



Call for your Trusted Product

Dear valued supplier,

Alibaba is very proud about every single product of yours that is sold on Alibaba's trading platforms such as Tmall and Taobao. However, we strongly believe that your products could be sold faster and at higher volumes with more consistent visualization of product content. In today's cross-channel commerce world product content is as important as the product itself. Consumers are demanding consistent, quality, and timely product information.

We kindly ask you to ensure control of your own product data on Alibaba's platforms and thereby help us to avoid counterfeit issues with your products. We need trusted product content directly from you, the original manufacturer, rather than leaving this important task to your 3rd party resellers and distributors. Consumers expect one, consistent product experience across all sales channels; we believe that this product experience should be driven by your brand identity and quality standards.

We at Alibaba firmly believe that the original manufacturer is best suited to provide all relevant product content in an accurate, compliant, and comprehensive way. Alibaba builds its product content strategy on the global standards of GS1 (see attached MoU) and we regard your company as a strong supporter of GS1 standards, as well.

Alibaba hereby encourages you to leverage your strong competitive advantage, as an experienced user of 1WorldSync and GDSN for product content aggregation, validation, and distribution to your trading partners. We are pleased that 1WorldSync is committed to helping you assess and leverage your existing data in 1WorldSync platforms for compliancy with Alibaba's requirements. Current Alibaba attribute and quality specifications are available for download on www.1worldsync.com.

- If your data is already comprehensive and compliant, we kindly ask you to simply publish your data on 1WorldSync platforms to Alibaba.
- If not, 1WorldSync will help you to top off additional content or to correct identified, inaccurate, or incomplete product content.

We consider this as another important step in Alibaba's commitment to protect your brand integrity and to assist law enforcement to bring counterfeiters to justice. Please consider Alibaba's initiative as our offer for a closer collaboration with your company. Our joint goal should be to sell more of your products via Alibaba's platforms and to constantly improve the consumers' overall shopping experience.

We therefore kindly ask you to provide us with your definitive delivery timelines, i.e. by when you will have shared all your product content with Alibaba. 1WorldSync will keep us constantly updated about your progress.

For further questions, please don't hesitate to reach out to your local Alibaba representative (ali_1worldsync@service.alibaba.com). Please contact your 1WorldSync helpdesk directly for any product data related questions.

Thank you for your collaboration,

墙辉, Qiang Hui

Senior Director, Alibaba

Dan Wilkinson

Chief Commercial Officer, 1WorldSync