

Company Overview

Alibaba Group Holding Ltd. (BABA) is a global technology conglomerate and China's largest e-commerce and digital services platform, with a diversified ecosystem spanning online retail, logistics, cloud computing, entertainment, and fintech. The company operates through four core business segments:

- 1. **China E-Commerce Group (Taobao & Tmall)**: Dominates China's online retail landscape, integrating logistics and payments through Cainiao and Alipay.
- 2. **Alibaba International Digital Commerce Group (AIDC)**: Oversees Lazada, Trendyol, Daraz, and AliExpress, driving cross-border growth across Southeast Asia and Europe.
- 3. **Cloud Intelligence Group**: One of the largest cloud providers globally, offering AI infrastructure, big data analytics, and enterprise-grade cloud solutions with 26% YoY growth.
- 4. **Digital Media & Entertainment**: Includes Youku, Alibaba Pictures, and other media platforms, diversifying the company's consumer engagement channels.

Headquartered in **Hangzhou**, **China**, Alibaba employs approximately **235,000 people worldwide** and maintains major offices in Singapore, the United States, and Europe.

In Q2 FY2025 (ended June 30, 2025), Alibaba reported revenue of RMB 247.7 billion (USD 34.5 billion), up 2% year-over-year, with net income rising 76% YoY to RMB 42.4 billion (USD 5.9 billion), driven by cost discipline and gains in Al-driven cloud revenue.

1. Top 5 Competitors

• Amazon.com Inc. (AMZN): Direct global competitor across cloud, retail, and digital commerce.

PDD Holdings (Pinduoduo): Rising e-commerce disruptor in domestic Chinese retail with strong cost leadership.

- **JD.com Inc. (JD)**: Competes with Alibaba's logistics efficiency and consumer trust in direct sales.
- **Baidu Inc. (BIDU)**: Competes in AI and cloud solutions, particularly in China's enterprise segment.
- Tencent Holdings Ltd. (TME / WeChat ecosystem): Major rival in social commerce, digital payments, and entertainment integration.



2. Largest Institutional Shareholders

Shareholder	Approx. % Ownership	Notes
Vanguard Group Inc.	~7.0%	Leading global ETF and index manager
BlackRock Inc.	~6.5%	Top institutional investor in Asia tech
T. Rowe Price Associates	~5.1%	Long-term growth investor
Norges Bank Investment Management	~3.9%	Sovereign wealth exposure
Capital Group	~3.4%	Large-cap global fund position

Alibaba's **institutional ownership is approximately 22%**, reflecting a blend of U.S., European, and Asian fund managers with long-term exposure to Chinese technology assets.

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3. Management Team

- Joseph C. Tsai Chairman of the Board
- Eddie Yongming Wu Chief Executive Officer
- Toby Xu Chief Financial Officer
- Daniel Zhang Chairman, Alibaba Cloud Intelligence (transitioned out mid-2025)
- Judy Tong Chief People Officer
- Trudy Dai CEO, Taobao & Tmall Group

Alibaba's leadership has been restructured to emphasize agility and independent group accountability following its 2023 organizational split.

4. Revenue

- FY2024 Revenue: RMB 941.2 billion (USD 130.5 billion)
- FY2025 Revenue (est.): RMB 996.3 billion (USD 138.0 billion)
- FY2026 Forecast: RMB 1.03 trillion (USD 143.6 billion)
- Net Margin: 14.8%
- Return on Equity: 15.2%
- Gross Margin: 40.7%
- Operating Cash Flow (Q2 2025): RMB 20.7 billion (USD 2.9 billion)
- Net Cash Position: RMB 353.6 billion (USD 49.4 billion)

Revenue growth remains modest at 5.5% YoY, but profitability has sharply improved due to reduced logistics costs and the cloud business's strong momentum.

5. Institutions with Buy Recommendations

Recent institutional and analyst Buy ratings include:

- Goldman Sachs Buy, PT USD 205 (Nov 2025)
- Morgan Stanley Overweight, PT USD 210 (Nov 2025)
- Bank of America Buy, PT USD 195 (Oct 2025)
- Citi Research Buy, PT USD 200 (Oct 2025)

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- UBS Group Buy, PT USD 202 (Sep 2025)
- J.P. Morgan Overweight, PT USD 190 (Sep 2025)

Consensus reflects renewed investor confidence following solid AI-driven cloud growth, increased share buybacks, and improving domestic consumption trends.

6. Analyst Sentiment Summary

• Consensus Rating: Buy

Analyst Breakdown: 14 Strong Buy / 24 Buy / 3 Hold / 1 Sell / 0 Strong Sell

• Average 12-Month Target: USD 200

High Target: USD 230Low Target: USD 150Implied Upside: +19%

Positive Drivers:

- · Strong performance in AI and Cloud segments (26% YoY growth).
- · Accelerating GMV and user engagement from Taobao & Tmall integration.
- · Aggressive share repurchase program (USD 815M in Q2 2025; USD 19.3B remaining authorization).
- · Expanding international digital commerce footprint.

Risks:

- · Macroeconomic volatility and regulatory oversight in China.
- · Geopolitical risks from U.S.–China tensions and export restrictions.

Slower-than-expected recovery in consumer sentiment and ad spending.

7. Insider Buying and Selling (Last 24 Months)

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- **Joseph Tsai (Chairman)**: Purchased additional ADS shares in 2025 following return to executive chairmanship.
- Eddie Wu (CEO): Retained significant equity exposure; no open-market activity disclosed.

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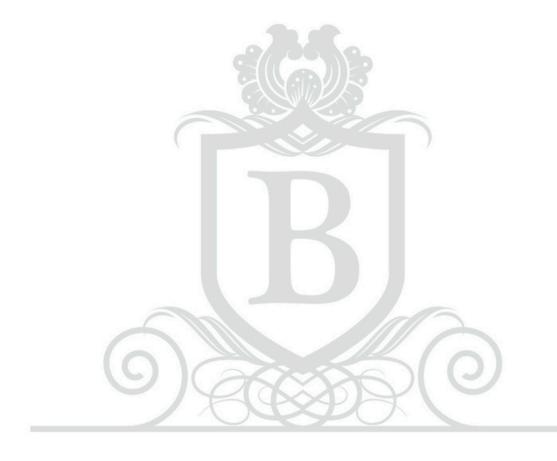
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- Daniel Zhang: Sold shares during 2024 leadership transition.
- Institutional insiders (SoftBank): Fully exited position in 2024.

Overall, insider activity has been neutral to positive, with governance stability and strong executive retention signaling internal confidence.



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