
**Participation Rules for the 2021 Alibaba.com March Expo – Short Video
(the “Rules”)**

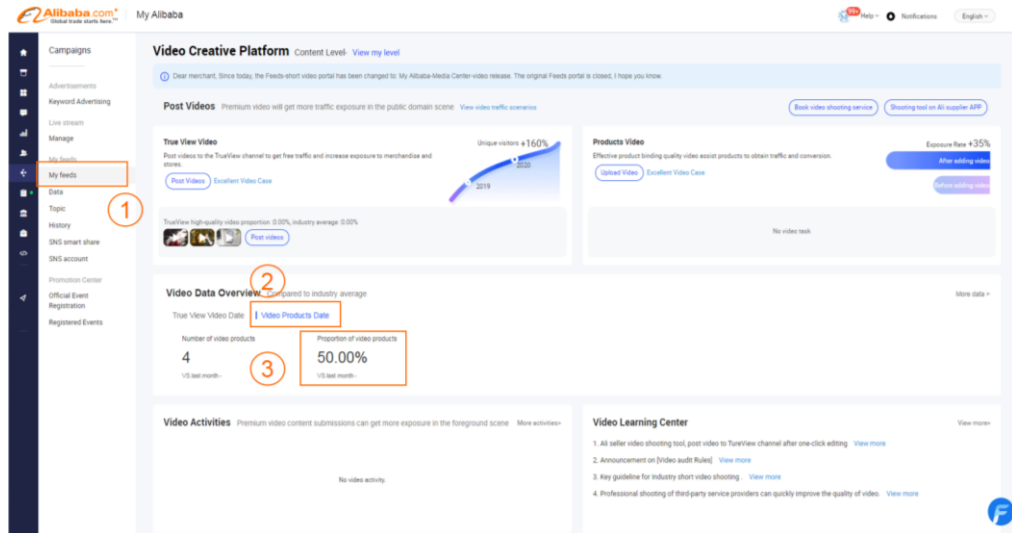
These Rules apply to the “**2021 Alibaba.com March Expo – Short Video**” promotional event (the “**Promotion**”) on the Alibaba.com International Website (www.alibaba.com) (“**Alibaba.com Website**”).

- 1. Promotion Period:** The Promotion begins at 00:00:00 (PST) on March 1, 2021 until 23:59:59 (PST) on March 31, 2021 (PST).
- 2. Registration Period:** The window for Eligible Merchant’s registration is open from 18:00:00 (PST) on January 10, 2021 until 7:59:59 (PST) January 24, 2021. Each Eligible Merchant may submit its registration application in accordance with the guidance below:

“My Alibaba” -> Campaigns -> Official Event Registration -> March Expo

- 3. Assessment Period:** All Eligible Merchants’ registration applications will be assessed by Alibaba from 18:00:00 (PST) on January 11, 2021 to 7:59:59 (PST) on February 18, 2021. Those Eligible Merchants who are being selected to participate in the Promotion will be informed by Alibaba in due course during or after the Assessment Period.
- 4. Eligible Merchants:**
 - (a) You must be: a Global Gold Supplier on the Alibaba.com Website (“**GGs**”) (although excluding Hong Kong and Taiwan regions) with a star rating of at least two star or above as indicated on the Alibaba.com Website on January 5, 2021 (PST) and have activated your GGS membership prior to registration;
 - (b) The contract end date of your GGS membership shall be later than April 30, 2021. Notwithstanding that, any GGS whose membership will be expiring on or before April 30, 2021 will still be eligible to participate in the Promotion provided however that you have renewed your membership (which includes settling the payment in relation thereto) prior to the submission of the registration application.
 - (c) You must have more than thirty (30) products posted on your profile on the Alibaba.com Website one day before submitting your registration application.
 - (d) Your main business must fall within one of the following business categories on the Alibaba.com Website: Agriculture; Food & Beverage; Apparel; Construction & Real Estate; Home & Garden ; Health & Medical ; Gifts & Crafts ; Sports & Entertainment ; Timepieces, Jewelry, Eyewear ; Machinery ; Beauty & Personal Care ; .
 - (e) The number of penalty points cumulatively incurred by you during the term of your GGS membership shall be less than twenty-four (24) points.
 - (f) You must not have been penalized more than once for any serious infringement of intellectual property rights.
 - (g) You must not have been restricted to participate in the Promotion due to any breach of any applicable law and/or regulation, and/or any rules and regulations on the Alibaba.com Website.

- (h) You must not have been found liable by Alibaba.com (and/or any of its affiliates) for any violation of any rules and regulations on the Alibaba.com Website, including any trade dispute.
- (i) The videos submitted by the merchants who have reached proportion of video products by 50% and more will be validated before others



- (j) For the avoidance of doubt, Alibaba.com shall have the absolute discretion in its assessment and selection of the Eligible Merchants to participate in the Promotion and will prioritize those Eligible Merchants who are deemed to be able to provide better products and/or services to buyers on Alibaba.com (some relevant considerations include but is not limited to the suitability of the Eligible Merchants in the context of the Promotion, buyers' demand, integrity of the Eligible Merchants, track record of the Eligible Merchants in performing their obligations and services on the Alibaba.com Website etc.). Unless otherwise determined by Alibaba.com, there shall not be any fee(s) payable by the Eligible Merchant for participating in this Promotion.

All videos and live broadcasts by Eligible Merchants taking part in any of the venues for the Promotion shall not include any of the following categories of products: adult products, e-cigarettes and epidemic prevention materials (except for the personal protective equipment products listed on Alibaba.com Select). Please refer to the link below for the detail product list:

<https://rule.alibaba.com/rule/detail/11002363.htm?spm=a271m.8038972.1999288231.1.1a546d82kMCKdu>;

<https://rule.alibaba.com/rule/detail/2044.htm?spm=a271m.8038972.0.0.1d956d82TzxDKV>

5. Product requirements:

- (a) Any participating product can specify one business category per product and if several business categories have been chosen for any one product, the final categorization will be determined by Alibaba.com.
- (b) Any participating product and its related information provided by you shall comply with all applicable laws and regulations and must not infringe upon any third party right(s) (including but not limited to intellectual property rights).

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- (c) All participating products must be within the scope of either one of the following business categories: Agriculture; Food & Beverage; Apparel; Construction & Real Estate; Home & Garden; Health & Medical; Gifts & Crafts ; Sports & Entertainment ; Timepieces, Jewelry, Eyewear ; Machinery ; Beauty & Personal Care ; . All such products must have a product quality score of at least 4 points.
 - (d) New product: any products released 90 days before your registration will be treated as a new product; the relevant content could be an introduction to the new products of the category, the upstream and downstream activities of the industry, new technologies, new trends, the relevant supply chain services or an introduction to the latest developments of your market;
 - (e) Product delivery: must adhere to the arrangement agreed between the buyer and the Eligible Merchant, and in the event of any breach of the agreed arrangement, a penalty may be applied determined in accordance with the relevant rules on the Alibaba.com Website should the buyer raise a complaint at the time of delivery.
 - (f) Alibaba.com reserves the right to select products from the pool of Eligible Merchants who applied for the Promotion based on its Promotion strategy, and those Eligible Merchants where their products meet the relevant requirement(s) may have an opportunity to be selected

6. Requirement on the product information

- (a) The size of the first picture of the registered product is recommended to be more than 600px * 600px. The picture should be square with a white background or scene. No watermark, logo and border are required. The product photo should be displayed in the middle. The product should account for more than half of the main picture. The picture and text should be consistent. The subject matter of the picture should highlight the main body of the product and show the overall appearance and design of the product. Any incomplete image or a multi-spliced picture in the main picture is not acceptable.(click to check the specifications of the picture).
- (b) The short videos of Eligible Merchants that meet the relevant requirements and the following characteristic will be displayed more preferentially:
 - (i) Has a certified qualification from the export destination country;
Note: please upload the product certificate to “My Alibaba” on the Alibaba.com Website in advance for verification of the authenticity of such certificate. Please submit the verified product certificate in the registration system.
 - (ii) Has experience in offering the products to other global e-commerce platforms. A photo or scan of the contract with such other global e-commerce platforms and the FBA shipping code or ASIN code should be submitted; and
 - (iii) Products that are shown with a main picture or detail video.

7. Video Requirements:

- (a) Video submission:
https://content.alibaba.com/topic_list?spm=a2700.11704259.0.0.4fb965aaUVcTmZ
- (b) Link the videos with the products launched on Alibaba.com in between 08:00:00 October 31, 2020 (PST) and 07:59:59 January 24, 2021 (PST)
- (c) You must choose related topic tag for your videos e.g. choose “New design” for your products under the session “New product release” at tab of “Product”

* Content Tag

Product Supplier

New product release Product Evaluation Operation process Popular trend Price dismantling

New design New features New material New process New technology New services New products New invention New life New recipe New fashion New manufacturing New scene

- (d) Eligible merchants applying for the pavilions for this promotion of short video need to submit up to five (5) videos under the relevant theme requirements set forth below and obtain approval from Alibaba.com. You must not submit the disapproved videos repeatedly
- (e) The videos with clear description or introduction to the uniqueness of new products will be validated before others e.g. New product launch: 2021 magnetic eyelash, more comfortable and easy to wear).
- (f) Eligible merchants applying for the pavilions for this Promotion need to submit two (2) to five (5) videos under the relevant theme requirements set forth below and obtain approval from Alibaba.com

Topics	Assessment requirement
March Expo - New design	<ol style="list-style-type: none"> 1. Meet the basic rules of true view/ short video ; 2. Link the videos with the products launched on Alibaba.com in between 08:00:00 October 31, 2020 (PST) and 07:59:59 January 24, 2021 (PST) 3. Explain in detail the product's design, color and functions; give priority to products with new patents 4. Highlight the company's design capabilities and standards 5. Products recognized by Red Dot Awards are preferred <p>*Please clearly state the new features of your products in the description of the videos</p>
March Expo - New features	<ol style="list-style-type: none"> 1. Meet the basic rules of true view/ short video ; 2. Link the videos with the products launched on Alibaba.com in between 08:00:00 October 31, 2020 (PST) and 07:59:59 January 24, 2021 (PST) 3. Introduce a product's unique selling points, highlight new functions or feature upgrades such as voice control, wireless charging, IP67 waterproof ratings etc. 4. Demonstrate a new function and explain through a real-life example <p>*Please clearly state the new features of your products in the description of the videos</p>
March Expo - New production processing	<ol style="list-style-type: none"> 1. Meet the basic rules of true view/ short video ; 2. Link the videos with the products launched on Alibaba.com in between 08:00:00 October 31, 2020 (PST) and 07:59:59 January 24, 2021 (PST) 3. Demonstrate the new product processing <p>*Please clearly state the new features of your products in the description of the videos</p>

<p>March Expo - New scene</p>	<ol style="list-style-type: none"> 1. Meet the basic rules of true view/ short video ; 2. Link the videos with the products launched on Alibaba.com in between 08:00:00 October 31, 2020 (PST) and 07:59:59 January 24, 2021 (PST) 3. Highlight a product's usage by demonstrating in various scenarios such as the outdoors, the office, at parties, industrial scenes etc. <p>*Please clearly state the new features of your products in the description of the videos</p>
<p>March Expo - New technology</p>	<ol style="list-style-type: none"> 1. Meet the basic rules of true view/ short video ; 2. Link the videos with the products launched on Alibaba.com in between 08:00:00 October 31, 2020 (PST) and 07:59:59 January 24, 2021 (PST) 3. Introduce new technologies, new protocols and new standards for commodity applications, such as meeting the new standards formulated by industry professional associations, new environmental protection/energy consumption standards, etc. 4. Conduct professional testing and evaluation on the product's performance/quality <p>*Please clearly state the new features of your products in the description of the videos</p>
<p>March Expo - New product</p>	<ol style="list-style-type: none"> 1. Meet the basic rules of true view/ short video ; 2. Link the videos with the products launched on Alibaba.com in between 08:00:00 October 31, 2020 (PST) and 07:59:59 January 24, 2021 (PST) <p>*Please clearly state the new features of your products in the description of the videos</p>
<p>March Expo - New lifestyle</p>	<ol style="list-style-type: none"> 1. Meet the basic rules of true view/ short video ; 2. Link the videos with the products launched on Alibaba.com in between 08:00:00 October 31, 2020 (PST) and 07:59:59 January 24, 2021 (PST) 3. For the categories related with fast moving consumer products 4. Present the new needs, new lifestyle under the pandemic, e.g. hair colorants got high needs when staying at home 5. Demonstrate the convenience and value for money of the products <p>*Please clearly state the new features of your products in the description of the videos.</p>
<p>March Expo - New ingredient</p>	<ol style="list-style-type: none"> 1. Meet the basic rules of true view/ short video ; 2. Link the videos with the products launched on Alibaba.com in between 08:00:00 October 31, 2020 (PST) and 07:59:59 January 24, 2021 (PST) 3. For Beauty and personal care category 4. Under the pandemic, sustainable, environment-friendly, and healthy life became the core needs, the innovative material and ingredients lead the change of the industry. Through the extraction of herbs, plants, flowers and other natural ingredients, formula research and development of active beauty products, such as make-up, water, hair film and so on are welcomed. 5. Demonstrate the non-additive, natural and environmental protection of raw materials and formula, and the effect of combined formula. <p>*Please clearly state the new features of your products in the description of the videos</p>

<p>March Expo – New trend</p>	<ol style="list-style-type: none"> 1. Meet the basic rules of true view/ short video ; 2. Link the videos with the products launched on Alibaba.com in between 08:00:00 October 31, 2020 (PST) and 07:59:59 January 24, 2021 (PST) 3. For Apparel, Beauty and personal care category 4. Demonstrate the new lifestyle via the new look and new design of apparel 5. Demonstrate the final look and difference after make-up or putting on the clothes, guide to multi-products sourcing <p>*Please clearly state the new features of your products in the description of the videos</p>
<p>March Expo – New production</p>	<ol style="list-style-type: none"> 1. Meet the basic rules of true view/ short video ; 2. Link the videos with the products launched on Alibaba.com in between 08:00:00 October 31, 2020 (PST) and 07:59:59 January 24, 2021 (PST) 3. Highlight the details around the production capability, research and development of your products, e.g. One stop flexible production line 4. Demonstrate the upgraded supply due to the development of high-tech <p>*Please clearly state the new features of your products in the description of the videos</p>
<p>March Expo - Innovation</p>	<ol style="list-style-type: none"> 1. Meet the basic rules of true view/ short video ; 2. Link the videos with the products launched on Alibaba.com in between 08:00:00 October 31, 2020 (PST) and 07:59:59 January 24, 2021 (PST) 3. Demonstrate the new selling points from the innovation <p>*Please clearly state the new features of your products in the description of the videos</p>
<p>March Expo – New service</p>	<ol style="list-style-type: none"> 1. Meet the basic rules of true view/ short video ; 2. Link the videos with the products launched on Alibaba.com in between 08:00:00 October 31, 2020 (PST) and 07:59:59 January 24, 2021 (PST) 3. Demonstrate the process of service, for categories related to service <p>*Please clearly state the new features of your products in the description of the videos</p>
<p>March Expo - New materials</p>	<ol style="list-style-type: none"> 1. Meet the basic rules of true view/ short video ; 2. Link the videos with the products launched on Alibaba.com in between 08:00:00 October 31, 2020 (PST) and 07:59:59 January 24, 2021 (PST) 3. Highlight the detail of new material, explain the differences between new and traditional materials, or use professional testing tools <p>*Please clearly state the new features of your products in the description of the videos</p>

(g) Video specifications:

- (i) Duration:<45 seconds (suggested duration to be approximately 30 seconds);
- (ii) Video(vertical) ratio: 16:9 or 4:3 (horizontal is also acceptable);
- (iii) Language: English;
- (iv) Background music and dubbing: not mandatory, but will be positively regarded by Alibaba.com as a plus (if there is any dubbing this must be in English)
- (v) Resolution: 720p/HD and above;
- (vi) Black border: No black border is permitted in the video; and
- (vii) The video must not contain any text or content that is not related to the theme of the Event, any QR codes, contact information or links to external websites, etc.

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- (h) The Eligible Member shall make sure the products and related information featured in the videos are true, accurate, not misleading and not in violation of applicable laws and regulations and/or the relevant rules on the Alibaba.com Website. The Eligible Member represents and warrants that the video posted on Alibaba.com, or the products and information involved in the video and sale, including but not limited to product name, video, picture, logo, keyword and other product description information, shall be in compliance with any applicable laws and regulations and shall own (or be licensed by the relevant third party to use) the relevant intellectual property rights such as all copyrights, trademark rights and patents of the products and content. The Eligible Member shall ensure its use creation and posting of the short videos shall not infringe upon any third party intellectual property rights, personal rights or other legal rights and interests. In the event where the Eligible Member has committed any form of fraud or other violations of relevant laws and regulations and/or the relevant rules on the Alibaba.com Website (including those mentioned hereof), Alibaba.com shall reserve the right to immediately withdraw their qualification as well as the corresponding rights and interests, and the Eligible Member shall be held liable for any such violations in accordance with the relevant rules on the Alibaba.com Website and/or applicable laws.

8. Miscellaneous:

- (a) Any Eligible Merchant which has been accepted to participate in this Promotion must use their best endeavors to respond to any business opportunity by buyers in a timely manner. In the event where it is not convenient to respond using a computer, the Eligible Merchant shall reply through the Alibaba.com seller app to avoid missing any such business opportunity.
- (b) Registration for the Promotion does not guarantee your successful participation in the Promotion. Alibaba.com reserves the right and absolute discretion on the final determination, and notification by Alibaba.com shall be final. Any Eligible Merchant who has been accepted to participate in the Promotion may not withdraw their participation in the Promotion, save for any force majeure events or prior written approval received from Alibaba.com. Alibaba.com may cancel or revoke your right to participate in the Promotion or enjoyment of any rights thereof, upon discovery of your violation of these Rules or your dishonest, malicious, fraudulent, unlawful or, in the opinion of Alibaba.com, inappropriate acts in your participation in the Promotion.
- (c) The arrangement and listing of the participating Eligible Merchants and their products on the Promotion page of the Alibaba.com Website shall be determined and adjusted by Alibaba.com on a daily basis in accordance with several criteria including business operation requirements, activeness of the participating products, number of orders etc. Alibaba.com shall have the absolute right and discretion to determine the relevant arrangement and listing.
- (d) All Eligible Merchants shall comply and continue to comply with all requirements and rules on Alibaba.com commencing from the date of its successful registration till the end of the Promotion. In the event where Alibaba.com is aware of any event of non-compliance by any Eligible Merchant, Alibaba.com shall have the right to cancel and revoke the right of the Eligible Merchant to participate in the Promotion or enjoyment of any rights thereof.
- (e) All Eligible Merchants shall fully understand and ensure full compliance with all rules relating to the Promotion. In the event where it is discovered and confirmed that any Eligible Merchant is involved in any act including but not limited to falsifying any

information such as product information and company verifying certificate, violating any rules including breach of undertaking, committing fraud etc., apart from taking any enforcement action in accordance with any relevant rules on the Alibaba.com Website, Alibaba.com shall have the right to cancel or revoke the Eligible Merchant's right to participate in the Promotion or enjoyment of any rights thereof, and to enforce additional penalty including but not limited to prohibiting the Eligible Merchant from participating in any seasonal or regular promotions or events (including any industry or market related online promotions) on the Alibaba.com Website for one (1) year from the date of such breach or inappropriate act.

- (f) Authorization: Alibaba.com and/or its affiliates shall have the right to use any information related to the Eligible Merchant and their participating products for promotion, marketing and operating purposes (including without limitation the production of banner) without providing additional notice or obtaining separate permission from the Eligible Merchant.
- (g) In the event that the Promotion is ceased or suspended due to any force majeure events including but not limited to serious network attack or system fault, material disasters, intervention by relevant government authorities or material change of circumstances, the Promotion may be terminated prematurely or required adjustments. Alibaba.com and/or its affiliates shall not be liable for any damages or claims that arise out of such events.
- (h) Alibaba.com reserves the right to amend these Rules and/or any relevant rules upon notice based on the actual situation during the Promotion. Such amended rules shall take immediate effect upon publishing on the relevant promotional page of the Alibaba.com Website. In the event of disputes, the decision of Alibaba.com shall be final and binding.
- (i) All information submitted by any Eligible Merchant on the Alibaba.com Website as of the date of such submission (including but not limited to product image, description, MOQs, price, discount and etc.) shall not be subject to any amendment unless otherwise agreed by Alibaba.com. The Eligible Merchant shall ensure that all such information shall be true, correct, accurate and not misleading.
- (j) In case of any discrepancy in the content between the English and other non-English language versions of these Rules, the English version shall prevail.
- (k) Governing Law: You agree that this Promotion is governed, interpreted and enforced by the laws of Hong Kong, without regard to its conflict of laws principles. Any and all legal actions, claims or proceedings arising out of, or in connection with the Promotion must be brought in a court of competent jurisdiction in Hong Kong.