



FENDER TO SELL GUITARS ON ALIBABA'S TMALL, ANNOUNCES LAUNCH OF FLAGSHIP E-COMMERCE STORE IN CHINA

FENDER FLAGSHIP TMALL STORE TO OFFER AMERICAN CRAFTSMANSHIP FOR GUITAR PLAYERS IN THE CHINESE MARKET

HOLLYWOOD, CA (November 6, 2018)—Fender Music K.K., a subsidiary of Fender Musical Instruments Corporation (FMIC), one of the world's leading musical instrument manufacturers, marketers and distributors, today announced the launch of the Fender Flagship eCommerce store on Alibaba Group's Tmall Global. In conjunction with Alibaba Group (BABA) and Export Now, the store will offer the brand's iconic instruments to the ever-growing musical Chinese consumer. The partnership comes at an opportune time as China's market experiences rapid growth and an incredibly developed mobile internet ecosystem powering significant opportunities for brand-building and sales through eCommerce.

"China presents a tremendous opportunity for Fender and launching an eCommerce store on a platform that is home to more than six hundred million buyers is a crucial step in capturing it," said Edward "Bud" Cole, Asia President, Fender. "Today, so much information

is consumed digitally. We find Alibaba and Tmall to not only be a great vehicle to sell our product, but also a platform to share our brand message of accompanying players along every stage of their musical journey.”

The Fender Flagship Tmall store, which soft launched earlier this year, gives consumers access to Fender’s vast assortment of electric and acoustic guitars, amplifiers, audio products, accessories and more. The store will be consistently replenished with new releases and limited editions, offering a wide array of options suitable for players from beginners and hobbyists to professionals at any point in their musical journey. This new direct line to the Chinese market allows Fender to provide local players and music enthusiasts with a localized, world-class experience.

Cole adds, “Tmall represents an incredible opportunity for an iconic American brand like Fender. China's music scene is booming, from hip hop to indie rock, Chinese musicians are really exploring their creativity across genres. Fender wants to be a part of that movement, supporting innovation and artistic expression for them along their journey.”

“Fender is a growing brand in a growing industry. More fans are listening, watching and playing music, than ever,” said Andy Mooney, CEO, Fender. “We want to nurture relationships with Chinese artists. We think guitar-based music will continue to grow in China. We’re optimistic about the future of the industry in China and even more optimistic for the future of the company.”

Alibaba’s Tmall platform is China’s largest B2C marketplace for both Chinese and international brands and retailers, providing a premium shopping experience for China’s consumers. Launched in 2014, Tmall Global is Alibaba’s dedicated channel for cross-border eCommerce. It is one of the largest and most comprehensive cross-border B2C online marketplaces and allows brands and retailers without operations in China to build virtual storefronts and ship products into the country.

Fender also partnered with digital solutions provider Export Now, which designed and launched the Chinese-language Tmall Flagship Store, and manages merchandising, marketing, customer service, logistics, compliance and digital strategy. “We are thrilled to bring Fender guitars and accessories to Chinese consumers,” said Frank Lavin, Export Now Chairman. “Avid guitarists, aspiring musicians, and everyday music listeners now have

access to a broad selection of Fender products that can be seamlessly purchased on China's largest eCommerce platform."

To learn more from Fender and their new Flagship Store on Tmall, click [here](#) to hear from Andy Mooney, Fender CEO; Edward "Bud" Cole, Asia President-Fender; Justin Norvell, EVP, Fender Product; and John Cruz, Senior Master Builder, Fender Custom Shop. Also available on YouTube [here](#) and with Chinese subtitles [here](#).

For additional information on new Fender products and to find a retail partner near you, visit www.fender.com. Join the conversation on social media by following @Fender (Instagram, Facebook, Twitter and Google Play), @FenderMusic (Weibo), and @Fender (WeChat).

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ABOUT ALIBABA GROUP:

Alibaba Group's mission is to make it easy to do business anywhere. The company aims to build the future infrastructure of commerce. It envisions that its customers will meet, work and live at Alibaba, and that it will be a company that lasts at least 102 years.

ABOUT EXPORT NOW:

Export Now is the leading U.S.-based digital solutions provider for China, providing an integrated set of marketing, strategy, logistics, IT, and digital services to help international brands succeed in China. Export Now has supported over 100 brands from the United States and around the world. For more information, visit <http://www.exportnow.com>.

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ABOUT FENDER

Since 1946, Fender has revolutionized music and culture as one of the world's leading musical instrument manufacturers, marketers, and distributors. Fender Musical Instruments Corporation (FMIC)—whose portfolio of owned and licensed brands includes Fender®, Squier®, Gretsch® guitars, Jackson®, EVH®, Charvel®, Bigsby®, and PreSonus® – follows a player-centric approach to crafting the highest-quality instruments and digital experiences across genres. Since 2015, Fender's digital arm has introduced a new ecosystem of products and interactive experiences to accompany players at every stage of their musical journey. This includes innovative apps and learning platforms designed to complement Fender guitars, amplifiers, effects pedals, accessories, and pro-audio gear, and inspire players through an immersive musical experience. FMIC is dedicated to unlocking the power of musical expression for all players, from beginners to history-making legends. In 2026, Fender celebrates 80 years of giving artists “wings to fly,” carrying on the vision of its founder, Leo Fender, and connecting players through a shared love of music.

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GLOBAL MEDIA INQUIRIES

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