)

Flagship Store:
Build Branding and Marketing Billboard

**Discover New Lifestyle**
- Introduce Brands, Product Variety
- A channel to educate, Customer Lock-in
- One-stop hub to introduce a Lifestyle

**TMALL DIRECT IMPORT**
Supplier model
Sold through TMALL Global TDI store
Fees (Deposit)

Direct Collaboration with a powerful distribution Channel:
Supply Chain Depth / Risk Control

**Import Lifestyle Supermarket**
- Platform to Sell High Volume Products
- Channel to introduce mature products
- Dedicated effort for new products on Flagship Store
Various Business Models to Suit Merchant Needs

A

For overseas brands interested:
1. To test the China market
2. In lowest investments possible

B

For overseas brands:
1. Without official presence yet high brand awareness in China
2. With considerable sales on Taobao
3. Willing to invest and enter China

C

For overseas brands:
1. With a legal entity in China
2. With well known products
3. With considerable capital to invest and large expansion plans

A combination of Flagship (to acquire customers, promote sales and branding) + Direct Model (a channel to sell top sellers) gives access to a wide range of customer base.
Tmall Ecosystem Powered by Alibaba
Consumers’ Profile on Tmall Global

1. **46% customers are New Middle Class**
   - Want the best for their family
   - Prioritize safety and quality
   - Popular products:
     - Infant formula
     - Baby food

2. **>50% are Young millennials (<30 years old)**
   - Want new experiences and style
   - Less price-sensitive than other groups
   - Popular products:
     - Sports shoes
     - Alcohol (wine)

3. **Generation Z (<23 years old)**
   - Prioritize style
   - Follow celebrities and KOLs
   - Popular products:
     - Celebrity-branded items
     - Model kits

Source: Tmall Global & CBNDATA. Popular products refer to products often bought by one consumer group but not others. Cosmetics & Food items are popular among all groups.
Popular Categories on Tmall Global

- Beauty & Personal Care
- Health Supplements
- Mother & Baby

Chart showing the distribution of popular categories:
- Beauty & Personal Care
- Health Supplements (incl. Health Supplements)
- Mother & Baby
- Food & Groceries
- Daily consumption
- Apparel & Shoes
- Other
TMG along with Martiderm and ISDIN popularized the concept of Ampoules through dedicated content and KOL marketing, whereby developing an entire bouquet of new brands from Europe. Spain rose higher in ranks due to the number of successful cosmetic brands for their region.

100M+ GMV  20+ European Cosmetics Brands  6X Category Growth Rate
Case Study – Casio Working With TDI + TMG + TMC

| Positioning | Differentiate operations and make full use of the ecommerce ecosystem. Casio’s Japanese styles selling on TMG account for more than 30% of sales |
| Selection | The product selection on both TDI, TMG and TMC Stores are different |
| Price | Cross border model allows for better margins that can be allocated for marketing. Limited edition and gift boxes to improve overall cost performance |
| Specialties on TMG | Exclusively authorized store on TMG selling exclusive custom-made products to bring variety and push sales |

Exclusive watches on TDI Channel
Brands Portfolio on the TMG Platform

<table>
<thead>
<tr>
<th>FMCG/ RETAILERS</th>
<th>FASHION</th>
<th>HOME</th>
<th>BEAUTY / PERSONAL CARE</th>
<th>MOM &amp; BABY</th>
<th>FOOD</th>
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</thead>
<tbody>
<tr>
<td>Procter &amp; Gamble</td>
<td>Casio</td>
<td>3M</td>
<td>MartiDerm</td>
<td>Moony</td>
<td>Nestlé</td>
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<tr>
<td>Aldi</td>
<td>Fila</td>
<td>Brita</td>
<td>La Formula</td>
<td>Aveeno</td>
<td>Vogel’s</td>
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<td>Woolworths</td>
<td>Emporio Armani</td>
<td>Skeppshult</td>
<td>Dr. Ci: Labo</td>
<td>Maxi-Cosi</td>
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<tr>
<td>Ilo</td>
<td>DW</td>
<td>Thermos</td>
<td>Elta MD</td>
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<td>Citizen</td>
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<td>ISDIN</td>
<td>a2</td>
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<td>Mars</td>
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<td>T2</td>
<td>AERIA</td>
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</tr>
</tbody>
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Getting Started on Tmall Global
On-Boarding on TMG – Steps Involved

1. Assessment & Preparation
2. Store Application
3. Store Development
4. Operation & Optimization

Steps Involved:
- Assessment & Preparation
- Store Application
- Approval
- Store Development
- Launch
- Operation & Optimization
On-Boarding Timeline - Tmall Global

1. Assessment & Preparation (2-4 weeks*)
   - Understand the platform
   - Provide TMG with brand and product information
   - Find and select Tmall Partner (TP)
   - Develop detailed plan with TP

2. Store Application (2 weeks*)
   - Submit Store Application Files
   - Register Alipay Global Account
   - Register Taobao Account
   - Receive Store Invitation Code
   - Submit Company/Brand Qualifications

3. Store Development (3-6 weeks*)
   - Sign contract & register with Cainiao
   - Design store & upload products
   - Upload information into Cainiao system
   - Ship products (according to service)

4. Operations & Optimization (Ongoing)
   - Managing TP
   - Building brand awareness
   - Testing the market
   - Fueling continued growth

*Actual timeframes may vary
TMG FLAGSHIP STORE - Fee Structure

Security Deposit
A one-time fee of 150,000-300,000 RMB is used as collateral in case of any damages of expenses incurred under the service agreement with Tmall Global.

Annual Fee
An annual fee of 30-60,000 RMB, depending on the category the store’s products belong to.

Commission Fee
A commission of 0.50%-5% based on product categories, plus 1% Alipay service fee per item sold.

TP Partner
Fix fee and commission structure. Fee and commission amount varies from TP to TP.

Logistics
Depending on the mode of logistics, prices will vary. Bonded warehouse being the most cost efficient and direct mail the most costly.

Tmall Global’s most recent fee structure can be found here:
https://rule.tmall.hk/rule/rule_detail.htm?spm=0.0.0.0.34zhwp&id=1891&tag=self
Marketing on Tmall Global
Consumer Journey Online - China vs. West

Fan party – Brand sponsored events for followers to introduce new products

Integrated Marketing Channels

At Alibaba Digital Media and Entertainment are Completely Integrated into the Market Places

One “Super ID”
Personalized User Experience Across all platforms

Taobao & Tmall Apps
Shopping, Marketing, and Entertainment platforms

Youku Tudou (“Chinese Youtube”)
Largest video site in China

UC Web
2nd largest mobile web browser and newsfeed

Entertainment
Alibaba Pictures, Alibaba Sports, Alibaba Music, Tmall TV

Weibo (“Chinese Twitter”)
Largest microblogging site
Content Strategy is Key in Winning in China

A well-planned 360-Degree content strategy across all content channels to educate the customer on the key value propositions of your produce is a prerequisite to win in the ecommerce landscape.

Mainstream social platforms should strongly float the brand. Trustworthy high-end media content co-creation, and endorsement is essential to build brand awareness especially in the beginning.
Consumer Journey – In the Alibaba Ecosystem

(Potential) Consumer Portrait
Lifestyle seeker, Health conscious
Follows trends and looks for affordable products to maintain high quality of life

Frequency of purchase – High
Consumption - High

Category Vs Customer Spend (estimated)
1. Extravagant – Health Supplements
2. High – Clothing, Food
3. High – Personal Care
4. Medium – Digital Appliances

Category Vs Customer Spend (estimated)
1. Extravagant – Health Supplements
2. High – Clothing, Food
3. High – Personal Care
4. Medium – Digital Appliances

Awareness Interest Purchase Loyalty

AIPL

✓ Brand Data Bank
✓ Taobao Content / livestreaming
✓ Alimama Marketing Tools
✓ Off Platform Content Marketing

Personalized Content

PURCHASE
Recommendation on Taobao

Within TMG

Product Display on the TMG Platform

TMG Icon on Taobao

TMG ONLY Promotions
Black Friday, 88
Merchants should work with the TP to invest in the various marketing channels. There are both sales and branding related marketing activities. Based on the specific needs of the merchant, the TP should work with the Alimama and TMG’s internal marketing teams to achieve desired results.
TDI is now offering marketing services in the form of a brand station to merchants that are willing to invest in incubating their brands. The TDI Marketing Team offers customized marketing services depending on the distinct business needs of the brand.
Product Display on the TDI Channel
Full Spectrum Marketing Operations

- In-depth cooperation to provide high-quality short video / graphic / content grass promotion promotion
- Combine daily feedback to refine brand dynamics & brand notes
- Regularly give operational reports to help optimize brand growth
Customer Data + Brand Performance Data

- Open data bank to realize real-time full-cycle consumer operation effect in real time

- Consumer operational data assets, diagnostic insights, and guidance for marketing strategies

- Provide data to understand the status of brand direct business
Content Seeding to Promote Branding

- Turn potential fans into loyal fans with premium content
- Immersive, high-profile videos
- Quality content seeing
Marketing Co-Operation Models

By providing fully-managed operations in international direct stations, data tools, content strategy, resource exposure, and other large scale events and functions the TDI marketing team helps international brands quickly form a convergent effect on Tmall Direct to help brand marketing.

### Platinum

- When a new brand is to be incubated in China through the TDI channel with dedicated resources.
- 100% resources dedicated to TDI Channel

- End to end support
- Fully managed operation,
- Customize the output of original brand graphics, video and other content,
- Regularly produce operational reports, data analysis, user precipitation, site resource diversion

### Gold

- When a brand is to be incubated how ever TDI channel accounts only around 50% of sales. Also another marketing agency promoting the brand.

- End to end support
- Fully managed operation,
- Customize the output of original brand graphics, video and other content,
- Regularly produce operational reports, data analysis, user precipitation, site resource diversion

### Silver

- Brands that have a TP with strong operating capabilities on both in and off channel marketing activities and TDI is just one other channel

- Selected marketing entrances and promotions
- Focused support on hot SKUs.

- Note: The difference between Platinum and Gold plan is the number of times the advertisements and promotions are displayed,

- Contact – Linda - lingling.ll@alibaba-inc.com for further information
FAQ – TDI Marketing Offering

1. If the Merchant already have a TMG Store and has TP doing Online marketing (on platform) do you think they should still use this marketing service we give for TDI?
   Yes. Both TMG and TDI are different channel facing different customers. It is should be seen as an additional resource for brand owners to get exposure to 100 Million plus customers. This marketing cooperation is mainly for brands that are directly sold. If the brand wants to be more important in the direct import business, we provide marketing services, and the services can be carried out according to the marketing plan selected by the merchant.

2. There are three tiers of marketing services we give merchants - In the first one we also give Brand Hub services. Should the merchant have a team to to data analysis from brand hub or will the TDI marketing team work out all the data analysis also?
   At present, all the data is owned by the marketing team to work out. In the future it is planed that the supplier of brand owner will have access to data analyzing via brand hub in the future.

3. For a brand with no brand awareness can this branding activity show results..? Or is it mostly effective for well known brands..?
   The marketing team will give corresponding marketing suggestions for the brand status / match the appropriate resources to meet the specific needs of the brand. If the brand owner have a strong branding needs in China market through Tmall, but the brand is not well known in China, they can choose the highest tier of marketing service. The TDI marketing team will help branding from all aspect.

4. How much is the package involved? Who should they contact to understand more about the marketing services?
   Contact the direct commercialization team: bo.zbw@alibaba-inc.com

5. Apart of investing on our platform does the brand also need to invest with an external marketing agency for content marketing on external channels (especially for a brand with no brand awareness)?
   It is completely possible, the marketing investment outside the station can help the brand to get more resources in the station by means of resource replacement.
Alibaba: Making it Easy to Do Business Anywhere

TENS OF MILLIONS
OF MERCHANTS

2 BILLION
CONSUMERS

GLOBAL
BUY

GLOBAL
SELL

GLOBAL
PAY

GLOBAL
TRAVEL

GLOBAL
DELIVER
Cainiao - Logistics Solution
Cainiao – Partnering with Tmall Global in 2019

- **Hatching New Product**: end-to-end logistics solution from factory to consumers (freight forwarding + bonded warehouse + package delivery)

- **Growing Business**: general trade import one-stop solution (import agent, freight forwarding, domestic distribution & transportation)

- **Efficiently Operating Business**: collaborative planning, forecasting, and replenishment (CPFR) via system connection and big data sharing
Cainiao’s Logistics Solution Catering to Various Needs

- Cross-border Network
- Data-Intelligent Network for Express Couriers
- Domestic Fulfillment Network
- Last-mile Network
- Rural Network

- Global Warehouse Network
- Origin Pick-up & Export Clearance
- Freight Service
- Import Clearance
- Domestic Bonded Warehouse & Delivery Network

- GFS/CFS located in 14 countries
- Normal day package handled: 20,000
- Peak daily package handled: 2,000,000
Cross-Border: Global E-Commerce Logistics Network

Global Fulfillment Network
Global Delivery Network
Global Customs Clearance Capabilities

Coverage
Countries and regions 224(1)
Dedicated warehouses 200+ (1)
Cross-border Partners 80(1)

Network Developments
- eWTP initiative - Malaysia e-hub
  Increasing SEA coverage for merchants
- 100%+ YoY export order growth(2)
  ~20% delivery time improvement in Russia (AliExpress’ Largest market)
- 10 Global Fulfillment Center (GFC)
  Los Angeles, Madrid, Frankfurt, Sydney, Oakland, Seoul, Osaka, etc.
- Next-day delivery available under Bonded Fulfillment Center (“BFC”) model
  Clearance system connected to China Customs in China’s Top ports
## Logistics Powered by

<table>
<thead>
<tr>
<th>Model</th>
<th>Product/Service</th>
<th>Best Suited SKUs</th>
<th>Characteristics</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cross-border e-Commerce</td>
<td>GFC</td>
<td>Long-tailed SKUs; new products for testing</td>
<td>Balanced delivery leadtime &amp; inventory, warehousing cost, flexible</td>
</tr>
<tr>
<td>Bonded Warehouse</td>
<td>Fast-moving or Best selling</td>
<td></td>
<td>Shortest delivery leadtime, reliable delivery, economy of scale</td>
</tr>
<tr>
<td>Direct shipping</td>
<td>UPU/C2C</td>
<td>Low-value products (tax exemption), and luxury products (selective tax imposition)</td>
<td>Longest delivery leadtime, less reliable delivery</td>
</tr>
</tbody>
</table>

### Highlights
- **Market leader** with 75% market share during 11-11 promotional period
- **Biggest Network** for inter-bonded zone transportation
- **Delivery leadtime above market average** through systemic solutions & lean operations
Cainiao Network – Global Capability Overview

- Import through in 52 major ports in China
- Operating in 15 bonded zones in China
- Normal daily package delivered: 300,000
- Peak daily package delivered: 4,000,000
- Freight service from 134 ports worldwide
- Serving 1500+ overseas merchants

Package Delivered Daily:
- Russia: 500,000
- Western Europe: 500,000
- Asia Pacific: 200,000
- Central Europe, Middle East, and Americas: 400,000
Cainiao – Inbound Capability

International Freight Forwarding
- Global Warehouse Network & Direct Package Shipping
- Pickup, customs clearance, departure from 134 ports worldwide
- Top-tier forwarders providing 4 modes of transportation

Customs & Import
- Import Agent Services
  - Certified Import agent
  - Foreign currency & tax mgmt.
  - All related doc. mgmt.
- Import Logistics Services
  - Import through 52 ports in China
  - Port-to-warehouse transportation

B2B General Trade Warehouse & Distribution Network
- 7 regional DC groups with 100+ DCs
- Last-mile delivery to both urban & rural China

B2B2C Cross Border Warehouse & Delivery Network
- Bonded warehouse in 17 FTZ/Bonded Zones
- Top 7 delivery firms with nation-wide delivery

B2C Domestic Direct Package Delivery Network
Cainiao Domestic – Four Types of Network

Data-Intelligent Network for Express Couriers
Enable & coordinate Cainiao Partners to operate more efficiently and intelligently

**Basic Service:**
- Level 4 address database
- Real-time logistics status update

**Infrastructure:**
- E-shipping label

**Value Added Service:**
- Smart routing
- Dynamics forecasting

<table>
<thead>
<tr>
<th>Data Infrastructure</th>
<th>Cloud Computing</th>
<th>Intelligent Algorithms</th>
</tr>
</thead>
</table>

Domestic Fulfilment Network
Smart end-to-end supply chain solutions

**Nationwide Fulfilment Network**
- regional hubs
- - million sqm in operations*
- - counties & districts delivery coverage

* data as of September 2017

Rural Network

**Urban to Rural**
- Helps merchants sell to a wide range of rural areas cost-efficiently

**Rural to Urban**
- Facilitates sales of agricultural products to urban regions from less accessible rural areas

**Rural Network Coverage**
- Village covered: - ,000 (YoY 90%+)
- County covered: - , (YoY 75%+)

* As of September 2017 vs. September 2016

Last-mile Network

- Communities and college stations covering - cities
- The largest urban last-mile network: - % colleges

* As of September 2017

Campus Station
Community Centres
Self-pick Cabinet
Cainiao – Outbound Capability
Cainiao Inbound – Global Warehousing Network

Global Fulfilment Centre & Consolidation Warehouse Network

<table>
<thead>
<tr>
<th>Location</th>
<th>Standard Services</th>
</tr>
</thead>
<tbody>
<tr>
<td>LA</td>
<td>Storage, picking, packing, consolidation, parcel delivery</td>
</tr>
<tr>
<td>Delaware</td>
<td>Consolidation, parcel delivery</td>
</tr>
<tr>
<td>New Jersey</td>
<td>Storage, picking, packing, consolidation, parcel delivery</td>
</tr>
<tr>
<td>Chicago</td>
<td>Storage, picking, packing, consolidation, parcel delivery</td>
</tr>
<tr>
<td>Frankfurt</td>
<td>Storage, picking, packing, consolidation, parcel delivery</td>
</tr>
<tr>
<td>Madrid</td>
<td>Storage, picking, packing, consolidation, parcel delivery</td>
</tr>
<tr>
<td>London</td>
<td>Consolidation, parcel delivery</td>
</tr>
<tr>
<td>Amsterdam</td>
<td>Storage, picking, packing, consolidation, parcel delivery</td>
</tr>
<tr>
<td>Hong Kong</td>
<td>Storage, picking, packing, consolidation, parcel delivery</td>
</tr>
<tr>
<td>Taipei</td>
<td>Consolidation, parcel delivery</td>
</tr>
<tr>
<td>Seoul</td>
<td>Storage, picking, packing, consolidation, parcel delivery</td>
</tr>
<tr>
<td>Tokyo</td>
<td>Consolidation, parcel delivery</td>
</tr>
<tr>
<td>Osaka</td>
<td>Storage, picking, packing, consolidation, parcel delivery</td>
</tr>
<tr>
<td>Sydney</td>
<td>Storage, picking, packing, consolidation, parcel delivery</td>
</tr>
<tr>
<td>Melbourne</td>
<td>Consolidation, parcel delivery</td>
</tr>
<tr>
<td>Auckland</td>
<td>Storage, picking, packing, consolidation, parcel delivery</td>
</tr>
</tbody>
</table>
Asia Pacific – GFC and Consolidation Warehouses

### GFC Global Fulfilment Centre

<table>
<thead>
<tr>
<th>Warehouse</th>
<th>Country/Area</th>
<th>Location</th>
<th>Storage (RMB/m³/day)</th>
<th>Order Processing &amp; Delivery</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hong Kong</td>
<td>Hong Kong</td>
<td>9.8</td>
<td>21+5 (first and each subsequent kilogram)</td>
<td></td>
</tr>
<tr>
<td>Australia</td>
<td>Sydney</td>
<td>9.8</td>
<td>25+6 (first and each subsequent kilogram)</td>
<td></td>
</tr>
<tr>
<td>Japan</td>
<td>Osaka</td>
<td>5</td>
<td>31.5+8.5 (first and each subsequent 500 gram)</td>
<td></td>
</tr>
<tr>
<td>Korea</td>
<td>Seoul</td>
<td>9.8</td>
<td>27.5+6 (first and each subsequent 500 gram)</td>
<td></td>
</tr>
<tr>
<td>New Zealand</td>
<td>Auckland</td>
<td>9.8</td>
<td>25.5+7 (first kilogram and each subsequent 500 gram)</td>
<td></td>
</tr>
</tbody>
</table>

### CW Consolidation Warehouse

<table>
<thead>
<tr>
<th>Warehouse</th>
<th>Country/Area</th>
<th>Location</th>
<th>Storage (RMB/m³/day)</th>
<th>Order Processing &amp; Delivery</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hong Kong</td>
<td>Hong Kong</td>
<td>n/a</td>
<td>15+5 (first and each subsequent kilogram)</td>
<td></td>
</tr>
<tr>
<td>Australia</td>
<td>Melbourne, Sydney</td>
<td>n/a</td>
<td>18+7 (first and each subsequent kilogram)</td>
<td></td>
</tr>
<tr>
<td>Japan</td>
<td>Osaka, Tokyo</td>
<td>n/a</td>
<td>25+12 (first and each subsequent 500 gram)</td>
<td></td>
</tr>
<tr>
<td>Korea</td>
<td>仁川</td>
<td>n/a</td>
<td>21+7 (first and each subsequent 500 gram)</td>
<td></td>
</tr>
<tr>
<td>Taiwan</td>
<td>台北, 桃园, 新竹</td>
<td>n/a</td>
<td>21+6 (first kilogram and each subsequent 500 gram)</td>
<td></td>
</tr>
</tbody>
</table>
B2B2C Bonded Warehouse & Delivery Network

**Bonded Transportation Network**
- Inter-/intra-bonded zone transportation
- 8 truck sizes (2T, 3T, 5T, 8T, 10T, 12T, 20R, 40’R)
- Certified trucks for dangerous, chilled, frozen goods

**Bonded Warehouse Network**
- Operating in 17 major bonded zones
- Order processing & package delivery capacity:
  - normal day: xxx,000 packages
  - peak days: x,000,000 packages

**Package Delivery**
- Partnership with top 7 delivery firms
- Average leadtime: 2~3 days

**Value-Added Services**
- Controlled-temperature storage
- Gift box packing & stickering (barcode, traceability code etc.)
- Return handling, disposition, etc.

<table>
<thead>
<tr>
<th>Price valid until 2019.3.31</th>
<th>Bonded Warehouses</th>
<th>Storage cost</th>
<th>Order Processing &amp; Delivery</th>
</tr>
</thead>
<tbody>
<tr>
<td>Standard Rate</td>
<td>Tianjin, Shanghai, Ningbo, Hangzhou, Guangzhou, Shenzhen</td>
<td>3 RMB/m3/day</td>
<td>13+3 first kilogram 13 RMB, each subsequent kilogram 3 RMB</td>
</tr>
<tr>
<td>Low Cost Rate</td>
<td>Zhengzhou, Chongqing, Fuzhou</td>
<td>0</td>
<td>Zhengzhou &amp; Chongqing: 10+2; Fuzhou: 9+2</td>
</tr>
</tbody>
</table>
Why Work With Cainiao

**Competitive Price & Service**
- Competitive price & service from a pool of top-tier forwarders
- Improving service & price via vendor benchmarking & KPI management
- Global-ranged & end-to-end logistics service coverage to meet different needs

**Easy Operations**
- One-stop workstation for all logistics services (Illustration below)
- Visualization of daily logistics status for easy planning & timely risk mitigation
- Effortless operation with data auto-flow through inter-connected systems

**Simple Handover from Supplier to Tmall via Cainiao**
- Supplier/merchant places order & makes payment to Cainiao only
- Cainiao manages all subsequent logistics activities

**Strong Import & Domestic Network Capability**
- Familiar with local Chinese customs process with CAINIAO system connected to clearance system
- Both B2B & B2C import capability with nationwide warehouse & delivery network

---

**Cainiao One-Stop Workstation (Platform)**

- Advanced Shipping Notice
- Clearance Docs & Logistics Info
- Shipping Status Daily Update
- Clearance Documents
- Inbound Logistics Info

- Replication Plan Approved
- Origin Pick-up
- Export Clearance
- International Freight
- Port-to-Warehouse & Import Clearance
- Bonded Zone/Warehouse

**Merchant**
Other Value Added Services
Content

1. Legal and Trademark Related Solutions
2. TP Selection Recommendation
Legal and Trademark Related Solutions
If a trademark has not been registered in the mainland China, the distribution and sale of products bearing this trademark into mainland China, on the marketplaces of Taobao, Tmall, 1688, etc., may be in conflict with local trademark rights and infringe on other parties’ trademark rights in China.
Things to Know:

**The Origin Trademark Squatted**

Overseas well-known brands did not apply for trademark rights in China, which led others to register Chinese trademark rights in advance.

After years of litigation, the original rights holder finally acquired Chinese trademark rights.

---

**The Chinese translation of trademark Squatted**

Due to the failure to register and protect the Chinese translation of trademarks when entering the Chinese market in the early stage, the Chinese translation of trademark name was registered as a trademark by others, which forced the foreign company to change the names, resulting in the low perception of the new trademark name by consumers.

---

**The Important Logos squatted**

Mr. Li, the right holder of Chinese trademarks, squatted the important marks of many overseas brands in China and made large-scale complaints, which resulted in the failure of overseas right holders to sell their goods in China.
To Do – Before and After Entering China Markets

Before Entering the Chinese Market

Understanding Chinese Market

1. Risk Assessment
   - Does my brand or the promotional name used in China comply with local laws?
   - Will the trademark or logo be registered by others?

2. Trademark Conflict Overcoming Solution
   - What if my trademark or logo has been registered?
   - What can be done to protect the sales of our company in China?

Resolution of Trademark Issues

3. Jurisdiction of Trademark Rights
   - How does our company apply for the protection of intellectual property right in China?
   - How to apply? Who shall I apply for?

Jurisdiction of Trademark Rights

4. Trademark Portfolio
   - How to protect our brand more comprehensively?
   - What can I do to avoid risks and achieve healthy management?
   - Our company’s brand has been copied and imitated. How to handle it?
   - What if someone sells counterfeits that imitate our products?

Market and IP Strategy

5. Brand Protection
   - Visit Alibaba intellectual property marketplace: https://ipr.taobao.com/ipSolution.htm#market
FAQ – Legal and Trademark Related

1. If the brand is only registered abroad and has a trademark certificate issued by the country of origin, does it still need a Chinese trademark certificate?
   Although it is not compulsory to have a Chinese trademark certificate, trademarks that are not effectively registered in China are not protected by Chinese laws according to the principles of regional protections of trademarks. Because China’s trademark law applies the principle of prior application, and in practice there are many infringement risk cases, it is recommended that the sellers who have cooperated with or are about to cooperate with platforms such as Tmall International, Tmall, and Taobao Global Purchase for domestic trade transactions to conduct pre-search on brand intellectual property risks in advance, and formulate targeted prevention programs to ensure normal operation in the Chinese market. In addition, the sellers should apply for Chinese trademark as far in advance as possible.

2. I own a Madrid trademark. Does that mean it is also protected in China?
   No. You need to check whether the countries covered by the application for a Madrid trademark include China. If not, you should submit an application in a timely manner.

3. My trademark has been squatted in China and I have already employed an attorney to follow up the case. Can I enjoy the policy of “temporary retention of goods” mentioned by the platform?
   No. The policy of “temporary retention of goods” mentioned by the platform in the trademark conflict solutions only applies to the service providers cooperating with the platform (i.e., “service market defines service providers”). Since attorneys or IP agencies have different degrees of professionalism and control over the cases, service providers have been reviewed, assessed, and confirmed by the platform before they are allowed to cooperate.

4. I have been operating an overseas company and have been cooperating with a law firm for a long time. If I cooperate with the platform, do I need to change to another law firm?
   No need to change. IP cases are all required to be followed up by the IP agencies or law firms at the places where the IP belongs. Foreign cases are all entrusted to foreign law firms to proceed in cooperation. You can have your foreign attorneys cooperate with the platform service providers to deal with the case.

5. I didn't know the platform can provide support for trademark squatting and I have already entrusted attorneys to follow up the case. Can I switch to the law firm provided by the platform now?
   If the cooperation between you and the law firm is in the early stage such as initial evidence collection, it can be changed. If your attorney has initiated actions with the China Trademark Office or Trademark Review and Adjudication Board, in consideration of stability, it is generally not recommended to change. You can consult and cooperate with the platform service providers based on the determination of the Trademark Review and Adjudication Board.

6. Is the platform's rights protection service confined to Alibaba Group's platforms, such as Taobao and Tmall?
   No. The service mainly targets the current e-commerce environment, including domestic and foreign e-commerce platforms, such as JD.com, Amazon, NetEase Kaola, etc. You can communicate with service providers for your specific needs.
TP Selection Recommendation
Tips to Find a Good TP

Know your brand’s presence in China (with the help of Alibaba BD Managers)
- Your presence in China market
- Your competitors strategy and performance
- Your vision and strategy
- The Gap of know--hows and resources you need to bridge from your status quo to your vision.

Know your TP
- Prior track of stores the TP operates
- DSR/ Customer feedback of the stores
- Pay a visit and talk to the key person
- Check if they can bridge the gap

Finalization
- Secure the headcount and other key resources in your contract
- Align clear scope of work
- Make sure you register the contract with Tmall to protect your rights.
Ideal Team Structure

COO

Operation Director

- Operation x 3
- Marketing x 3
- Design x 3
- Customer service x 7

Store Owner x 1
- Assistant x 1
- Data analyst x 1

Advertising
- Content

Design Director
- Designer x 2

Manager
- Pre-sale x 4
- Aftersales x 2

Logistics x 5
- Storage x 4

Finance/HR x 2
- Finance
- HR

Key Share Dedicate
TP Selection Process with Tmall Global

1. Fill in the TP Request Form
2. Verify
3. BD/Category decide level of merchants
4. TP recommend based on the level
5. Negotiate and sign a contract
6. Register with Tmall

Merchant

BD manager
Tmall Direct Import
Branding to Cainiao bonded warehouse in Ningbo on CIF terms.

TDI manages the product listing, sale, marketing and domestic delivery to customer.

Supplier to ship goods to Cainiao bonded warehouse in Ningbo on CIF terms.

Tmall Direct Import Operational Model
Benefits of Tmall Direct Import

**ENTER THE MARKET**
Test the Chinese market and build brand awareness in preparation for local market entry

**HANDS-FREE SELLING**
Day-to-day sales, marketing and after-sales activities conducted by our experienced category team in Hangzhou

**EASIER ENTRY TO CHINA**
Products can be listed and sold on TDI within a shorter time frame of registration without the need to open a flagship store

**LOWER COST**
Relatively lower costs to enter Tmall ecosystem with only an initial security deposit of 5000GBP
The Tmall Ecosystem Features Several Platforms

<table>
<thead>
<tr>
<th>WHOLESALE</th>
<th>RETAIL</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Tmall Direct Import (TDI)</strong></td>
<td><strong>Tmall Global (TMG)</strong></td>
</tr>
<tr>
<td><strong>B2B2C cross-border platform</strong> where TDI purchases from brands/suppliers</td>
<td><strong>B2C cross-border platform</strong> for brands outside of China</td>
</tr>
<tr>
<td>In home country bank in local currency</td>
<td>In Mainland China in CNY</td>
</tr>
<tr>
<td>TDI category team</td>
<td>Brand / TP (3rd party selling partner)</td>
</tr>
<tr>
<td>With TDI</td>
<td>With brand</td>
</tr>
</tbody>
</table>

**Business model**

**Payment**

**Sales & marketing management**

**Customer data ownership**
Centralized Import Procurement
With centralized import procurement, Alibaba has a centralized system to purchase from brands and distribute it all over the Alibaba Economy (offline and online), thereby reducing the time taken for negotiations with multiple channels.
Why Work With CIP

**One-stop solution on the supply chain**

Mission

The global import of quality goods to consumers through direct procurement, Online & Offline supply chain solutions

**People/Product/Place 3P Optimization**

People: Satisfy different demands from customers in terms of assortment/experience

Product: Improve penetration rate%, Improve supply chain efficiency

Place: offline performance, attracting new customers, store upgrading, improving competitive price

**Direct purchase**

Buying power

Online & Offline quality Guarantee service
Centralized Import Procurement - Overview

Easy one stop solution where purchases happen centrally and products are distributed across the Alibaba ecosystem.

**Overseas Warehouse + International logistics**

---

**China Import Transaction**

- **Consumer goods**
- **Industrial products**

**Online**

**Offline**

**Alibaba Global Merchandise Center**
The CIP Model Explained

<table>
<thead>
<tr>
<th>Brand</th>
<th>Negotiation</th>
<th>Contract</th>
<th>Shipments</th>
<th>Customs Clearance Service</th>
<th>New Product Listing</th>
<th>Promotion</th>
<th>Finance</th>
</tr>
</thead>
<tbody>
<tr>
<td>CIP</td>
<td>CIP</td>
<td>CIP</td>
<td>WH in China</td>
<td>One-stop logistics</td>
<td>Fee Free</td>
<td>CIP</td>
<td>CIP</td>
</tr>
<tr>
<td>Centralized Import Procurement</td>
<td>Centralized Import Procurement</td>
<td></td>
<td></td>
<td></td>
<td>Centralized Import Procurement team JBP</td>
<td></td>
<td>Centralized Import Procurement</td>
</tr>
</tbody>
</table>

**Strength**
- One stop negotiation
- Fee-Free
- Online & Offline JBP
- Data Operation

4 month from negotiation to settlement

- Need 1 month negotiation
- 1 month to sign the contract
- Post the new product within 2 weeks
- Online & Offline promotion
- Paid in accordance to the agreement in contract
Tmall Overseas Fulfillment
What is Tmall Overseas Fulfillment

What is TOF?

- TOF is a new cooperation model to help overseas brands target an attractive middle class consumer base and test the market for sales potential at low cost.

- TOF utilizes overseas warehouses for direct fulfillment to consumers with inventory flexibility and low logistic and storage costs for suppliers.

- TOF applies a consignment model to optimize assortment and facilitates easy exchange of inventory in home country.

What are the benefits for Merchants?

- Light & low cost model to start with China largest B2C platform.
- Competitive marketing packages enable you to build your brand awareness.
- Flexible settlement options: weekly or monthly in home currency.
- One-stop logistics solution to leave you no hassles!
- Non-sales easy return or exchange of inventory at your nearest depot.
- Special Bonus for 1st batch of merchants, First come, first serve!
Workflow of TOF:

- Tmall Buyer will assist you to select best selling items;
- Merchant to ensure delivery of goods to your nearest TOF center
- Tmall Global is responsible for branding and marketing on and off the platform. However, merchants can also do their own marketing as well.
- Tmall Global will sell the products on its online store and handle deliveries to end consumers