

5年投入100亿脱贫攻坚

我们相信绿水青山一定能变成金山银山!



Alibaba Poverty Relief Fund
阿里巴巴脱贫基金

阿里巴巴集团

Jinzhai Kiwi Fruits

Information Technology Reshapes Agriculture and Brings New Opportunities for Agricultural Products



Financial support and technical empowerment



Joint assistance



Standardized and large-scale



Demonstration base



Channelized and branding



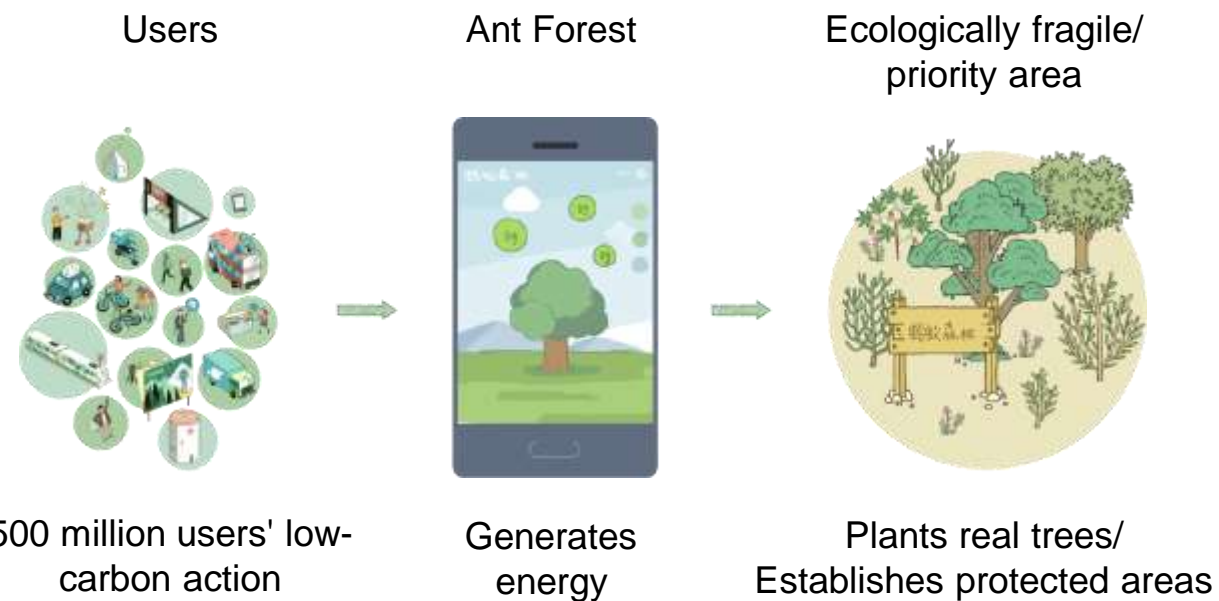
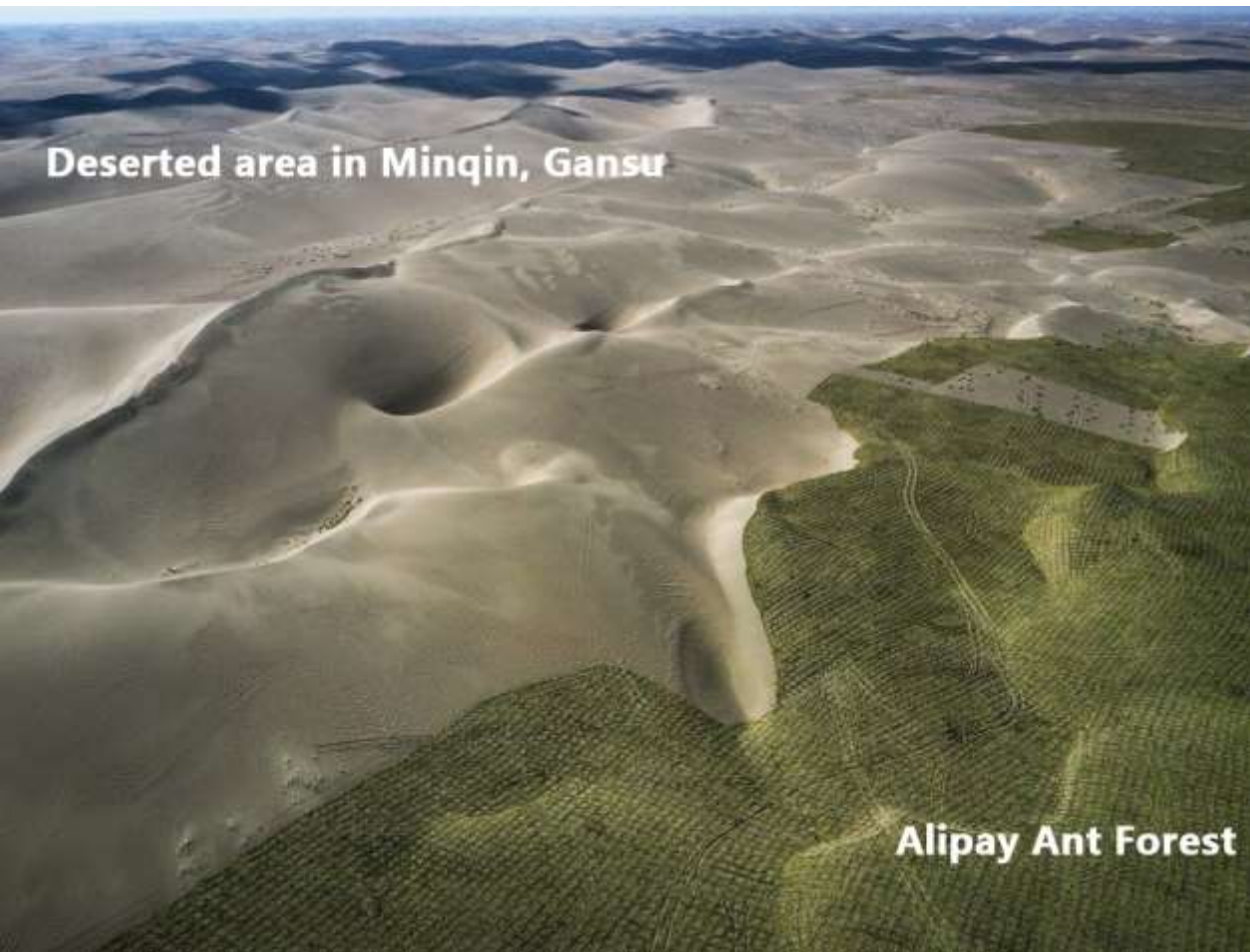
Alibaba's new retail matrix

WFP industry poverty alleviation base
Alibaba standardized demonstration base
50 acres

No. of poverty households covered
750

Average income growth per household
RMB 650

Ant Forest Lowered Participation Threshold on the Internet Mobilizes All of Society to Participate in Poverty Alleviation



No. of participating Users	No. of planted trees	Planted area
500 million people	100 million	Over 230 thousand acres

Backbone

Focuses on Sustainable Development and Prevents Returning Back to Poverty



Averagely **RMB 0.04** per donation provides main labor forces of poverty households with **full-coverage**, **fully transparent**, and **full-tracking** supplementary medical care.

Poverty population covered

Participating supporters

Fundraising scale

66 counties

360 million individuals

2.7 billion donations

4.25 million people

1.12 million merchants

RMB 136 million