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ALIBABA.COM LIMITED

阿里巴巴網絡有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock code: 1688)

CHANGES IN PERSONAL PARTICULARS OF DIRECTORS AND RE-DESIGNATION OF DIRECTOR

This announcement is made pursuant to Rule 13.09 and Rule 13.51(2) of the Listing Rules in respect of certain changes in personal particulars of our directors and a re-designation of director as follows, all effective June 16, 2011:

- Mr. LU Zhaoxi, Jonathan, our chief executive officer, will cease to be the chief executive officer of Taobao in order to focus his executive activities exclusively on our Company; and
- Mr. SHAO Xiaofeng, our executive director, will cease to be the general manager of our Company's China Business Unit in order to focus his time as group secretary of Alibaba Group, and he will be re-designated as a non-executive director of our Company.

Changes in Personal Particulars of Directors and Re-designation of Director

This announcement is made by Alibaba.com Limited (the "Company") pursuant to Rule 13.09 and Rule 13.51(2) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the "Listing Rules") in respect of certain changes of personal particulars of our directors and a re-designation of director as follows, all effective June 16, 2011:

- Mr. LU Zhaoxi, Jonathan, our executive director and chief executive officer, will cease to be the chief executive officer of Taobao in order to focus his executive activities exclusively on our Company. Mr. Lu joined Taobao as its chief executive officer in January 2008. After his appointment as our chief executive officer on February 21, 2011, Mr. Lu has continued to concurrently serve in this capacity with Taobao while dedicating as much time as necessary to perform his duties as chief executive officer of our

Company. However, our board and Mr. Lu both considered that it would ultimately be in our Company's best interests if he focuses his executive activities exclusively on our Company. Going forward, Mr. Lu will only assume the role of non-executive chairman in respect of Taobao's customer to customer (C2C) marketplace business; and

- Mr. SHAO Xiaofeng, our executive director, will cease to be the general manager of our Company's China Business Unit in order to focus his time as group secretary of Alibaba Group Holding Limited ("Alibaba Group"), and he will be re-designated as a non-executive director of our Company. In place of Mr. Shao, Mr. YE Peng, currently vice president of Taobao, is transferring to our Company and will be appointed as the general manager of our China Business Unit.

Biographical Details of the Re-designated Director

Pursuant to Rule 13.51(2) of the Listing Rules, we set out below the biographical details of the re-designated director, Mr. SHAO Xiaofeng as follows:

Mr. SHAO Xiaofeng, aged 45, was first appointed as our executive director on January 1, 2011. He served as general manager of our China Business Unit between August 2010 and June 2011, leading a team that focuses on giving Chinese buyers and suppliers access to powerful online trading tools. Mr. Shao is the group secretary and a senior vice president of Alibaba Group, principally responsible for facilitating strategic collaboration among its different subsidiaries. Mr. Shao has extensive experience in network security, e-commerce, online transaction and payment. He joined Alibaba Group in March 2005 as director of the network security department, helping to build a security management system and a team of network security professionals for our Company and certain subsidiaries of Alibaba Group from scratch and has successfully laid a solid foundation in risk management for Alibaba Group. In February 2007, he was appointed vice president of Alibaba Group and vice president of Taobao, principally responsible for strategic development planning, overall marketing and business modeling. He became executive president of Alipay in January 2008. In January 2009, he was appointed senior vice president of Alibaba Group and president of Alipay. Prior to joining Alibaba Group, Mr. Shao was a renowned police inspector in mainland China, specializing in crime investigation. Mr. Shao holds an Executive Master's degree in Business Administration from China Europe International Business School. Apart from our Company, Mr. Shao has not held any directorship in any public listed companies in the last three years.

Mr. Shao does not have any relationship with any director, senior management, substantial shareholder or controlling shareholder of our Company. As of the date of this announcement, Mr. Shao held 260,260 shares of our Company ("Shares") and share options and restricted share units in respect of a total of 2,202,500 underlying Shares as beneficial owner, representing approximately 0.05% of our issued share capital. Save as disclosed above, Mr. Shao does not have any interest in the Shares or underlying Shares within the meaning of Part XV of the Securities and Futures Ordinance.

Mr. Shao was re-elected as our director for a term of not exceeding three years in our annual general meeting held on May 14, 2011. In future, he is subject to retirement by rotation and re-election at our annual general meeting at least once every three years in accordance with our articles of association. In the past, as the general manager of our China Business Unit Mr. Shao received emoluments in the total sum of approximately RMB7,256,000 for the year ended December 31, 2010, which included basic salary, allowances, discretionary bonus and share-based compensation.

There is no information about Mr. Shao that is required to be disclosed pursuant to Rule 13.51(2)(h)-(v) of the Listing Rules.

Save as disclosed above, there are no other matters that need to be brought to the attention of our shareholders in connection with Mr. Shao's re-designation as a non-executive director of our Company.

General Information

Following the above-mentioned re-designation, the total number of directors on our board will remain unchanged at 12, comprising three executive directors, five non-executive directors and four independent non-executive directors.

On behalf of the Board
MA Yun, Jack
Chairman

Hong Kong, June 16, 2011

As at the date of this announcement, and after giving effect to the above re-designation, the composition of our board is as follows:

Chairman and Non-executive Director

MA Yun, Jack

Executive Directors

LU Zhaoxi, Jonathan
WU Wei, Maggie
PENG Yi Jie, Sabrina

Non-executive Directors

TSAI Chung, Joseph
TSOU Kai-Lien, Rose
OKADA, Satoshi
SHAO Xiaofeng

Independent Non-executive Directors

NIU Gen Sheng
KWAUK Teh Ming, Walter
TSUEI, Andrew Tien Yuan
KWAN Ming Sang, Savio