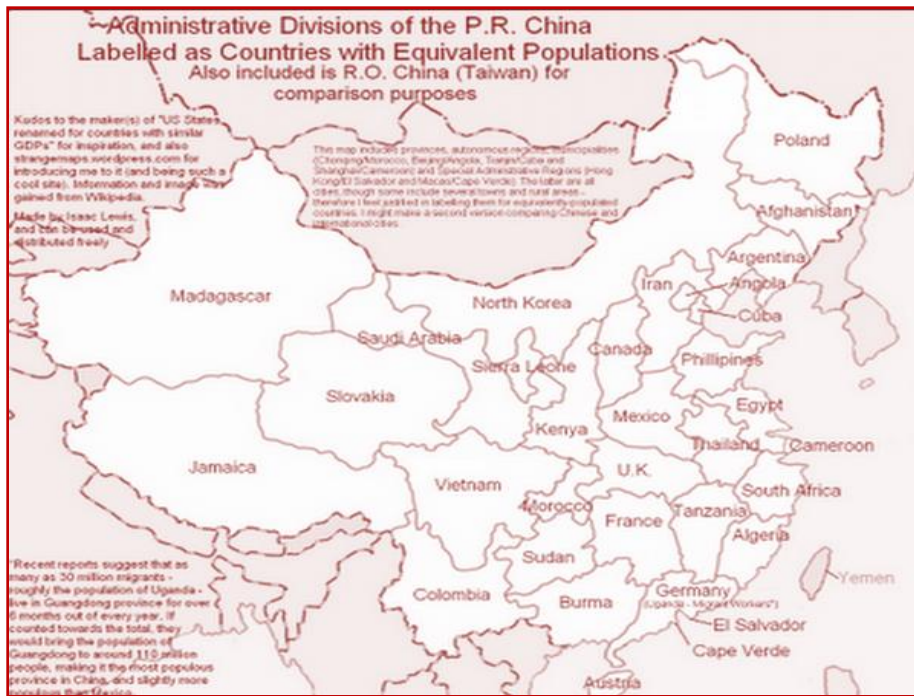


Pleasing Chinese Consumers Understanding the World's Largest E-Retail Market

Alibaba Group
Tmall
Janet Wang



China: Population Size in Perspective



➤ Italy ≈ Hu Bei

61.11 million vs 59.80 million

➤ France ≈ Hu Nan

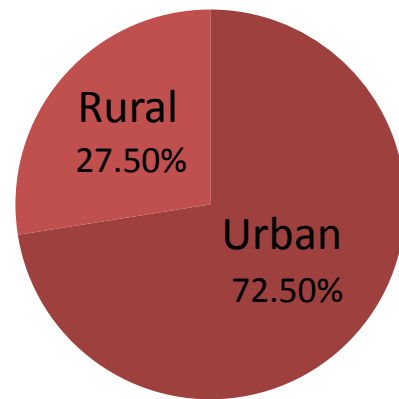
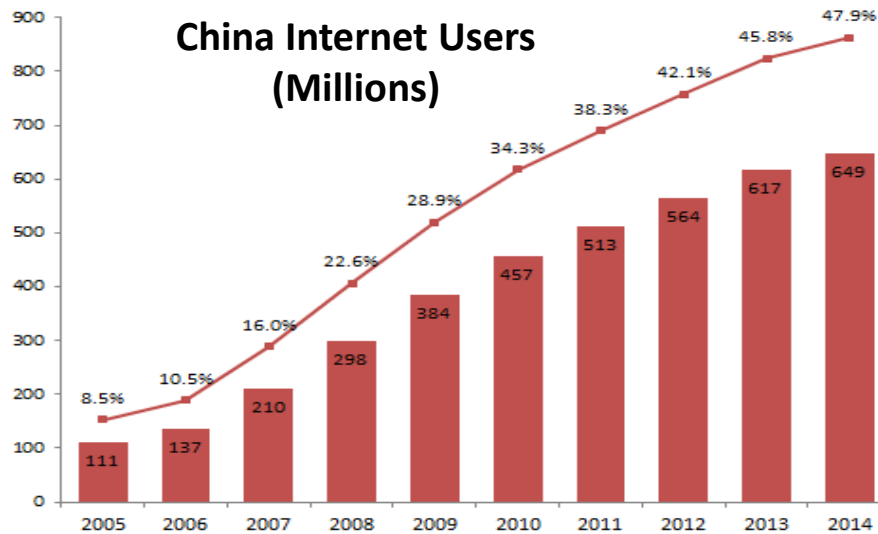
64.64 million vs 71.2 million

➤ Germany ≈ Guang Dong

82.60 million vs 78.59 million

China: Internet User Landscape

China's online population is growing rapidly and reached **649 million** as of Dec 2014



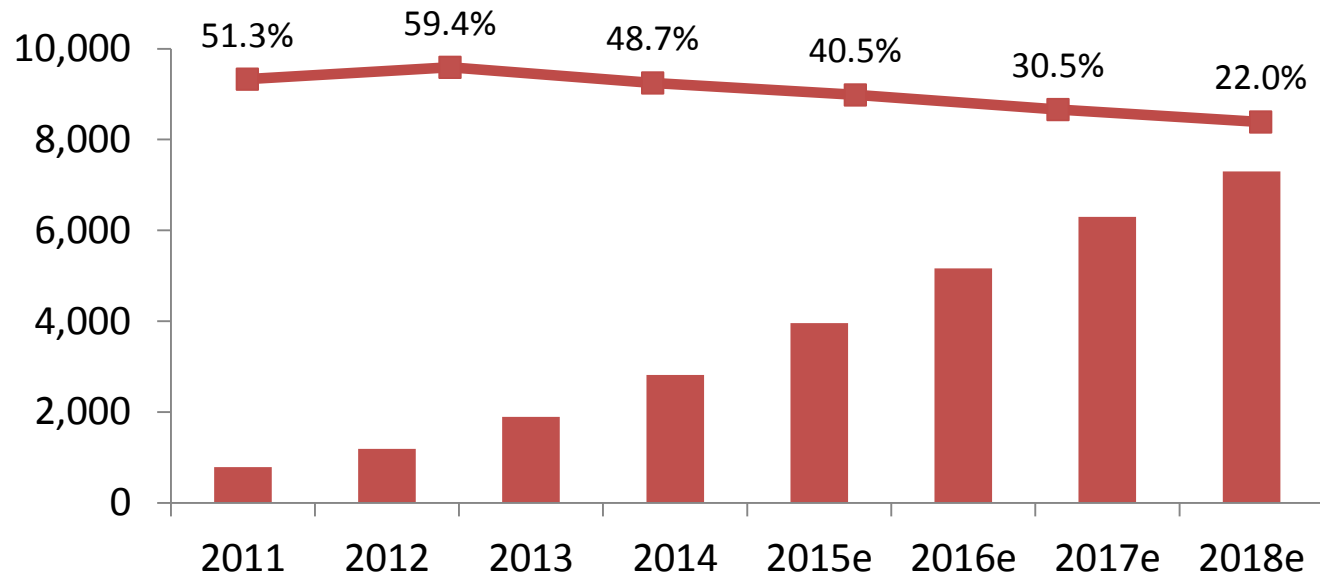
Percentage of overall population



Internet users **concentrated among urbanites** but **more potential for growth in rural areas**.
Chinese internet population are also among the **most active social media users in the world**.

Source: CNNIC, December 2014

China: Largest E-Retail Market in the World

China's online shopper reached **320 million** which drove **GMV RMB 2.8 trillion** in 2014
10.7% of total retail market in China



 GMV of online shopping (bn RMB)
 % growth rate

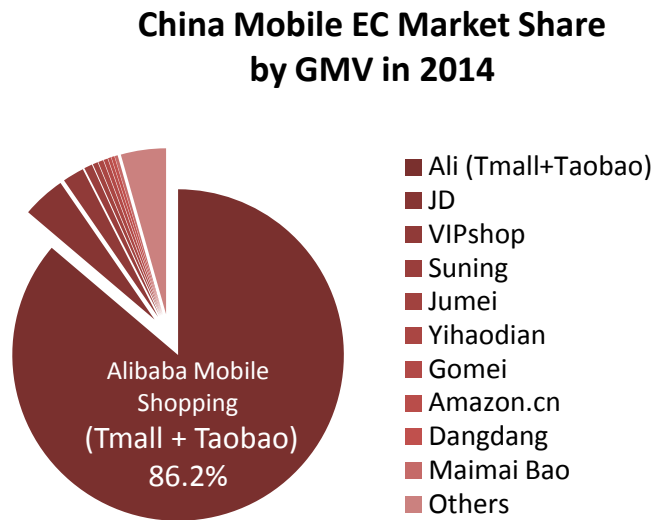
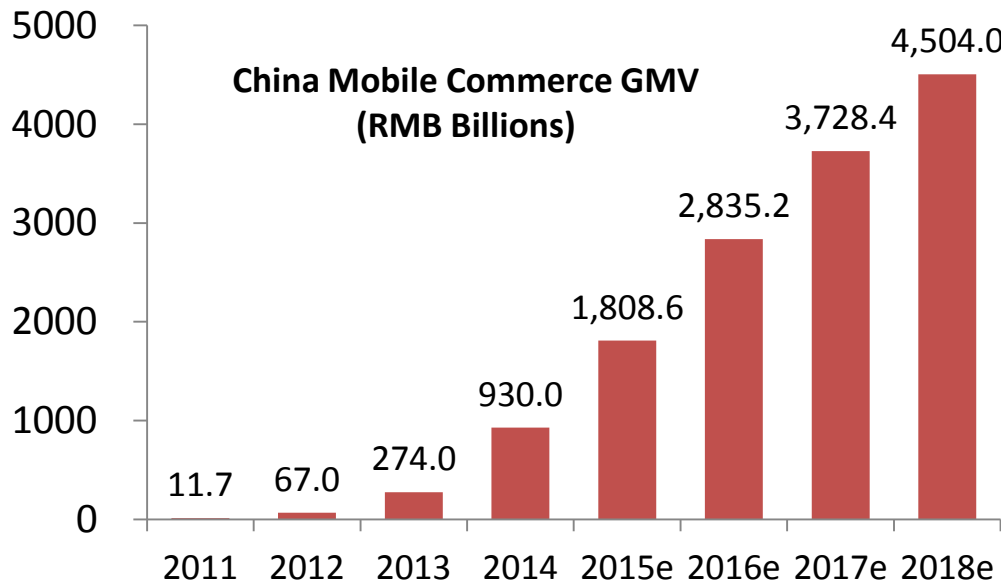
Source: iResearch March 2015

China: Rising of Mobile Shopping

China has **world's largest mobile Internet user base** with **557 million users** as of Dec 2014

This convenience in Internet access is expected to drive **higher online shopper engagement.**

Mobile commerce is growing rapidly in China.

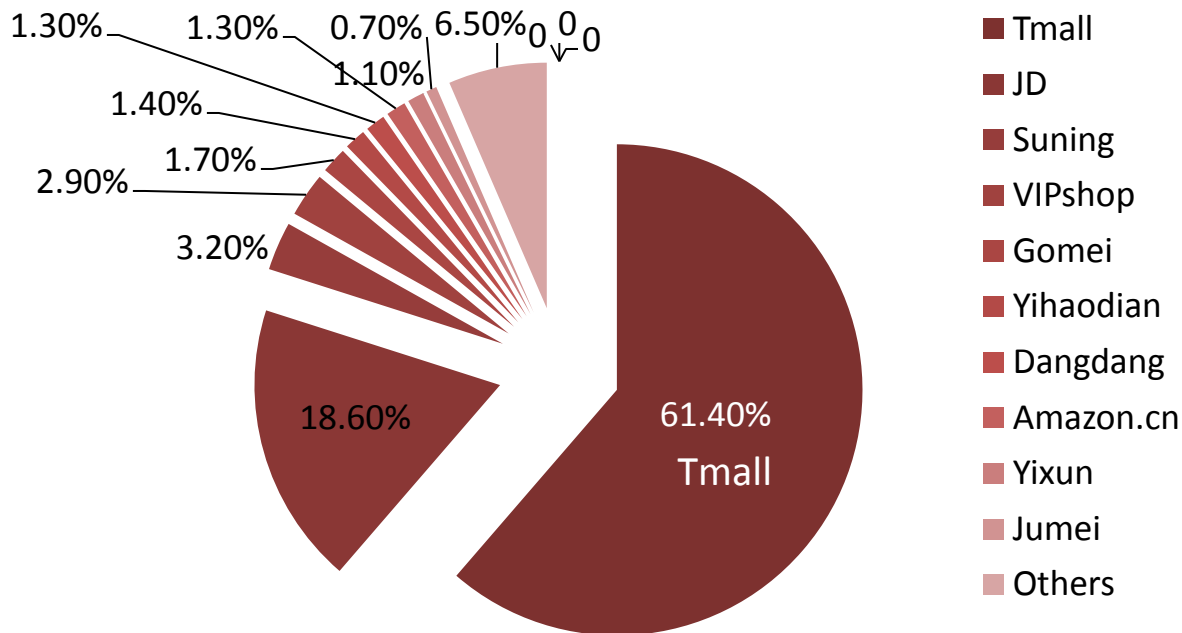


Source: iResearch March 2015, CNNIC January 2015

China B2C Market Penetration

Tmall is Asia's largest B2C site, with **61.4%** market share in China

Shares of China B2C online shopping websites by GMV in 2014



Source: iResearch January 2015



Tmall.com is the online shopping destination for Chinese consumers and the premier retail marketplace platform enabling businesses to connect and sell to millions of consumers across China.



Italian Brand Examples on Tmall



braccialini



MORELLATO
VENICE 1930



Lagostina
1901



POLICE
TIMEPIECES

LAVAZZA
ITALY'S FAVOURITE COFFEE



DeLonghi
Better Everyday



LA PERLA



MOLESKINE

SOLIDEA



LOCMAN
ITALY

Tmall Success Case: DeLonghi

DeLonghi 德龙官方旗舰店
Better Everyday 收藏店铺 关注品牌

本店所有商品 | 首页 | 咖啡机系列 | 厨房电器 | 早餐系列 | 空气护理 | 冬暖系列 | 咖啡周边 | 德龙品牌专区 | 凯乐旗舰店

五月旅行季

完美为您。完美似置身咖啡馆
每一杯意式特浓咖啡、卡布基诺和拿铁玛奇朵都是为您定制。

ESAM2200.S
全自动进口咖啡机
RMB **5590**
原价6400

立即抢购

顶级意大利品质
正品保证 首次上门开机服务、发票联保2年
极速发货 全国5仓发货、支持40个城市次日达

DeLonghi 德龙官方旗舰店
Better Everyday 每一次德龙产品体验都带来美好的一天

德龙ESAM3200 意式全自动咖啡机
7500 RMB



¥5590.00

DeLonghi/德龙 ESAM2200.S 家用意式全自动进口咖啡机办公室磨豆

月销量 200

累计评价 1255

DeLonghi 德龙官方旗舰店
Better Everyday 每一次德龙产品体验都带来美好的一天

德龙ECO310 意式半自动咖啡机
1990 RMB



¥1990.00

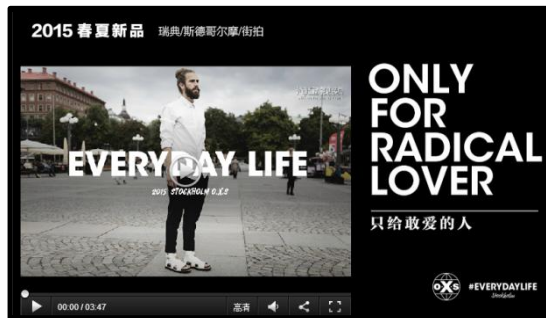
意大利DeLonghi/德龙 ECO310意式德龙咖啡机家用半自动不锈钢锅炉

月销量 117

累计评价 577

Store Open: March, 2013
Over 400% increase - 2014 VS. 2013

Tmall Success Case: O.X.S



宝贝与描述相符: 4.8分 **比同行业平均水平高 27.60%**

卖家的服务态度: 4.8分 **比同行业平均水平高 49.79%**

卖家发货的速度: 4.9分 **比同行业平均水平高 59.79%**

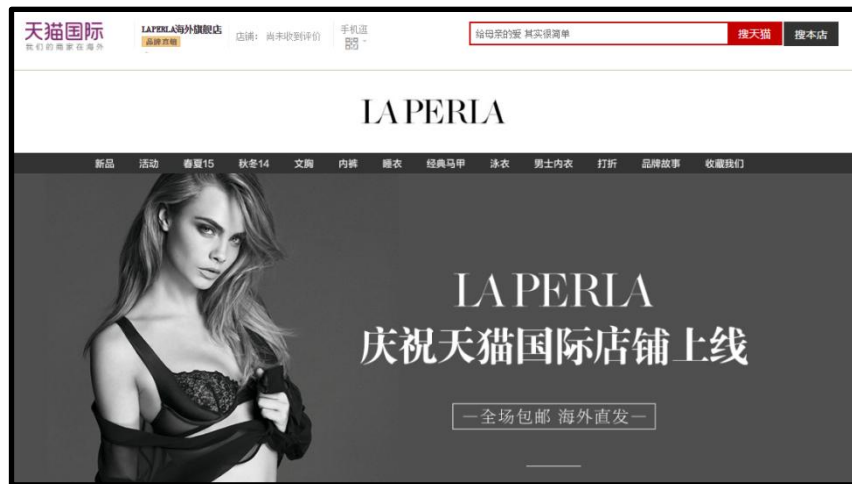
- Store Open: July, 2014
- Average Basket: over 2000rmb
- Introduce the brands and products through video, editorial contents to increase conversion
- Very positive review on services and consumer experiences
- Exclusive, limited edition products (Tattoo boots)



Tmall Success Case: LA PERLA



LA PERLA Flagship on Tmall.com
June, 2014



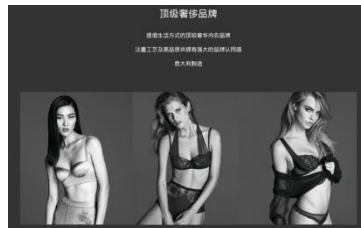
LA PERLA Flagship on Tmall Global
May, 2015



Crossover Products &
Co-branding



Men's collection Launch



Brand Story & Look book



Loyalty Program

Popular Italian Products on Tmall

费列罗官方旗舰店



¥133.00 131.67元/斤

【全国包邮】意大利费列罗巧克力食品
费列罗官方旗舰店

月成交 1.2万笔 评价 5.3万

进口食品

【买5送酱】得卡罗意大利面条500



¥6.00 6.00元/500g

淘味道食品专营店

月成交 1.5万笔 评价 5.4万

进口食品

LAVAZZA



¥138.00 69.00元/500g

意大利原装进口咖啡豆 lavazza拉瓦
世祁食品专营店

月成交 1603笔 评价 2255

进口食品

Clemente



¥44.00 22.00元/500ml

【天猫超市】意大利进口Clemente
天猫超市

月成交 248笔 评价 457

进口食品



¥28.00 56.00元/500g

包邮 意大利Loacker莱家威化饼干2
猫趣食品专营店

月成交 9740笔 评价 2.8万

braccialini



¥398.00

braccialini布奇里尼 意大利奢侈品
braccialini旗舰店

月成交 24笔 评价 31

天猫国际

Lagostina 拉歌蒂尼



¥399.00

意大利拉歌蒂尼 不粘煎炒锅26cm
lagostina官方旗舰店

月成交 185笔 评价 152

KIKO MILANO



¥65.00

包邮KIKO正品 保湿滋润 持久极润
KIKO海外旗舰店

月成交 209笔 评价 105

天猫国际

ASH



¥999.00

ASH 李宇春款Virgin系列柳钉星星
ash官方旗舰店

月成交 60笔 评价 364

Cruciani



¥88.00

【Cruciani官方正品】四叶草系列
cruciani旗舰店

月成交 375笔 评价 356

Italian Week Campaign-"Italian, Born Artist"



The Government of Italy and Alibaba Group signed a MOU in June 2014. Tmall.com initiated an online promotion to highlight Italian brands with flagship stores on the platform.

The week-long campaign, showcased Italian lifestyle and culture to Chinese consumers through exclusive product launches and specialty limited-edition items from the featured Italian brands.

- 30+ Italian brands participated
- More than **2.6 million** consumers visited campaign page
- Participated merchants average **increased 60%** of GMV and UV
- Create phenomenon of Social Media Weibo, and hundreds of PR coverage across mainstream media



Consumer Activities on Social Media



- A series of topics introduced Italian food/wine, art, and culture. One topic **“The color of Italy”** was specifically created on the social campaign page to enable consumers to upload photos and interact.
- Total exposure over **32 million** with nearly **7000** comments/reposts.



意大利国旗由红白绿三色组成，小猫称之为“意大利色”。快快将你所看到的红白绿三色元素，拍照分享到微博并带上#天猫意大利周#的话题，就有可能获得意大利名牌包包喔！转发微博还有机会得到意式小甜品。瞧，早已有人在手机天猫“范儿”上晒图了！>>><http://t.cn/Rv6oRBo>



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Milan Expo 2015 Campaign



Date : May 1st – 10th, 2015

- Around 30 Imported Food products consistent with Country pavilion theme (Italy, US, France, Germany, Spain, China)
- Around 100 Authentic International Brands with products related to green, earth friendly, organic, new tech etc. from main categories of food, beauty, fashion & home

Limited Edition Products offered by Official Partners: Cruciani Bracelets



Social Media Campaign:

Interaction with consumers and Italy Tourists Bureau to introduce Milan Expo and Tmall campaign



Engage Chinese Shoppers

but bear in mind how different they are from western shoppers in online world...

- It's a **lifestyle**, an enjoyable pastime
- They love a bargain, but **price is no longer paramount**
- They demand **authenticity, especially originality**
- They lead the world in **mobile shopping**
- They rely heavily on **word-of-mouth online** for brand and product information
- **They are into brands, but they aren't very loyal (yet)**





天猫 TMALL.COM