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CHANGE OF CHIEF EXECUTIVE OFFICER AND COMPOSITION OF EXECUTIVE COMMITTEE

The Board announces that with effect from August 2, 2017, Mr. Fan Luyuan has been appointed as CEO and chairman of the Executive Committee in succession to Mr. Yu Yongfu who has stepped down as CEO and chairman of the Executive Committee.

CHANGE OF CHIEF EXECUTIVE OFFICER AND COMPOSITION OF EXECUTIVE COMMITTEE

The board (the “Board”) of directors (the “Director(s)”) of Alibaba Pictures Group Limited (the “Company”) announces that with effect from August 2, 2017, Mr. Fan Luyuan (“Mr. Fan”), executive Director and member of the executive committee of the Company (the “Executive Committee”), has been appointed as chief executive officer of the Company (“CEO”) and chairman of the Executive Committee in succession to Mr. Yu Yongfu (“Mr. Yu”) who has stepped down as CEO and chairman of the Executive Committee.

Mr. Yu stepped down as CEO and chairman of the Executive Committee in order to focus on his leadership and management responsibilities for the digital media and entertainment matrix of Alibaba Group Holding Limited. Mr. Yu remains as executive Director, chairman of the Board, chairman of the nomination committee of the Company and member of the remuneration committee of the Company.

Mr. Yu has confirmed that he has no disagreement with the Board and there are no matters that need to be brought to the attention of the shareholders of the Company in respect of his resignation as CEO and chairman of the Executive Committee.

The biographical details of Mr. Fan are as follows:

Mr. Fan, aged 44 and appointed to the Board on January 1, 2016, is an executive Director and a member of the Executive Committee. Mr. Fan joined Alipay in 2007, and served consecutively as senior director of Development Department, assistant president, vice

president and senior vice president. He was also president of Alipay Business Unit and Wealth Management Business Unit at Ant Financial Services Group. In 2010, he and his team pioneered the first ever Quick Payment, which improved the success rate of online transactions and greatly enhanced user experiences. In 2013, Mr. Fan led his team to create Yu'e Bao, which is now one of the world's largest financial products on the internet with over 200 million users, allowing mass consumers to be able to benefit from easy access to financial products. Meanwhile, he and his team have made the Alipay APP one of the most popular mobile internet products in China in three years. He holds an executive master's degree in business administration from Cheung Kong Graduate School of Business.

As at the date of this announcement, Mr. Fan does not have any interest in any shares of the Company within the meaning of Part XV of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong). Save as disclosed above, Mr. Fan has not held any other directorship in any public listed companies in the past three years, nor has he held any other major appointments and professional qualifications, and is not connected with any other Directors, senior management, substantial or controlling shareholders (as defined in the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the "Listing Rules")) of the Company.

Mr. Fan has entered into an appointment letter with the Company, under which he has agreed to act as an executive Director, for a term of one year and the term of his service shall be renewed automatically for successive one-year term or until terminated in accordance with the said appointment letter. His appointment is also subject to the relevant provisions of retirement by rotation and re-election in accordance with the Bye-laws of the Company or any other applicable laws whereby he shall vacate his office. Mr. Fan will not receive remuneration from the Company for his positions as an executive Director, CEO and chairman of the Executive Committee.

Save as disclosed herein, there is no other matter concerning Mr. Fan that needs to be brought to the attention of the shareholders of the Company nor is there any other information relating to Mr. Fan that is required to be disclosed pursuant to Rule 13.51(2) of the Listing Rules.

The Board would like to take this opportunity to express its gratitude to Mr. Yu for his contribution to the Company as CEO and chairman of the Executive Committee and warmly welcome Mr. Fan to his new positions in the Company.

By Order of the Board
Alibaba Pictures Group Limited
Yu Yongfu
Chairman

Hong Kong, August 2, 2017

As at the date of this announcement, the Board comprises Mr. Yu Yongfu, Ms. Zhang Wei and Mr. Fan Luyuan, being the executive Directors; Mr. Li Lian Jie and Mr. Shao Xiaofeng, being the non-executive Directors; and Ms. Song Lixin, Mr. Tong Xiaomeng and Mr. Johnny Chen, being the independent non-executive Directors.