



To whom it may concern

Cologne/ Hangzhou, 7 February 2017

Chinese retail platform Tmall Fresh (Alibaba Group) starts sourcing products from GLOBALG.A.P. certified producers

Tmall Fresh and GLOBALG.A.P. jointly announce their recently founded partnership. From now on, Tmall Fresh, which is operated by Alibaba Group, will source fresh produce from GLOBALG.A.P. certified producers.

This is an excellent opportunity for you, as producer, or if you market products from GLOBALG.A.P. certified producers, to sell them to Tmall Fresh. The online retailer will enable your products to reach China's vast and growing consumer market. Tmall.com is seen by many as a destination for quality, brand-name goods catering to increasingly sophisticated Chinese consumers and is the most visited b2c online retail website in the world.

If you are interested in selling your certified products please contact Mr. Robin Gao, Tmall-Fresh-Mr Fresh, Mobile: +86 13910981060, and Email: mizong.gl@alibaba-inc.com.

Please remember: GLOBALG.A.P. does not assume any responsibility on the business relationship between producers and Tmall Fresh.

Best regards,

GLOBALG.A.P. c/o FoodPLUS GmbH

Flavio Alzueta
Vice President & Chief Marketing Officer

A handwritten signature in black ink, appearing to read "Flavio Alzueta", written over the printed name and title.

Tmall Fresh

RAY HE
GM OF Tmall Fresh

A handwritten signature in black ink, appearing to read "Ray", written over the printed name and title.

About Alibaba.com

Launched in 1999, Alibaba.com is the leading platform for global wholesale trade. We serve millions of buyers and suppliers around the world.

Alibaba.com brings you hundreds of millions of products in over 40 different major categories, including consumer electronics, machinery and apparel.

Buyers for these products are located in 190+ countries and regions, and exchange hundreds of thousands of messages with suppliers on the platform each day.

Alibaba Group's mission is to make it easy to do business anywhere. The company aims to build the future infrastructure of commerce. It envisions that its customers will meet, work and live at Alibaba, and that it will be a company that lasts at least 102 years.

In the fiscal year ending March 2016, Alibaba's China retail marketplace platforms surpassed RMB 3.1 trillion in Gross Merchandise Volume (GMV). That is about 485 billion in U.S. dollars with 423 Million annual active buyers.

About Tmall

Tmall is an affiliate of Alibaba Group, and is China's largest third-party platform for brands and retailers.

Launched in April 2008, Tmall.com (www.tmall.com) is dedicated to providing a premium shopping experience for increasingly sophisticated Chinese consumers in search of top-quality branded merchandise. A large number of international and Chinese brands and retailers have established storefronts on Tmall.com. According to iResearch, Tmall.com was one of China's largest third-party platform for brands and retailers in terms of monthly active users in 2015.

Tmall already has more than 400 million buyers, more than 50,000 merchants, and over 70,000 brands.

In the fiscal year ending March 2016, Tmall retail marketplace platforms surpassed RMB 1.2 trillion in Gross Merchandise Volume (GMV).