



Woolworths Launches on Tmall Global

Hangzhou, China, January 4th 2016 – Woolworths, Australia’s largest supermarket retailer, has launched its online store on Tmall Global, the overseas platform of Alibaba Group’s B2C Tmall business in China, which will enable Chinese consumers to order a range of high-quality products directly from Woolworths.

The Woolworths online store on Tmall Global (<http://woolworths.tmall.hk>) will be the only official online store for Chinese consumers to purchase products from Woolworths. This will also provide an opportunity for Woolworths’ Australian suppliers to enter the China market. Australian products are increasingly being sought by China’s rapidly growing middle class who are looking for high quality and trusted international products.

Ken Ma, head of Australia, New Zealand and Japan regions for Tmall Global said, “We’re delighted to have a retailer of Woolworths size and reputation open a store on Tmall Global. Health and product safety is very important to Chinese consumers, who are very discerning in their choice of products and are willing to source them from trusted providers in countries like Australia.”

Woolworths FoodCo Director, Steve Greentree, said, “Woolworths is pleased to launch our store on Alibaba’s Tmall Global online site, opening up our business directly to Chinese consumers. We know there is a strong demand for high quality, Australian made products and we’re proud to be able to supply those products into this market.”

The Woolworths announcement comes as Tmall Global celebrates ‘Australia Day’ on Monday January 4th as the platform highlights a range of Australian brands and products available to Chinese customers.

Tmall Global is an extension of Alibaba’s B2C Tmall business in China that allows international merchants and retailers to sell products to Chinese consumers without having a physical presence in China.

Around 5,400 overseas brands from 25 countries and regions have opened stores on Tmall Global as a stepping stone into China, including a growing number of brands from the U.S., Germany, Australia, South Korea, Japan, Taiwan and Hong Kong.

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About Tmall Global

Launched in February 2014, Tmall Global (www.tmall.hk) is an overseas platform and an extension of Alibaba Group’s B2C Tmall business, which enables overseas merchants to enter China’s online retail market. By joining Tmall Global, merchants can conduct business from overseas without the need for physical operations within mainland China. International brands on Tmall Global benefit from the exposure to the hundreds of millions of visitors on Taobao Marketplace and Tmall.com. Through Tmall Global, Chinese consumers have access to a variety of branded products sourced and fulfilled from outside mainland China.

For more information about Tmall Global, please visit:
<http://www.tmall.hk/market/tmallhk/business-whytmallglobal.php?>

About Woolworths

Woolworths is an Australian company that was founded in 1924 in Sydney. Today, Woolworths has more than 3,000 stores across Australia and New Zealand, serving 28 million customers each week, and spanning food, liquor, petrol, general merchandise, home improvement and hotels. Woolworths is a proud, home-grown Australian business, employer of more than 198,000 people and committed business partner of many thousands of local farmers, producers and manufacturers.

For more information about Woolworths, please visit:

<http://woolworthslimited.com.au>

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