Our Vision

CREDIT = WEALTH

Bring small and beautiful changes to the world

Leverage the Power Of Internet and Big Data
Empower Financial Institutions To Create Ecosystem
Serve SMEs and Individual Customers
Provide Inclusive Financial Services
## Ant Financial to Evolve Into A Global Leading Fintech Company

### PAYMENT

<table>
<thead>
<tr>
<th>Carrier</th>
<th>No. of Active Users</th>
<th>Daily Average Transactions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visa</td>
<td>2.2bn accounts</td>
<td>260mn</td>
</tr>
<tr>
<td>PayPal</td>
<td>180mn active users</td>
<td>16mn daily average</td>
</tr>
<tr>
<td>MasterCard</td>
<td>1.4bn accounts</td>
<td>180mn daily average transactions</td>
</tr>
</tbody>
</table>

### WEALTH MANAGEMENT

<table>
<thead>
<tr>
<th>Provider</th>
<th>Annual Active Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ant</td>
<td>152mn</td>
</tr>
</tbody>
</table>

### FINANCING

<table>
<thead>
<tr>
<th>Provider</th>
<th>3-Yr Operation</th>
<th>Cumulative Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>China Merchants Bank</td>
<td>38bn cards in circulation</td>
<td>China Life 400mn cumulative users</td>
</tr>
<tr>
<td>CITIC Securities</td>
<td>7mn active users</td>
<td>Ping An 110mn cumulative users</td>
</tr>
<tr>
<td>Lufax</td>
<td>3.6mn active users</td>
<td>China Minsheng Bank 4.5mn cumulative borrowers</td>
</tr>
</tbody>
</table>

### INSURANCE

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### CREDIT REFERENCE

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1: Number of accounts of Ant and PayPal with one or more successful transactions in 2015. Numbers of accounts of Visa and MasterCard as of the fourth quarter of 2015.
2: Daily average transactions of the first quarter of 2016.
3: Daily average transactions of the fourth quarter of 2015.
4: As of March 31, 2016.
5: All data without footnote above refer to the year of 2015 or as of 2015.

Source: annual reports, IR websites, research reports, public news
Massive and Fast-Growing User Base

RAPIDLY EXPANDING USER BASE

Users of Ant Financial

CATERING TO THE NEEDS OF MORE SMES

Cumulative Customers of SME Loan Business

Note: number of SMEs cumulatively served in the year
Highly Engaged Users

Penetrate into more consumption scenarios to increase the portion of users active in multi-user cases and thus generate more complete data.

User Structure by # of Active Scenarios
- Committed: 4 or more active scenarios
- Advanced: 2-3 active scenarios
- Fresh: 1 active scenario

1. Ant Financial has penetrated into more consumption scenarios in daily life.
2. Transactions from Alibaba China retail marketplaces in 2015 take up less and less TPV of Ant Financial.
3. Public Welfare, Dining, Gaming, Online Shopping, Transportation, Mobile Top-Up, Credit, Red Packet/Money Transfer, Daily Household Services, Retail Stores, Medical Services, Campus, Financial Services.
## More Powerful Platform Effects When Introducing New Products

The characteristics as a platform become more apparent as the period is becoming shorter for one financial product from inception to over 100mn users.

<table>
<thead>
<tr>
<th>Products</th>
<th>Launch Time</th>
<th>Reaching to 100mn+ Cumulative Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sesame Credit</td>
<td>January 2015</td>
<td>11 months</td>
</tr>
<tr>
<td>Yu’e Bao</td>
<td>June 2013</td>
<td>20 months</td>
</tr>
<tr>
<td>Insurance</td>
<td>November 2010</td>
<td>31 months</td>
</tr>
</tbody>
</table>
Our Competitive Advantages

- Huge User Base with Great Potential
- Incubator for Vital and Innovative Financial Products
- World-Class Financial Cloud Technology Platform
- Pioneer in DT Era Employing Data to Drive Innovation
Yu’e Bao: Convenient Cash Management Service

**POSITIONING**
The money market fund provides convenient cash management service for users, enhances efficiency of client funds and lays down the foundation for other wealth management services.

**SMALL BALANCE**
~RMB 6,300 per holder

**MASSIVE USERS**
>120mn outstanding users

**LARGE SCALE**
> RMB 760bn
Ranked #3 Globally

**IT Edges Enable High Frequency Usage**
Seamless connection between Yu’e Bao and consumption enjoys wide popularity due to great user experience and ever-expanding user scenarios.

**Big Data Helps Liquidity Risk Mgmt**
Financial risk management: Analysis of indicators such as future redemption ratio based on big data ensures the liquidity and safety of Yu’e Bao.

Note: data of Yu’e Bao as of March 31, 2016.
Our Growth Strategy: Rural, Global and Data-Driven

To capture the urbanization trend, to serve users in rural areas, and to make the financial services more inclusive.

To collaborate with local partners through technology transfer, to make the financial services more accessible.

Dynamic data are generated from the businesses, while the data in turn feed the business ecosystem.
Aim to Serve 2 Billion Customers Globally in 10 Years

Inclusive Financial Service Driven by Technology is the Key Strategic Opportunity for Ant Financial

Global Users Targeted by Ant Financial

Paytm Active Users 122mn
Domestic Active Users 451mn

Active Users of Ant Financial

2013 2014 2015

CAGR 39%

Global

RURAL

1,370mn (1) China Population

690mn (2) China Internet Users

Active users with one or more successful transactions (including payment, money transfer, cash withdrawal) in 2015

2: CNNIC, 2015
3: Active users with one or more successful transactions (including payment, money transfer, cash withdrawal) in 2015
Shareholding Structure of Ant Financial Group

As of May 31, 2016

76.4% → 51.2% (3) → 33% (2) → 15.8% (3)

1. Includes cross grants to Alibaba Group
2. Right to a 33% equity stake subject to regulatory approval
3. Ownership percentage if Alibaba Group converts to a 33% equity stake

Alibaba Partnership Management & Employees (1)

Domestic China Investors

76.4% 23.6%