



10 Things You Need to Know about Taobao

1. You can find everything on Taobao

Taobao provides hundreds of millions of products and services, everything from mainstream and niche products to virtual goods and local services. Anything you need, you can find it on Taobao.

2. A personalized shopping experience

Each person has their own Taobao. Mobile Taobao curates a personalized and unique feed of product and content recommendations based on individual user interests and preferences, all powered by Alibaba Group's robust AI technologies.

3. A community for youth creativity

This is a marketplace for the young generation. In 2019, Taobao's data revealed that the number of transactions by people aged between 20 - 29 increased by 2.7 billion times year-over-year. This is equivalent to every customer making 10 times more purchases on average. Also, consumers born in the '90s surpassed those born in the '80s and now represent the majority of users on Taobao.

4. More than a shopping platform

Taobao is also a virtual community that provides leisure, entertainment and interactive experiences. Internet celebrities and merchants can interact with consumers through livestreaming, short videos and Weitao (Taobao's own social app), or they can make recommendations based on customer demand. Consumers can learn about products and new trends, for example, by watching Taobao Live and playing games within Taobao Life.

5. Livestreaming takes off on Taobao

Three interesting facts: (i) When Tianwen-1, China's first independent interplanetary mission, was launched for Mars, Taobao Live booked a whole cinema to livestream the event. (ii) The Versailles Palace and the British Museum have joined Taobao Live to conduct livestreaming sessions on the platform. (iii) On the evening of July 15 2020,

100,000 broadcasters and merchants participated in a one-hour charity livestreaming campaign to support farmers in rural areas, selling out agricultural products from 52 poverty-stricken counties. Now livestreaming has not only become a trend in China, but also a new way to connect individuals around the world. In 2019, Taobao Live created 1.73 million employment opportunities in China.¹

6. Revitalizing traditional culture

On Taobao, products that feature elements of traditional Chinese culture have grown in popularity. In 2019, tens of millions of young people searched for products related to the Forbidden City on Taobao, and the search volume for 'hanfu' (traditional Han-style clothing) doubled. The 2019 Taobao Maker Festival showcased a haute couture hanfu priced at RMB 100,000. Meanwhile, China's time-honored brands also tapped the platform to reconnect with a younger consumer base. White Rabbit, a household milk candy brand in China, rolled out a crossover lip balm collection that enjoyed incredibly strong sales in 2018 and 2019. Its co-branded perfume sold out within three seconds after launch.

7. Supporting entrepreneurs

As one of the largest innovative entrepreneurship platforms in China, Taobao has actively helped to incubate new ideas and original creations in Chinese society. The openness of Taobao has attracted a huge number of individual sellers and small sized businesses, encouraging young people to open an online store for free to sell their innovative products. Taobao Maker Festival was started in 2016 as a platform to showcase innovative merchants and their original products to the public.

8. Promoting trust in society

Alipay, a third-party payment service platform, was launched on the heels of Taobao. The platform allows buyers to confirm the receipt of goods before paying the merchants, ensuring a safe transaction. With its huge user base, Taobao is helping to raise the standard of trust across society.

9. Helping to assist poverty alleviation

From opening a Taobao store to becoming a farmer broadcaster – these are the extraordinary stories of Taobao merchants. The Internet has helped to create a variety of new job opportunities for people living in rural areas across China, encouraging young people to return to their villages and drive growth in their local economies. Over the past two and a half years, Alibaba's poverty alleviation initiatives have helped nearly 10 million people from China's impoverished areas.

10. An accessible shopping environment for people with a disability

"For the visually impaired in China, the same mantra rings true: 'as long as you have a

¹ 人大发布《淘宝直播就业测算》：淘宝直播带动173万新型就业 <https://www.donews.com/news/detail/1/3103915.html>

phone you can use Taobao.” In 2011, Taobao established its barrier-free information laboratory to provide a barrier-free shopping environment for people with a disability. To date, nearly 300,000 visually-impaired people are active daily users on Taobao and across the Alibaba ecosystem.

About Taobao

- Taobao means “search for treasure” in Chinese. Through the Taobao app and the website at www.taobao.com, we have positioned Taobao Marketplace as the starting point and destination portal for the shopping journey.
- Consumers from both large cities and less developed areas come to Taobao Marketplace to enjoy an engaging, personalized shopping experience, optimized by our big data analytics and technology. Through highly relevant and engaging content and real-time updates from merchants, consumers can learn about products and new trends. They can also interact with each other and with their favorite merchants and key opinion leaders.
- Taobao Marketplace is China’s largest mobile commerce destination in terms of GMV for the 12 months ended March 31, 2020, according to Analysys, with a large and growing social community.