



Press Release

## **Nestlé Partners with Alibaba Group on Consumer Campaign to Celebrate 150th Anniversary**

*Nestlé's campaign engages hundreds of millions of Chinese consumers through Alibaba's online and mobile marketplaces, media platform and rural services*

Beijing, June 5, 2016 -- Nestlé and Alibaba Group today announced the launch of a unique digital commerce and marketing campaign in celebration of Nestlé's Swiss heritage and passion for nutrition over the last 150 years. The six-month joint campaign leverages Alibaba's online and mobile marketplaces, media platform, and rural services to make Nestlé's products from around the world available for China's consumers to enjoy.

The theme of the campaign "Planet of Wonders" captures the spirit of the partnership bringing together Nestlé's rich variety of quality products from around the world with Alibaba's powerful ecosystem and distribution channels.

On June 5<sup>th</sup>, Nestlé will kick off the campaign with a 3-day "Super Brand Day" promotion on Tmall.com. The campaign will feature 154 products from 30 brands, 67 of which will be introduced to Chinese consumers for the first time, including Nido milk powder from the Netherlands, Nestlé Damak chocolate from Turkey, Nescafé Gold from France, and Nestlé and Wyeth infant nutrition products from Switzerland, the UK and Germany. Nestlé will also participate in Alibaba's Tmall Country Pavilions starting in August to offer more products from around the world.

"There is no better way to celebrate 150 years of Good Food, Good Life than to create an opportunity for everyone in China to share our passion for nutrition, health and wellness" said Wan Ling Martello, Executive Vice President responsible for Nestlé's Zone Asia, Oceania and sub-Saharan Africa. "And there is no better place than China to start the story of the next 150 years. Consumers here are very discerning and adapting to technology faster than almost anywhere else in the world."

Alibaba is proud to enable digital transformation for a world-class company like Nestlé in China. Our unique ecosystem of integrated e-commerce and digital media powered by big data provides unprecedented capability to merchants to engage in brand-building and customer relationship management that will boost their overall business," said Daniel Zhang, Chief Executive Officer of Alibaba Group. "We will continue to expand on our partnerships and infrastructure to deliver access to the widest selection of the best products from around the world to consumers, whether they live in Beijing or a rural village in the farthest edges of the country.

Leveraging the power of Alibaba's e-commerce media ecosystem, Nestlé will amplify its branding and marketing efforts via a virtual reality campaign on Youku Tudou, one of China's top online video and streaming service platforms. This is the first time the online video portal has worked with a brand partner on a virtual reality campaign in China. The tie-up will give Nestlé's campaign prominence on some of the highest-rated programs on the portal.

## **Nestle**

As the world's leading nutrition, health and wellness company, Nestlé is the worldwide leader in product categories such as soluble coffee, infant nutrition, bottled water, condensed and evaporated milk, ice cream, as well as chocolate and malt drinks, and culinary. The Group is also a co-leader in petcare. The Company is committed to delivering shareholder value through sustainable, capital efficient and profitable long-term growth.

## **About Alibaba Group (NYSE: BABA)**

Alibaba Group's mission is to make it easy to do business anywhere. The company is the largest online and mobile commerce company in the world in terms of gross merchandise volume. Founded in 1999, the company provides the fundamental technology infrastructure and marketing reach to help businesses leverage the power of the Internet to establish an online presence and conduct commerce with hundreds of millions of consumers and other businesses.

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