



Ant Financial Services Group signs strategic agreement with One97 Communications to fuel mobile and online payment growth in India

New Delhi, India, February 5, 2015 – Ant Financial Services Group (“Ant Financial”), China’s leading online financial services company and One97 Communications (One97), which runs Paytm, India’s largest mobile payment and commerce platform, today announced a strategic agreement that will see Ant Financial take a 25 percent stake in One97 to support the growth of mobile payment and commerce platform in India.

Paytm will use the funds to grow its mobile payment ecosystem and further boost its commerce user base. The deal represents Ant Financial’s first-ever investment into an Indian company, and demonstrates the company’s confidence in India’s digital payment sector. With this investment, Ant Financial, which also runs Alipay Wallet, the largest mobile payment service provider in China with over 190 million users, will provide Paytm with strategic and technical support for its business.

Ant Financial and Paytm will also build on synergies in the mobile wallet front in order to offer Indian consumers comprehensive product and services and to tap the significant potential of the India mobile payment market.

“With over one billion people, India’s payments market has vast untapped potential,” said Cyril Han, Vice President of Ant Financial. “As smartphone use continues to rise in India, we see great opportunity in the mobile wallet space and Paytm, as a leader in this field, is best equipped to build a mobile payments ecosystem in the country,” Han said.

“The strategic partnership with Ant Financial Services Group gives us immense pride. Ant Financial believes in the power of technology and supports great teams with innovative ideas across different markets, and will help us greatly enhance our customer proposition. We are pleased to partner with Ant Financial in India. I believe that together, we will change the landscape of mobile payments and commerce in our country,” said Vijay Shekhar Sharma, Founder & CEO of One97 and Paytm.

Ant Financial Services Group is a leader in China’s field of online payment and financial services, which is focused on serving small and micro enterprises and consumers. Alipay Wallet, the mobile payment app under Ant Financial, has over 190 million users. During the Singles Day promotion on November 11 2014, Alipay Wallet processed nearly 200 million mobile payments within 24 hours.

Paytm is India’s largest mobile payment and commerce platform. Paytm started by offering mobile recharge and utility bill payments and today it offers a full marketplace to consumers on its mobile apps. In a short span of time Paytm has scaled to nearly 25 Million orders a month. Paytm mobile wallet is used by more than 23 million users to pay for various services.

According to IDC, India is the fastest growing smartphone market in Asia/Pacific with market standing at 72.5 million units in Q3 2014, which is a 15 percent quarter-on-quarter growth and a 9 percent year-on-year growth compared to Q3 2013. This exponential growth in smartphone adoption in India has also led to growth of India’s online payments industry which is growing at a compound annual growth rate of 50 percent over 2007-2014. Owing to such positive market predictions and favorable policy infrastructure, this partnership between Ant Financial Services Group and Paytm, will foster the growth of India’s digital payment ecosystem.

Citi and Goldman Sachs served as the financial advisors. Simpson Thacher & Bartlett LLP, Trilegal and Amarchand & Mangaldas & Suresh A. Shroff & Co. acted as the legal advisors. KPMG served as diligence advisor on this transaction.

About Ant Financial Services Group

Ant Financial Services Group is focused on serving small and micro enterprises as well as consumers. With the vision “to turn trust into wealth,” Ant Financial is dedicated to building an open ecosystem of Internet thinking and technologies while working with other financial institutions to support the future financial needs of society. Businesses operated by Ant Financial Services Group include Alipay, Alipay Wallet, Yu’e Bao, Zhao Cai Bao, Ant Micro Loan and Sesame Credit.

About One97 Communications

One97 Communications Ltd. is India’s leading mobile Internet Company which runs Paytm branded mobile payment and commerce platform. Headquartered in New Delhi, One97 is backed by marquee investors such as SAIF Partners, Sapphire Ventures and Saama Capital. For more details visit www.one97.com.

Media Contacts

Teresa Li
Alibaba Group
+852 9138 5120
teresali@hk.alibaba-inc.com

Melanie Lee
Alibaba Group
+852 9845 5416
melanielee@hk.alibaba-inc.com

Sonia Dhawan
One97 Communications/Paytm
+91 98 9981 1761
sonia@paytm.com

Nitin Shukla
Genesis Burson-Marsteller
+91 98 7398 5197
nitin.shukla@bm.com

Safe Harbor Statements

This press release 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 “will,” “expects,” “anticipates,” “future,” “intends,” “plans,” “believes,” “estimates,” “potential,” “continue,” “ongoing,” “targets” and similar statements. Among other things, statements that are not historical facts, including statements about Alibaba’s beliefs and expectations, the business outlook and quotations from management in this press release, as well as Alibaba’s strategic and operational plans, 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 following: Alibaba's goals and strategies; Alibaba's future business development; Alibaba's ability to maintain the trusted status of its ecosystem, reputation and brand; Alibaba's ability to retain or increase engagement of buyers, sellers and other participants in its ecosystem and enable new offerings; risks associated with acquisitions; privacy and regulatory concerns; competition; security breaches; the continued growth of the e-commerce market in China and globally; and fluctuations in general economic and business conditions in China and globally 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 SEC. All information provided in this press release is as of the date of this press release and is based on assumptions that Alibaba believes 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.