



**ALIBABA GROUP HOLDING LIMITED
SHAREHOLDERS COMMUNICATION POLICY**

(Adopted by the Board of Directors and effective on August 28, 2024)

1. PRINCIPLES

1.1 Alibaba Group Holding Limited (the “Company”) is committed to providing shareholders of the Company (the “Shareholders”) and other stakeholders (including potential investors) with balanced and understandable information about the Company.

1.2 The Board of Directors of the Company (the “Board”) shall oversee the Company’s management in:

- maintaining an ongoing dialogue with the Shareholders and encouraging them to communicate actively with the Company; and
- reviewing and reassessing this policy on a periodic basis.

2. PURPOSE

2.1 The policy aims to:

- promote effective communication with the Shareholders and other stakeholders;
- encourage the Shareholders to engage actively with the Company; and
- enable the Shareholders to exercise their rights as shareholders effectively.

3. SOURCES OF COMMUNICATION

3.1 Corporate Communication

3.1.1 The Company will publish on the website of The Stock Exchange of Hong Kong Limited (the “Hong Kong Stock Exchange”) at www.hkexnews.hk, furnish or file with the U.S. Securities and Exchange Commission (the “SEC”), or announcement or publish by other appropriate means, Corporate Communications (as defined below) and other documents and information, in each case as required by and in compliance with the rules of the Hong Kong Stock Exchange and the New York Stock Exchange and applicable laws and regulations.

3.1.2 For the purpose of this policy, “Corporate Communication” refers to any document issued or to be issued by the Company for the information or action of the Shareholders, including but not limited to the following documents of the Company: (a) the Company’s annual report, including the directors’ report, annual accounts together with a copy of the auditor’s report and, where applicable, the summary financial report; (b) the Company’s interim report and, where applicable, its summary interim report; (c) any notice of meeting; (d) any listing document; (e) any circular; and (f) any proxy form. For the avoidance of doubt, Corporate Communications includes the Company’s annual reports on Form 20-F and any document furnished or filed with the SEC.

3.2 Corporate Website

Any information or document of the Company posted on the Hong Kong Stock Exchange’s website or on the SEC’s EDGAR system will also be published in the investor relations section on the Company’s website at www.alibabagroup.com.

3.3 Shareholder Meetings

3.3.1 The Company shall provide the Shareholders with relevant information on the resolution(s) proposed at a general meeting in a timely manner in accordance with the Company’s memorandum and articles of association and applicable rules of securities exchanges. The information provided shall include information that the Company deems reasonably necessary to enable the Shareholders to make an informed decision on the proposed resolution(s).

3.3.2 The Shareholders are encouraged to participate in general meetings or to appoint proxies to attend and vote at the meetings for and on their behalf if they are unable to attend the meetings.

3.3.3 Where appropriate or required, the Chairman of the Board and other Board members, the chairmen of Board committees or their delegates, and the external auditors should be invited to attend general meetings of the Company to answer any Shareholder questions.

3.4 Shareholder Communication and Inquiries

Shareholders who would like to communicate with, or otherwise make his or her concerns known to, the Board or the independent non-executive directors as a group, may do so by emailing to investor@alibaba-inc.com or writing to the attention of the company secretary at

Alibaba Group Holding Limited
26th Floor, Tower One, Times Square
1 Matheson Street
Causeway Bay, Hong Kong

Each communication should specify the applicable addressee or addressees to be contacted as well as the general topic of the communication. The Company will review and forward such communications to the appropriate party provided that the communication is not determined to be primarily commercial in nature or otherwise related to an improper or irrelevant topic. Such communications may be done confidentially or anonymously.

3.5 Shareholder Privacy

The Company recognizes the importance of Shareholders' privacy and will not disclose Shareholders' information without their consent, unless otherwise required by law or regulation.

4. REVIEW OF THIS POLICY

- 4.1. The Company's Nominating and Corporate Governance Committee (the "Committee") will review and reassess the adequacy of this policy on an annual basis. The Committee will recommend any proposed changes to the Board for consideration and approval.