

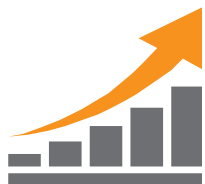
September Quarter 2024 Results

November 15, 2024

 Alibaba



This presentation contains certain financial measures that are not recognized under generally accepted accounting principles in the United States (“GAAP”), including adjusted EBITDA (including adjusted EBITDA margin), adjusted EBITA (including adjusted EBITA margin), non-GAAP net income, non-GAAP diluted earnings per share/ADS and free cash flow. For a reconciliation of these non-GAAP financial measures to the most directly comparable GAAP measures, see GAAP to Non-GAAP Measures Reconciliation, GAAP to Non-GAAP Net Income Attributable to Ordinary Shareholders and the slides presenting revenue and EBITA by segments. This presentation contains forward-looking statements. These statements are made under the “safe harbor” provisions of the U.S. Private Securities Litigation Reform Act of 1995. These forward-looking statements can be identified by terminology such as “may,” “will,” “expect,” “anticipate,” “future,” “aim,” “estimate,” “intend,” “seek,” “plan,” “believe,” “potential,” “continue,” “ongoing,” “target,” “guidance,” “is/are likely to” and similar statements. In addition, statements that are not historical facts, including statements about Alibaba Group’s new organizational and governance structure, Alibaba’s strategies and business and operational plans, Alibaba’s beliefs, expectations and guidance regarding the growth of its business, revenue and return on investments, share repurchases and the business outlook and quotations from management in this presentation, are or contain forward-looking statements. Forward-looking statements involve inherent risks and uncertainties. A number of factors could cause actual results to differ materially from those contained in any forward-looking statement, including but not limited to: the implementation of Alibaba Group’s new organizational and governance structure; Alibaba’s ability to compete, innovate and maintain or grow its business; risks associated with sustained investments in Alibaba’s businesses; fluctuations in general economic and business conditions in China and globally; uncertainties arising from competition among countries and geopolitical tensions, including national trade, investment, protectionist or other policies and export control, economic or trade sanctions; and assumptions underlying or related to any of the foregoing. Further information regarding these and other risks is included in Alibaba’s filings with the U.S. Securities and Exchange Commission and announcements on the website of The Stock Exchange of Hong Kong Limited. All information provided in this presentation is as of the date of this presentation and are based on assumptions that we believe to be reasonable as of this date, and Alibaba does not undertake any obligation to update any forward-looking statement, except as required under applicable law.



Total Revenue
RMB236.5 Bn
(US\$33.7 Bn)



Adjusted EBITA
RMB40.6 Bn
(US\$5.8 Bn)



Net Cash Position⁽¹⁾
As of Sep 30, 24
RMB352.1 Bn
(US\$50.2 Bn)

- **Taobao and Tmall Group** has made steady progress in the monetization strategy this quarter, with an accelerated CMR growth of **2%**.
- **Cloud Intelligence Group's** overall revenue, excluding Alibaba-consolidated subsidiaries, grew over **7%** driven by **double-digit** public cloud growth. AI-related product revenue grew at **triple-digits** year-over-year for the **fifth** consecutive quarter.
- **Alibaba International Digital Commerce Group** continued to achieve strong revenue growth driven by growth of cross-border businesses, in particular the AliExpress' *Choice* business. AliExpress and Trendyol platforms continued their investment to increase mindshare in select markets in Europe and the Gulf region.
- Other businesses continued to improve operating efficiencies, most of which progressively reduced losses year-over-year.



Note:

(1) Including cash and cash equivalents, short-term investments and other treasury investments less bank borrowings, unsecured senior notes and convertible unsecured senior notes.

Share Repurchase

- During the quarter ended September 30, 2024, we repurchased a total of **414 million** ordinary shares (equivalent to **52 million** ADSs) for a total of **US\$4.1 billion**. These purchases were made in both the U.S. and Hong Kong markets under our share repurchase program.
- As of September 30, 2024, we had **18,620 million** ordinary shares (equivalent to **2,327 million** ADSs) outstanding, a net decrease of **405 million** ordinary shares compared to June 30, 2024, or a **2.1%** net reduction in our outstanding shares after accounting for shares issued under our ESOP.
- The remaining amount of Board authorization for our share repurchase program, which is effective through March 2027, was **US\$22.0 billion** as of September 30, 2024.

	Three months ended							
	Dec. 31, 2022	Mar. 31, 2023	Jun. 30, 2023	Sep. 30, 2023	Dec. 31, 2023	Mar. 31, 2024	Jun. 30, 2024	Sep. 30, 2024
Repurchase amount (US\$Bn)	3.3	1.9	3.1	1.7	2.9	4.8	5.8	4.1
Shares repurchased (Mn ADSs)	45	22	36	19	37	65	77	52
Outstanding shares (Mn ADSs)	2,585	2,566	2,549	2,531	2,499	2,434	2,378	2,327

Income Statement: Selected Financials



<i>(in RMB Mn, except percentages)</i>	Three months ended September 30,				Six months ended September 30,			
	2023	2024	YoY%	Change YoY	2023	2024	YoY%	Change YoY
Income from operations	33,584	35,246	5%	1,662	76,074	71,235	(6)%	(4,839)
Interest and investment income, net	5,136	18,607	262%	13,471	(762)	17,129	N/A	17,891
Interest expense	(1,854)	(2,427)	31%	(573)	(3,638)	(4,615)	27%	(977)
Other income (expense), net	1,391	(1,478)	N/A	(2,869)	2,755	(1,221)	N/A	(3,976)
Income before income tax and share of results of equity method investees	38,257	49,948	31%	11,691	74,429	82,528	11%	8,099
Income tax expenses	(5,797)	(7,379)	27%	(1,582)	(11,819)	(17,442)	48%	(5,623)
Share of results of equity method investees	(5,764)	978	N/A	6,742	(2,914)	2,483	N/A	5,397
Net income	26,696	43,547	63%	16,851	59,696	67,569	13%	7,873
Net income attributable to ordinary shareholders	27,706	43,874	58%	16,168	62,038	68,143	10%	6,105
Adjustments to reconcile net income to non-GAAP net income:								
Non-cash share-based compensation expense	6,830	3,666	(46)%	(3,164)	5,201	7,775	49%	2,574
Amortization and impairment of intangible assets	2,431	1,649	(32)%	(782)	4,910	3,441	(30)%	(1,469)
Provision for the shareholder class action lawsuits	-	-	N/A	N/A	-	3,145	N/A	N/A
(Gain) Loss on deemed disposals/disposals/revaluation of investments	(1,731)	(12,697)	634%	(10,966)	7,307	(8,116)	N/A	(15,423)
Impairment of goodwill and investments, and others	7,604	756	(90)%	(6,848)	11,873	5,067	(57)%	(6,806)
Tax effects ⁽¹⁾	(1,642)	(403)	(75)%	1,239	(3,877)	(1,672)	(57)%	2,205
Non-GAAP net income	40,188	36,518	(9)%	(3,670)	85,110	77,209	(9)%	(7,901)
Non-GAAP net income attributable to ordinary shareholders	40,184	36,350	(10)%	(3,834)	84,987	76,664	(10)%	(8,323)

Note:

(1) Tax effects primarily comprise tax effects relating to non-cash share-based compensation expense, amortization and impairment of intangible assets and certain gains and losses from investments, and others.

Cost of Revenue and Operating Expenses

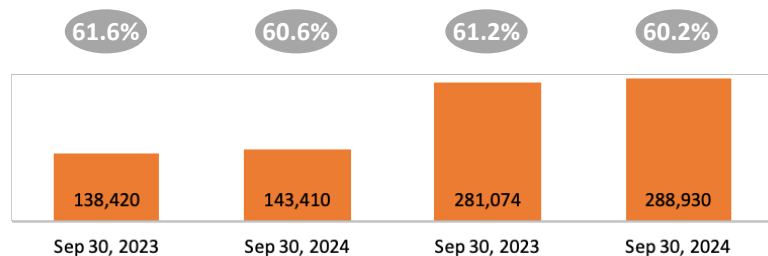
Cost of Revenue (excluding SBC)

(RMB Mn)

Three months ended

Six months ended

% of Revenue



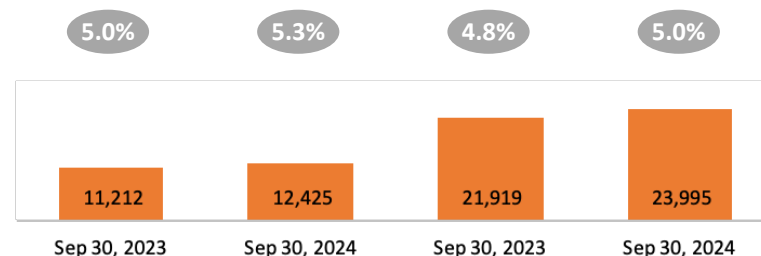
Product Development Expenses (excluding SBC)

(RMB Mn)

Three months ended

Six months ended

% of Revenue



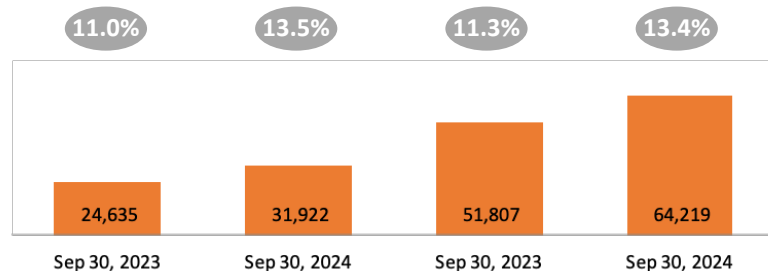
Sales & Marketing Expenses (excluding SBC)

(RMB Mn)

Three months ended

Six months ended

% of Revenue



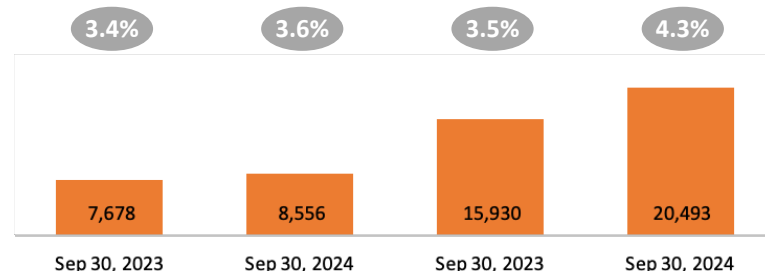
General & Administrative Expenses (excluding SBC)

(RMB Mn)

Three months ended

Six months ended

% of Revenue



Segment Results: Quarter ended September 30

Three months ended September 30, 2024										
<i>(in RMB Mn, except percentages)</i>	Taobao and Tmall Group	Cloud Intelligence Group	Alibaba	Cainiao Smart	Local Services Group	Digital Media	All Others ⁽¹⁾	Unallocated	Inter-segment elimination	Consolidated
			International Digital Commerce Group	Logistics Network Limited		and Entertainment Group				
Revenue	98,994	29,610	31,672	24,647	17,725	5,694	52,178	469	(24,486)	236,503
Revenue YoY%	1%	7%	29%	8%	14%	(1)%	9%			5%
Adjusted EBITA	44,590	2,661	(2,905)	55	(391)	(178)	(1,582)	(1,271)	(418)	40,561
Adjusted EBITA YoY Change	(2,487)	1,252	(2,521)	(851)	2,173	23	(145)	(252)	524	(2,284)
Adjusted EBITA YoY% ⁽²⁾	(5)%	89%	(657)%	(94)%	85%	11%	(10)%			(5)%

Three months ended September 30, 2023										
<i>(in RMB Mn)</i>	Taobao and Tmall Group	Cloud Intelligence Group	Alibaba	Cainiao Smart	Local Services Group	Digital Media	All Others ⁽¹⁾	Unallocated	Inter-segment elimination	Consolidated
			International Digital Commerce Group	Logistics Network Limited		and Entertainment Group				
Revenue	97,654	27,648	24,511	22,823	15,564	5,779	48,052	277	(17,518)	224,790
Adjusted EBITA	47,077	1,409	(384)	906	(2,564)	(201)	(1,437)	(1,019)	(942)	42,845

Notes:

- (1) All others include Sun Art, Freshippo, Alibaba Health, Lingxi Games, Intime, Intelligent Information Platform (which mainly consists of UCWeb and Quark businesses), Fliggy, DingTalk and other businesses. The majority of revenue within All others consists of direct sales revenue, which is recorded on a gross basis.
- (2) For a more intuitive presentation, widening of loss in YoY% is shown in terms of negative growth rate, and narrowing of loss in YoY% is shown in terms of positive growth rate.

Segment Results: Six months ended September 30

Six months ended September 30, 2024										
(in RMB Mn, except percentages)	Taobao and Tmall Group	Cloud Intelligence Group	Alibaba	Cainiao Smart	Local Services Group	Digital Media	All Others ⁽¹⁾	Unallocated	Inter-segment elimination	Consolidated
			International Digital Commerce Group	Logistics Network Limited		and Entertainment Group				
Revenue	212,367	56,159	60,965	51,458	33,954	11,275	99,179	888	(46,506)	479,739
Revenue YoY%	(0)%	7%	31%	12%	13%	1%	6%			5%
Adjusted EBITA	93,400	4,998	(6,611)	673	(777)	(281)	(2,845)	(2,142)	(819)	85,596
Adjusted EBITA YoY Change	(2,996)	2,673	(5,807)	(1,110)	3,769	(143)	325	340	329	(2,620)
Adjusted EBITA YoY% ⁽²⁾	(3)%	115%	(722)%	(62)%	83%	(104)%	10%			(3)%

Six months ended September 30, 2023										
(in RMB Mn)	Taobao and Tmall Group	Cloud Intelligence Group	Alibaba	Cainiao Smart	Local Services Group	Digital Media	All Others ⁽¹⁾	Unallocated	Inter-segment elimination	Consolidated
			International Digital Commerce Group	Logistics Network Limited		and Entertainment Group				
Revenue	212,607	52,713	46,634	45,987	30,014	11,160	93,850	526	(34,545)	458,946
Adjusted EBITA	96,396	2,325	(804)	1,783	(4,546)	(138)	(3,170)	(2,482)	(1,148)	88,216

Notes:

- (1) All others include Sun Art, Freshippo, Alibaba Health, Lingxi Games, Intime, Intelligent Information Platform (which mainly consists of UCWeb and Quark businesses), Fliggy, DingTalk and other businesses. The majority of revenue within All others consists of direct sales revenue, which is recorded on a gross basis.
- (2) For a more intuitive presentation, widening of loss in YoY% is shown in terms of negative growth rate, and narrowing of loss in YoY% is shown in terms of positive growth rate.

Business Highlights

We adopted a more open approach for payment and logistics services on our platforms to make shopping on our platforms more convenient to a larger base of consumers and improve merchants' operating efficiency. We have already observed much stronger momentum in new purchasers, and we believe our focus on user growth and retention will drive the overall growth of our platforms.

Starting from September 1, we implemented a software service fee based on the GMV of completed transactions on our platform, which puts us in line with the common practice of the e-commerce industry. In the meantime, we cancelled the annual service fee for Tmall merchants and provided software service fee rebates to certain small and medium-sized merchants. In addition, Quanzhantui, our AI-powered platform-wide marketing tool, saw steady increase in merchant adoption. Merchants benefit from the use of Quanzhantui through improvement of their marketing efficiency, and with higher efficiency we expect merchants to increase their marketing spending on our platform.

During the quarter, online GMV growth was supported by double-digit order growth year-over-year, mainly driven by the increase in purchase frequency, partly offset by the decline in average order value. In October and November, we had a successful 11.11 Global Shopping Festival, during which Taobao and Tmall achieved robust growth in GMV and a record number of purchasers.

The number of 88VIP members, our highest spending consumer group, continued to increase by double-digits year-over-year, reaching 46 million during the quarter. Our premium shoppers are loyal customers who increase our purchase frequency and drive GMV growth. Accordingly, we target to continue to grow the subscription of 88VIP membership by investing in improved benefits and services.

China Commerce Retail Revenue

- **Revenue from our China commerce retail business** in the quarter ended September 30, 2024 was **RMB93,008 million (US\$13,254 million)**, compared to RMB92,560 million in the same quarter of 2023.
- **Customer management revenue** increased by **2%** year-over-year, primarily due to the healthy growth in online GMV, while take rate remained stable year-over-year.
- **Direct sales and others revenue** under China commerce retail business in the quarter ended September 30, 2024 was **RMB22,644 million (US\$3,227 million)**, a decrease of **5%** compared to RMB23,899 million in the same quarter of 2023, primarily attributable to the decrease in sales of appliances.

China Commerce Wholesale Revenue

- **Revenue from our China commerce wholesale business** in the quarter ended September 30, 2024 was **RMB5,986 million (US\$853 million)**, an increase of **18%** compared to RMB5,094 million in the same quarter of 2023, primarily due to the increase in revenue from value-added services provided to paying members.

Segment Adjusted EBITA

- **Taobao and Tmall Group adjusted EBITA** decreased by **5%** to **RMB44,590 million (US\$6,354 million)** in the quarter ended September 30, 2024, compared to RMB47,077 million in the same quarter of 2023, primarily due to the increase in investment in user experience, partly offset by the increase in revenue from customer management service.

(in RMB Mn, except percentages)	Three months ended September 30,			Six months ended September 30,		
	2023	2024	YoY %	2023	2024	YoY %
Customer management	68,661	70,364	2%	148,322	150,479	1%
Direct sales and others	23,899	22,644	(5)%	54,066	49,950	(8)%
China commerce wholesale	5,094	5,986	18%	10,219	11,938	17%
Revenue	97,654	98,994	1%	212,607	212,367	(0)%
Adj. EBITA	47,077	44,590	(5)%	96,396	93,400	(3)%

Business Highlights

During this quarter, overall revenue excluding Alibaba-consolidated subsidiaries grew over 7% year-over-year, driven by double-digit public cloud growth, including increasing adoption of AI-related products. AI-related product revenue grew at triple-digits year-over-year for the fifth consecutive quarter. We will continue to invest in anticipation of customer growth and in technology, particularly in AI infrastructure, to capture the increasing trend of cloud adoption for AI and to maintain our market leadership.

In September, we held our 16th annual cloud computing developer summit and exhibition, the Apsara Conference 2024, during which Cloud Intelligence Group unveiled new technologies, including:

- Qwen (通义千问) Large Model Family Upgrades:** We introduced significant upgrades across the Qwen large model family, including the release of the open-source Qwen 2.5 series, which has become one of the leading models in the global open-source ecosystem, with the flagship Qwen 2.5-72B demonstrating strong results across benchmarks, outperforming industry players. As of September 30, 2024, more than 70,000 derivative models have been developed on Hugging Face based on the Qwen family of models since it was first open-sourced in 2023, demonstrating its position as one of the most widely adopted open-source models globally.
- Cost-efficient and Accessible AI:** Alibaba Cloud remains committed to providing customers with the best value in AI capabilities. During this quarter, we significantly improved cost-efficiency for the customers of Qwen models by reducing the charge rate for API calls, making advanced AI technologies more affordable and accessible.
- Comprehensive AI Infrastructure Upgrades:** To better position ourselves to capture AI adoption, we have strengthened AI infrastructure to enhance scalability and performance. Recently, we launched GPU container services, and upgraded AI server as well as high-performance network products. These improvements have significantly enhanced model training and inference efficiency across various industries.

Segment Revenue

- Revenue from Cloud Intelligence Group** was **RMB29,610 million (US\$4,219 million)** in the quarter ended September 30, 2024, an increase of **7%** compared to RMB27,648 million in the same quarter of 2023. Overall revenue excluding Alibaba-consolidated subsidiaries increased by **7%** year-over-year, mainly driven by the double-digit revenue growth of public cloud products including AI-related products, partly offset by the decrease in non-public cloud revenue as we transition away from the low-margin project-based revenues to focus on high-quality revenues.

Segment Adjusted EBITA

- Cloud Intelligence Group adjusted EBITA** increased by **89%** to **RMB2,661 million (US\$379 million)** in the quarter ended September 30, 2024, compared to RMB1,409 million in the same quarter of 2023, primarily due to shift in product mix toward higher-margin public cloud products including AI-related products and improving operating efficiency, partly offset by the increasing investments in customer growth and technology.

<i>(in RMB Mn, except percentages)</i>	Three months ended September 30,			Six months ended September 30,		
	2023	2024	YoY %	2023	2024	YoY %
Revenue	27,648	29,610	7%	52,713	56,159	7%
Adj. EBITA	1,409	2,661	89%	2,325	4,998	115%

Business Highlights

For the quarter ended September 30, 2024, revenue from AIDC grew 29% year-over-year to RMB31,672 million (US\$4,513 million). The strong performance continued to be driven by growth of cross-border businesses, in particular AliExpress’ *Choice* business. AliExpress and Trendyol platforms continued their investment to increase mindshare in select markets in Europe and the Gulf region. At the same time, we improved efficiency of our operations and investment. As a result, the unit economics of the *Choice* business improved on a sequential basis.

The AliExpress platform continued to enhance its value proposition by expanding its supplier base, enriching its product offerings and meeting the needs of local consumers. During the quarter, AliExpress launched the “AliExpressDirect” model, aiming to expand product choice and optimize fulfillment efficiency by leveraging local inventories. In addition, synergies between AliExpress and the cross-border logistics operations of Cainiao have further strengthened AliExpress’ competitiveness, with average delivery time shortened significantly quarter-over-quarter.

International Commerce Retail Revenue

- **Revenue from our International commerce retail business** in the quarter ended September 30, 2024 was **RMB25,618 million (US\$3,650 million)**, an increase of **35%** compared to RMB18,978 million in the same quarter of 2023, primarily driven by the increase in revenue contributed by AliExpress’ *Choice* and Trendyol.

International Commerce Wholesale Revenue

- **Revenue from our International commerce wholesale business** in the quarter ended September 30, 2024 was **RMB6,054 million (US\$863 million)**, an increase of **9%** compared to RMB5,533 million in the same quarter of 2023, primarily due to the increase in revenue generated by cross-border-related value-added services.

Segment Adjusted EBITA

- **Alibaba International Digital Commerce Group adjusted EBITA** was a loss of **RMB2,905 million (US\$414 million)** in the quarter ended September 30, 2024, compared to a loss of RMB384 million in the same quarter of 2023, primarily due to the increase in investments in AliExpress and Trendyol’s cross-border businesses, partly offset by Lazada’s significant reduction in operating loss from improvements in its monetization and operating efficiency.

(in RMB Mn, except percentages)	Three months ended September 30,			Six months ended September 30,		
	2023	2024	YoY %	2023	2024	YoY %
International commerce retail	18,978	25,618	35%	36,116	49,309	37%
International commerce wholesale	5,533	6,054	9%	10,518	11,656	11%
Revenue	24,511	31,672	29%	46,634	60,965	31%
Adj. EBITA	(384)	(2,905)	(657)%	(804)	(6,611)	(722)%

Business Highlights

- For the quarter ended September 30, 2024, revenue from Cainiao grew 8% year-over-year to RMB24,647 million (US\$3,512 million), primarily driven by increase in revenue from cross-border fulfillment solutions.
- We will continue to drive synergies between Cainiao and our cross-border e-commerce business. To meet the demands of an expanding cross-border e-commerce business, Cainiao’s strategy is to strengthen its end-to-end capabilities by developing a highly-digitalized global logistics network. Furthermore, Cainiao Express started providing logistics services on other e-commerce platform in October, further expanding its market reach.

Segment Revenue

- Revenue from Cainiao Smart Logistics Network Limited** was **RMB24,647 million (US\$3,512 million)** in the quarter ended September 30, 2024, an increase of **8%** compared to RMB22,823 million in the same quarter of 2023, primarily driven by the increase in revenue from cross-border fulfillment solutions.

Segment Adjusted EBITA

- Cainiao Smart Logistics Network Limited adjusted EBITA** decreased by **94%** to **RMB55 million (US\$8 million)** in the quarter ended September 30, 2024, compared to RMB906 million in the same quarter of 2023, primarily due to the increased investments in cross-border fulfillment solutions.

(in RMB Mn, except percentages)	Three months ended September 30,			Six months ended September 30,		
	2023	2024	YoY %	2023	2024	YoY %
Revenue	22,823	24,647	8%	45,987	51,458	12%
Adj. EBITA	906	55	(94)%	1,783	673	(62)%

Business Highlights

- For the quarter ended September 30, 2024, revenue from Local Services Group grew by 14% year-over-year to RMB17,725 million (US\$2,526 million), driven by the order growth of both Amap and Ele.me, as well as revenue growth from marketing services. During this quarter, Local Services Group losses narrowed significantly year-over-year, driven by improving operating efficiency as well as increasing scale. During National Day holiday in October, Amap recorded an all-time high of over 300 million peak daily active users.

Segment Revenue

- Revenue from Local Services Group** was **RMB17,725 million (US\$2,526 million)** in the quarter ended September 30, 2024, an increase of **14%** compared to RMB15,564 million in the same quarter of 2023, driven by the order growth of both Amap and Ele.me, as well as revenue growth from marketing services.

Segment Adjusted EBITA

- Local Services Group adjusted EBITA** was a loss of **RMB391 million (US\$56 million)** in the quarter ended September 30, 2024, compared to a loss of RMB2,564 million in the same quarter of 2023, primarily due to improved operating efficiency and increasing scale.

	Three months ended September 30,			Six months ended September 30,		
	2023	2024	YoY %	2023	2024	YoY %
<i>(in RMB Mn, except percentages)</i>						
Revenue	15,564	17,725	14%	30,014	33,954	13%
Adj. EBITA	(2,564)	(391)	85%	(4,546)	(777)	83%

Business Highlights

- During the quarter ended September 30, 2024, revenue of Digital Media and Entertainment Group was RMB5,694 million (US\$811 million), a decrease of 1% year-over-year. Loss of Digital Media and Entertainment Group narrowed year-over-year, with Youku progressively reducing its operating loss due to increased advertising revenue as well as improved content investment efficiency during the quarter.

Segment Revenue

- Revenue from Digital Media and Entertainment Group was **RMB5,694 million (US\$811 million)** in the quarter ended September 30, 2024, a decrease of **1%** compared to RMB5,779 million in the same quarter of 2023.

Segment Adjusted EBITA

- Digital Media and Entertainment Group adjusted EBITA in the quarter ended September 30, 2024 was a loss of **RMB178 million (US\$25 million)**, compared to a loss of RMB201 million in the same quarter of 2023.

(in RMB Mn, except percentages)	Three months ended September 30,			Six months ended September 30,		
	2023	2024	YoY %	2023	2024	YoY %
Revenue	5,779	5,694	(1)%	11,160	11,275	1%
Adj. EBITA	(201)	(178)	11%	(138)	(281)	(104)%

Segment Revenue

- Revenue from All others segment was **RMB52,178 million (US\$7,435 million)** in the quarter ended September 30, 2024, an increase of **9%** compared to RMB48,052 million in the same quarter of 2023, mainly due to the increase in revenue from retail businesses including Freshippo and Alibaba Health.

Segment Adjusted EBITA

- Adjusted EBITA from All others segment in the quarter ended September 30, 2024 was a loss of **RMB1,582 million (US\$225 million)**, compared to a loss of RMB1,437 million in the same quarter of 2023.

(in RMB Mn, except percentages)	Three months ended September 30,			Six months ended September 30,		
	2023	2024	YoY %	2023	2024	YoY %
Revenue	48,052	52,178	9%	93,850	99,179	6%
Adj. EBITA	(1,437)	(1,582)	(10)%	(3,170)	(2,845)	10%



Appendix

<i>(in RMB Mn, except per share data and percentages)</i>	Three months ended September 30,			Six months ended September 30,		
	2023	2024	YoY%	2023	2024	YoY%
Taobao and Tmall Group	97,654	98,994	1%	212,607	212,367	(0)%
Cloud Intelligence Group	27,648	29,610	7%	52,713	56,159	7%
Alibaba International Digital Commerce Group	24,511	31,672	29%	46,634	60,965	31%
Cainiao Smart Logistics Network Limited	22,823	24,647	8%	45,987	51,458	12%
Local Services Group	15,564	17,725	14%	30,014	33,954	13%
Digital Media and Entertainment Group	5,779	5,694	(1)%	11,160	11,275	1%
All others ⁽¹⁾	48,052	52,178	9%	93,850	99,179	6%
Unallocated	277	469		526	888	
Inter-segment elimination	(17,518)	(24,486)		(34,545)	(46,506)	
Consolidated revenue	224,790	236,503	5%	458,946	479,739	5%
Income from operations	33,584	35,246	5%	76,074	71,235	(6)%
Non-cash share-based compensation expense	6,830	3,666		5,201	7,775	
Amortization and impairment of intangible assets	2,431	1,649		4,910	3,441	
Impairment of goodwill	-	-		2,031	-	
Provision for the shareholder class action lawsuits	-	-		-	3,145	
Net income	26,696	43,547	63%	59,696	67,569	13%
Diluted earnings per share ⁽²⁾⁽³⁾	1.35	2.27	69%	3.01	3.50	16%
Diluted earnings per ADS ⁽²⁾⁽³⁾	10.77	18.17	69%	24.08	28.00	16%
Non-GAAP Measures						
Adjusted EBITA	42,845	40,561	(5)%	88,216	85,596	(3)%
Non-GAAP net income	40,188	36,518	(9)%	85,110	77,209	(9)%
Non-GAAP diluted earnings per share ⁽²⁾⁽⁴⁾	1.95	1.88	(4)%	4.13	3.94	(5)%
Non-GAAP diluted earnings per ADS ⁽²⁾⁽⁴⁾	15.63	15.06	(4)%	33.00	31.50	(5)%

Notes:

- All others include Sun Art, Freshippo, Alibaba Health, Lingxi Games, Intime, Intelligent Information Platform (which mainly consists of UCWeb and Quark businesses), Fliggy, DingTalk and other businesses. The majority of revenue within All others consists of direct sales revenue, which is recorded on a gross basis.
- Each ADS represents eight ordinary shares.
- Diluted earnings per share is derived from dividing net income attributable to ordinary shareholders by the weighted average number of outstanding ordinary shares, on a diluted basis. Diluted earnings per ADS is derived from the diluted earnings per share after adjusting for the ordinary share-to-ADS ratio.
- Non-GAAP diluted earnings per share is derived from dividing non-GAAP net income attributable to ordinary shareholders by the weighted average number of outstanding ordinary shares for computing non-GAAP diluted earnings per share, on a diluted basis. Non-GAAP diluted earnings per ADS is derived from the non-GAAP diluted earnings per share after adjusting for the ordinary share-to-ADS ratio.

Revenue Breakdown

<i>(in RMB Mn, except percentages)</i>	Three months ended September 30,			Six months ended September 30,		
	2023	2024	YoY%	2023	2024	YoY%
Taobao and Tmall Group	97,654	98,994	1%	212,607	212,367	(0)%
China commerce retail	92,560	93,008	0%	202,388	200,429	(1)%
- Customer management	68,661	70,364	2%	148,322	150,479	1%
- Direct sales and others ⁽¹⁾	23,899	22,644	(5)%	54,066	49,950	(8)%
China commerce wholesale	5,094	5,986	18%	10,219	11,938	17%
Cloud Intelligence Group	27,648	29,610	7%	52,713	56,159	7%
Alibaba International Digital Commerce Group	24,511	31,672	29%	46,634	60,965	31%
International commerce retail	18,978	25,618	35%	36,116	49,309	37%
International commerce wholesale	5,533	6,054	9%	10,518	11,656	11%
Cainiao Smart Logistics Network Limited	22,823	24,647	8%	45,987	51,458	12%
Local Services Group	15,564	17,725	14%	30,014	33,954	13%
Digital Media and Entertainment Group	5,779	5,694	(1)%	11,160	11,275	1%
All others⁽²⁾	48,052	52,178	9%	93,850	99,179	6%
Unallocated	277	469		526	888	
Inter-segment elimination	(17,518)	(24,486)		(34,545)	(46,506)	
Consolidated revenue	224,790	236,503	5%	458,946	479,739	5%

Notes:

- (1) Direct sales and others revenue under Taobao and Tmall Group primarily represents Tmall Supermarket, Tmall Global and other direct sales businesses, where revenue and cost of inventory are recorded on a gross basis.
- (2) All others include Sun Art, Freshippo, Alibaba Health, Lingxi Games, Intime, Intelligent Information Platform (which mainly consists of UCWeb and Quark businesses), Fliggy, DingTalk and other businesses. The majority of revenue within All others consists of direct sales revenue, which is recorded on a gross basis.

GAAP to Non-GAAP Measures Reconciliation

	Three months ended September 30,			Six months ended September 30,		
	2023	2024		2023	2024	
	RMB Mn	RMB Mn	USD Mn	RMB Mn	RMB Mn	USD Mn
Adjusted EBITA and Adjusted EBITDA						
Income from operations	33,584	35,246	5,023	76,074	71,235	10,151
Non-cash share-based compensation expense	6,830	3,666	522	5,201	7,775	1,108
Amortization and impairment of intangible assets	2,431	1,649	235	4,910	3,441	490
Impairment of goodwill	-	-	-	2,031	-	-
Provision for the shareholder class action lawsuits	-	-	-	-	3,145	448
Adjusted EBITA	42,845	40,561	5,780	88,216	85,596	12,197
Depreciation and impairment of property and equipment, and operating lease cost relating to land use rights	6,392	6,766	964	13,073	12,892	1,837
Adjusted EBITDA	49,237	47,327	6,744	101,289	98,488	14,034
Non-GAAP net income						
Net income	26,696	43,547	6,205	59,696	67,569	9,629
Adjustments to reconcile net income to non-GAAP net income:						
Non-cash share-based compensation expense	6,830	3,666	522	5,201	7,775	1,108
Amortization and impairment of intangible assets	2,431	1,649	235	4,910	3,441	490
Provision for the shareholder class action lawsuits	-	-	-	-	3,145	448
(Gain) Loss on deemed disposals/disposals/ revaluation of investments	(1,731)	(12,697)	(1,809)	7,307	(8,116)	(1,157)
Impairment of goodwill and investments, and others	7,604	756	108	11,873	5,067	722
Tax effects ⁽¹⁾	(1,642)	(403)	(57)	(3,877)	(1,672)	(238)
Non-GAAP net income	40,188	36,518	5,204	85,110	77,209	11,002
Non-GAAP Free cash flow						
Net cash provided by operating activities	49,231	31,438	4,480	94,537	65,074	9,273
Less:						
Purchase of property and equipment (excluding land use rights and construction in progress relating to office campuses)	(4,112)	(16,977)	(2,419)	(10,119)	(28,916)	(4,120)
Changes in the buyer protection fund deposits	101	(726)	(104)	(109)	(5,051)	(720)
Free cash flow	45,220	13,735	1,957	84,309	31,107	4,433

Note:

(1) Tax effects primarily comprise tax effects relating to non-cash share-based compensation expense, amortization and impairment of intangible assets and certain gains and losses from investments, and others.

GAAP to Non-GAAP Net Income Attributable to Ordinary Shareholders

<i>(in Mn, except per share data)</i>	Three months ended September 30,			Six months ended September 30,		
	2023	2024		2023	2024	
	RMB	RMB	USD	RMB	RMB	USD
Net income attributable to ordinary shareholders – basic	27,706	43,874	6,252	62,038	68,143	9,710
Dilution effect on earnings arising from non-cash share-based awards operated by equity method investees and subsidiaries	(66)	(56)	(8)	(134)	(131)	(19)
Adjustments for interest expense attributable to convertible unsecured senior notes	-	69	10	-	95	14
Net income attributable to ordinary shareholders – diluted	27,640	43,887	6,254	61,904	68,107	9,705
Non-GAAP adjustments to net income attributable to ordinary shareholders ⁽¹⁾	12,478	(7,524)	(1,072)	22,949	8,521	1,214
Non-GAAP net income attributable to ordinary shareholders for computing non-GAAP diluted earnings per share/ADS	40,118	36,363	5,182	84,853	76,628	10,919
Weighted average number of shares on a diluted basis for computing non-GAAP diluted earnings per share/ADS (million shares)⁽²⁾	20,526	19,322		20,567	19,459	
Diluted earnings per share⁽²⁾⁽³⁾	1.35	2.27	0.32	3.01	3.50	0.50
Non-GAAP diluted earnings per share⁽²⁾⁽⁴⁾	1.95	1.88	0.27	4.13	3.94	0.56
Diluted earnings per ADS⁽²⁾⁽³⁾	10.77	18.17	2.59	24.08	28.00	3.99
Non-GAAP diluted earnings per ADS⁽²⁾⁽⁴⁾	15.63	15.06	2.15	33.00	31.50	4.49

Notes:

- (1) Non-GAAP adjustments excluding the attributions to the noncontrolling interests. See the table above for items regarding the reconciliation of net income to non-GAAP net income (before excluding the attributions to the noncontrolling interests).
- (2) Each ADS represents eight ordinary shares.
- (3) Diluted earnings per share is derived from dividing net income attributable to ordinary shareholders by the weighted average number of outstanding ordinary shares, on a diluted basis. Diluted earnings per ADS is derived from the diluted earnings per share after adjusting for the ordinary share-to-ADS ratio.
- (4) Non-GAAP diluted earnings per share is derived from dividing non-GAAP net income attributable to ordinary shareholders by the weighted average number of outstanding ordinary shares for computing non-GAAP diluted earnings per share, on a diluted basis. Non-GAAP diluted earnings per ADS is derived from the non-GAAP diluted earnings per share after adjusting for the ordinary share-to-ADS ratio.

