

Didier Reynders

Member

European Commission

Brussels, 24th April 2020

Re: measures to tackle false or misleading advertisements related to Covid-19 on AliExpress

Dear Commissioner,

Following on our letter dated 23rd March, we are happy to provide you with an update on measures that our marketplace has taken to tackle false or misleading advertisements that claim to prevent, treat or cure COVID-19 and price gouging.

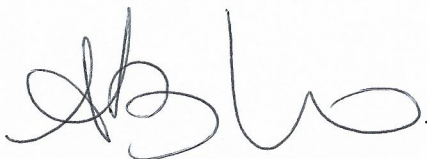
Over the past weeks we have continuously improved our practices. In March alone we have removed over 250,000 suspicious listings. Our colleagues have verified manually the product listings of over 1500 types of PPE to ensure that the descriptions of the listings are in line with the documentations provided. This is a tremendous effort undertaken by our team to ensure product compliance and prevent price gouging.

We have also implemented a higher standard of accepting merchants to sell PPE on our marketplace. We have raised the capital threshold necessary for the merchants to be allowed to sell these products. We also require these merchants to have registered on our platform before 2020. This is to ensure that the merchants are of substance and have a good record of trading on our marketplace.

These measures have been implemented alongside our existing proactive and reactive measures mentioned in our earlier correspondence.

We hope that the above proves useful and remain at your disposal to discuss this further.

Yours sincerely,



Annalisa Barbagallo

Head of Government relations – Europe

Alibaba Group