



Alibaba

Alibaba Group Holding Limited 阿里巴巴集團控股有限公司

(Incorporated in the Cayman Islands with limited liability)
(於開曼群島註冊成立的有限責任公司)

(Stock Code: 9988 (HKD Counter) and 89988 (RMB Counter))
(股份代號：9988 (港幣櫃台) 及 89988 (人民幣櫃台))

November 29, 2024

Dear non-registered shareholder(s),

Arrangement of Electronic Dissemination of Corporate Communications

Pursuant to Rule 2.07A of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited under the expansion of the paperless listing regime and electronic dissemination of corporate communications that came into effect on December 31, 2023, Alibaba Group Holding Limited (the “Company”) is writing to inform you that the Company has adopted the electronic dissemination of its corporate communications (the “Corporate Communications”), which means any documents issued or to be issued by the Company for the information or action of holders of any of its securities, including but not limited to (a) a directors’ report, its annual accounts together with a copy of the auditors’ report and, where applicable, its summary financial report; (b) an interim report and, where applicable, its summary interim report; (c) a notice of meeting; (d) a listing document; (e) a circular; and (f) a proxy form.

By adopting electronic dissemination, both the English and Chinese versions of all future Corporate Communications will be available to all the shareholders of the Company electronically on the website of the Company at www.alibabagroup.com and the HKEXnews website at www.hkexnews.hk. You will need to proactively check the Company’s website and the HKEXnews website to keep up with the Company’s publication of Corporate Communications.

If you would like to receive Corporate Communications in printed form, please complete and sign the enclosed Reply Form on the reverse side and send it to the Company’s Hong Kong Share Registrar (the “Hong Kong Share Registrar”), Computershare Hong Kong Investor Services Limited, at 17M Floor, Hopewell Centre, 183 Queen’s Road East, Wan Chai, Hong Kong or send an email to Alibaba.ecom@computershare.com.hk specifying your name, address and request to receive the Corporate Communications in printed form.

Notwithstanding the above, please note that Actionable Corporate Communications^(Note) will be sent in printed form or through email. If you wish to receive Actionable Corporate Communications^(Note) from the Company by email, you should liaise with your bank(s), broker(s), custodian(s), nominee(s) or HKSCC Nominees Limited through which your shares in the Company are held (collectively, the “Intermediaries”) and provide your email address to your Intermediaries. **If the Company does not receive your functional email address from the Intermediaries, until such time that the functional email address is provided to the Intermediaries, the Company will send the Actionable Corporate Communications in printed form.**

Should you have any queries relating to this letter, please contact the Hong Kong Share Registrar at (852) 2862 8688 during business hours from 9:00 a.m. to 6:00 p.m. (Hong Kong time), Mondays to Fridays, excluding Hong Kong public holidays.

Yours faithfully,
By order of the Board
Alibaba Group Holding Limited
Kevin Jinwei ZHANG
Secretary

Note: Actionable Corporate Communication is any corporate communication that seeks instructions from the Company’s securities holders on how they wish to exercise their rights or make an election as the Company’s securities holder.

各位非登記股東：

以電子方式發佈公司通訊之安排

根據自2023年12月31日起生效的擴大無紙化上市機制及以電子方式發佈公司通訊規定下的香港聯合交易所有限公司證券上市規則第2.07A條，阿里巴巴集團控股有限公司（「公司」）謹此通知閣下，公司已採用以電子方式發佈公司通訊（「公司通訊」）之安排，該公司通訊是指公司為向其任何證券持有人提供資訊或提醒其採取行動而發佈或將要發佈的任何文件，包括但不限於(a)董事報告、年度帳目以及審計報告副本以及(如適用)財務摘要報告；(b)中期報告及(如適用)中期摘要報告；(c)會議通知；(d)上市文件；(e)通函；及(f)代表委任表格。

採用電子方式發佈後，所有日後發佈的公司通訊的英文版和中文版將在公司網站www.alibabagroup.com和香港交易所披露易網站www.hkexnews.hk上提供，以代替印刷本。閣下需要主動查看公司網站和披露易網站以留意公司之公司通訊的發佈。

若閣下希望收取公司通訊之印刷本，請填妥隨附本函件背頁之回條並交回公司的香港股份過戶登記處（「香港股份過戶登記處」）香港中央證券登記有限公司（地址為香港灣仔皇后大道東183號合和中心17M樓），或發送電子郵件至Alibaba.ecom@computershare.com.hk，並註明閣下的姓名、地址以及收取公司通訊印刷本的要求。

儘管有上述安排，請注意，可供採取行動的公司通訊^(附註)將以印刷本或通過電子郵件寄發。如有意通過電子郵件收取可供採取行動的公司通訊^(附註)，閣下應聯絡代閣下持有公司股份的銀行、經紀、託管商、代理人或香港中央結算(代理人)有限公司(統稱「中介公司」)，並向閣下的中介公司提供閣下的電子郵件地址。如果公司沒有從中介公司收到閣下的有效電子郵件地址，直至中介公司收到閣下有效的電子郵件地址前，公司將以印刷本形式發送可供採取行動的公司通訊。

如閣下對本函件有任何疑問，請於星期一至五（香港公眾假期除外）上午9時正至下午6時正（香港時間）辦公時間內致電香港股份過戶登記處(852) 2862 8688查詢。

承董事會命
阿里巴巴集團控股有限公司
張錦璋
公司秘書
謹啟

2024年11月29日

附註：可供採取行動的公司通訊指任何涉及要求公司的證券持有人指示其擬如何行使其有關證券持有人的權利或作出選擇的公司通訊。

REPLY FORM 回條

To: **Computershare Hong Kong Investor Services Limited**
(the "Hong Kong Share Registrar")
17M Floor, Hopewell Centre
183 Queen's Road East, Wan Chai, Hong Kong

致：香港中央證券登記有限公司
(「香港股份過戶登記處」)
香港灣仔皇后大道東183號
合和中心17M樓

REMINDER 提示

As a non-registered shareholder, if you wish to receive Actionable Corporate Communications* from the Company by email, you should liaise with your bank(s), broker(s), custodian(s), nominee(s) or HKSCC Nominees Limited through which your shares are held (collectively, the "Intermediaries") and provide your email address to your Intermediaries.

作為非登記股東，如有意透過電子郵件收取可供採取行動的公司通訊*，閣下應聯絡閣下持有股份的銀行、經紀、託管商、代理人或香港中央結算(代理人)有限公司(統稱「中介公司」)，並向閣下的中介公司提供閣下的電子郵件地址。

Request for Corporate Communications** in printed form / 要求收取公司通訊**印刷本

(Please mark "✓" in the below box if applicable) (如適用，請在以下方格內劃上「✓」號)

Name of the listed company (the "Company"): **Alibaba Group Holding Limited**
上市公司(「公司」)名稱：**阿里巴巴集團控股有限公司**

I/we would like to receive future Corporate Communications** in printed form.
本人/吾等欲收取日後公司通訊**的印刷本。

Name(s) of non-registered shareholder(s):
非登記股東姓名：

(Please use ENGLISH BLOCK LETTERS 請用英文正楷填寫)

Signature(s): (Note 1)
簽名：(附註1)

Contact number:
聯絡電話號碼：

Date:
日期：

Notes:

附註：

- This letter is addressed to non-registered shareholder(s) ("Non-registered shareholder" means such person or company whose shares are held in The Central Clearing and Settlement System (CCASS) and who has notified the Company from time to time through Hong Kong Securities Clearing Company Limited that such person or company wishes to receive Corporate Communications*). 此函件乃向公司之非登記股東(「非登記股東」指股份存放於中央結算及交收系統的人士或公司，已透過香港中央結算有限公司不時向公司發出通知，表示欲收取公司通訊*)發出。
 - Please complete all your details clearly. 請閣下清楚填妥所有資料。
 - Any Reply Form with no box marked ("✓"), with no signature or otherwise incorrectly completed will be void. 如在本回條未有在方格內劃上「✓」號、或未有簽署、或在其他方面填寫不正確，則本回條將會作廢。
 - For the avoidance of doubt, the Company does not accept any other instructions given on this Reply Form. 為免存疑，在本回條上的任何額外指示，公司將不予處理。
- * Actionable Corporate Communications refer to any corporate communications that seek instructions from the Company's securities holders on how they wish to exercise their rights or make an election as the Company's securities holders.
可供採取行動的公司通訊乃指任何涉及及要求公司的證券持有人指示其擬如何行使其有關證券持有人的權利或作出選擇的公司通訊。
- ** Unless otherwise specified, Corporate Communications refer to any documents issued or to be issued by the Company for the information or action of holders of any of its securities, including but not limited to the annual report, interim report, notice of meeting, circular and proxy form.
除非另有註明，公司通訊乃指公司已發出或將予發出以供其任何證券的持有人參照或採取行動的任何文件，其中包括但不限於年報、中期報告、會議通知、通函及代表委任表格。

PERSONAL INFORMATION COLLECTION STATEMENT

收集個人資料聲明

- "Personal Data" in this statement has the same meaning as "personal data" in the Personal Data (Privacy) Ordinance, Chapter 486 of the Laws of Hong Kong ("PDPO"). 本聲明中所指的「個人資料」與香港法例第486章《個人資料(私隱)條例》(「私隱條例」)中「個人資料」的涵義相同。
- Your Personal Data provided in this Reply Form will be used in connection with the Company's electronic dissemination of Corporate Communications**. Your supply of Personal Data to the Company is on a voluntary basis. In case of a failure to provide sufficient information, the Company may not be able to process your instructions and/or requests as stated in this Reply Form. 閣下於本回條所提供的個人資料將用於有關公司以電子方式發佈公司通訊*的事宜上。閣下是自願向公司提供個人資料。若閣下未能提供足夠資料，公司可能無法處理閣下在本回條上所述的指示及/或要求。
- Your Personal Data may be disclosed or transferred by the Company to its subsidiaries, the Hong Kong Share Registrar, and/or other companies or bodies for any of the stated purposes, or when it is required to do so by law and will be retained for such period as may be necessary for our verification and record purposes. 公司可就任何所說明的用途或在法例規定的情況下，將閣下的個人資料披露或轉移給公司的附屬公司、香港股份過戶登記處、及/或其他公司或團體，並將在適當期間保留該等個人資料作核實及紀錄用途。
- You have the right to request access to and/or correction of your Personal Data in accordance with the provisions of the PDPO. Any such request for access to and/or correction of your Personal Data should be in writing, by mail to the Hong Kong Privacy Officer of the Hong Kong Share Registrar at 17M Floor, Hopewell Centre, 183 Queen's Road East, Wan Chai, Hong Kong or by email at PrivacyOfficer@computershare.com.hk. 閣下有權根據《私隱條例》的條文查閱及/或修改閣下的個人資料。任何該等查閱及/或修改個人資料的要求均須以書面方式郵寄至香港股份過戶登記處(地址為香港灣仔皇后大道東183號合和中心17M樓)向香港隱私主任提出，或發送電郵至 PrivacyOfficer@computershare.com.hk。

Mailing Label 郵寄標籤

Computershare Hong Kong Investor Services Limited
香港中央證券登記有限公司
Freepost No. 簡便回郵號碼：37
Hong Kong 香港

Please cut the mailing label and stick it on an envelope to return this form to us.

No postage is necessary if posted in Hong Kong.

當閣下寄回此回條時，請將郵寄標籤剪貼於信封上。
如在本港投寄，閣下無需支付郵費或貼上郵票。