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### **ALIBABA GROUP'S FINANCIAL STATE INDICATORS: CALCULATION AND ANALYSIS**

*Проводится исследование финансового состояния Alibaba Group, анализируются основные группы показателей, характеризующие финансовое состояние, такие как показатели рентабельности, ликвидности, платежеспособности и другие.*

Alibaba Group is a leading global e-commerce and technology conglomerate headquartered in Hangzhou, China. Founded in 1999 by Jack Ma and a team of 17 co-founders, Alibaba has grown to become a major player in the digital economy, with a broad range of business operations spanning e-commerce, cloud computing, digital media, and more.

The purpose of diagnosing the financial state of an enterprise is to assess its current condition, as well as determine in which areas it is necessary to work to improve this condition. Not only commercial success depends on financial state of an enterprise, but also its basic survival. As a result, today much attention is paid to the diagnosis of enterprises' financial state.

Now let's analyze the financial state of Alibaba Group. First of all, consider the structure of company's assets and liabilities of the balance sheet (table 1).

Table 1 – The dynamics of assets, equity and liabilities of Alibaba Group

In billion dollars USA				
Indicators of balance sheet	Dec. 2022	June 2023	Dec. 2023	June 2024
Total assets	254.93	244.61	256.76	245.67
Total equity	159.65	157.91	161.08	144.97
Total liabilities	95.28	86.70	95.67	100.70

Note: table is compiled by the author according to the source [1].

If we analyze the dynamics of the indicators over 2 years, it can be noted that, in general, the dynamics of all the considered indicators is positive. Both assets and equity and liabilities increased. If we compare the values of the indicators of June, then in this period in 2024 there was an increase in assets and liabilities and a decrease in equity. Let's analyze the data on the company's income, expenses and profit for the same period (Table 2).

Table 2 – Main indicators of income, expenses and profit of Alibaba Group

In billion dollars USA				
Indicators of income, expenses and profit	Dec. 2022	June 2023	Dec. 2023	June 2024
Total revenue	34.82	33.36	36.02	33.59
Cost of goods sold	21.86	20.63	23.63	20.42
Gross profit	12.96	12.72	12.39	13.16
Net profit	6.58	4.89	2.00	3.35
EBITDA	7.08	7.65	7.24	6.06
EBIT	5.30	6.34	4.29	4.97

Note: table is compiled by the author according to the source [1].

According to the table 2, the following conclusions can be drawn. During the period 2022–2023, revenue, as well as expenses for the production and sale of the company's products, increased, with the latter increasing at a higher rate. As a result, gross profit decreased slightly. The negative trend is a significant decrease in the company's net profit (from 6,58 billion dollars to 2,0 billion dollars).

In the table 3, we present data on the dynamics of the company's profitability indicators. They are very important in the process of accessing of financial state.

Table 3 – The dynamics of profitability ratios

In percentages				
Profitability ratios	Dec. 2022	June 2023	Dec. 2023	June 2024
Return on assets	1.68	4.76	5.53	3.93
Return on equity	3.04	8.40	10.00	7.17
Gross margin	37.22	38.15	34.39	39.20
EBITDA margin	20.34	22.93	20.10	18.05
Net margin	18.90	14.66	5.54	9.98

Note: table is compiled by the author according to the source [1].

According to table 3, the following main conclusions can be drawn. The dynamics of the company's return on assets over the analyzed period was positive. The same can be said about the profitability of its own capital (equity). At the same time, in the analyzed period, there was a decrease in the level of profitability calculated on the basis of gross profit.

A negative trend is a significant decrease in profitability, calculated based on the size of the company's net profit. So, as mentioned earlier, in the analyzed period, the company's net profit decreased by more than 3 times. This situation could be caused by an increase in operating expenses compared to similar revenues.

In the table 4, we present data on the company's liquidity indicators.

Table 4 – The dynamics of liquidity ratios

Indicators of	Dec. 2022	June 2023	Dec. 2023	June 2024
Quick ratio	1.74	1.92	1.80	1.41
Current ratio	1.74	1.92	1.80	1.41

Note: table is compiled by the author according to the source [1].

If we compare the values of liquidity indicators as of the end of 2022 and the end of 2023, it can be noted that the values of liquidity indicators have increased. If we compare the data as of June, the opposite situation was observed. In general, the values of the company's liquidity indicators are at an acceptable level and correspond to the regulatory values.

In the table 5, we present data on the company's solvency ratios.

Table 5 – The dynamics of solvency ratios

Indicators of	Dec. 2022	June 2023	Dec. 2023	June 2024
Debt to assets ratio	0.09	0.09	0.09	0.12
Debt to equity ratio	0.16	0.16	0.16	0.22
Long term debt to total assets ratio	0.08	0.09	0.08	0.10
Long term debt to total equity ratio	0.15	0.16	0.14	0.19

Note: table is compiled by the author according to the source [1].

As can be seen from Table 5, the level of the company's debt burden increased slightly as of June 2024. In general, the values of these indicators did not change significantly during the analyzed period. The figure 1 shows the dynamics of the company's asset turnover indicator as one of the important indicators of business activity.

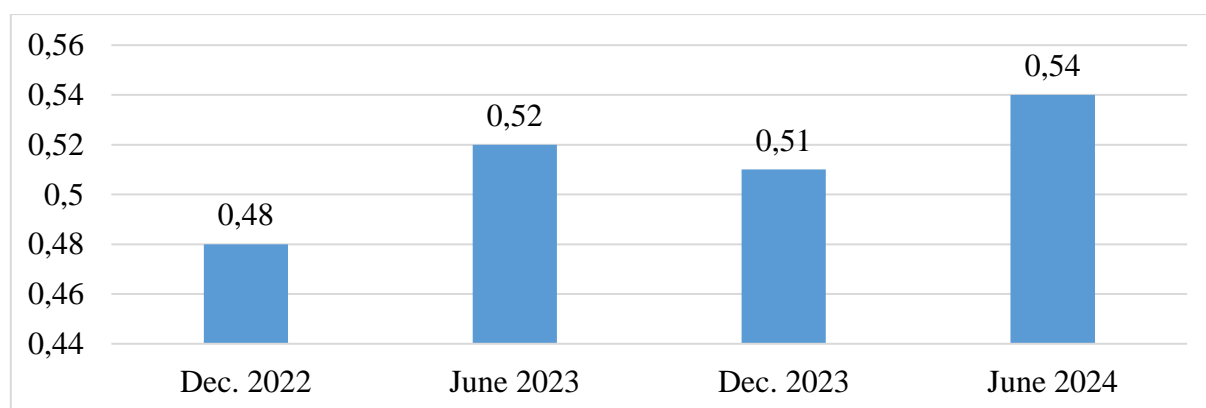


Figure 1 – The dynamics of the company's asset turnover indicator

Note: figure is compiled by the author according to the source [1]

The positive dynamics is the growth of the company's asset turnover index. This indicates a slight improvement in her business activity.

At the figure 2 we show the Alibaba's asset-liability ratios.

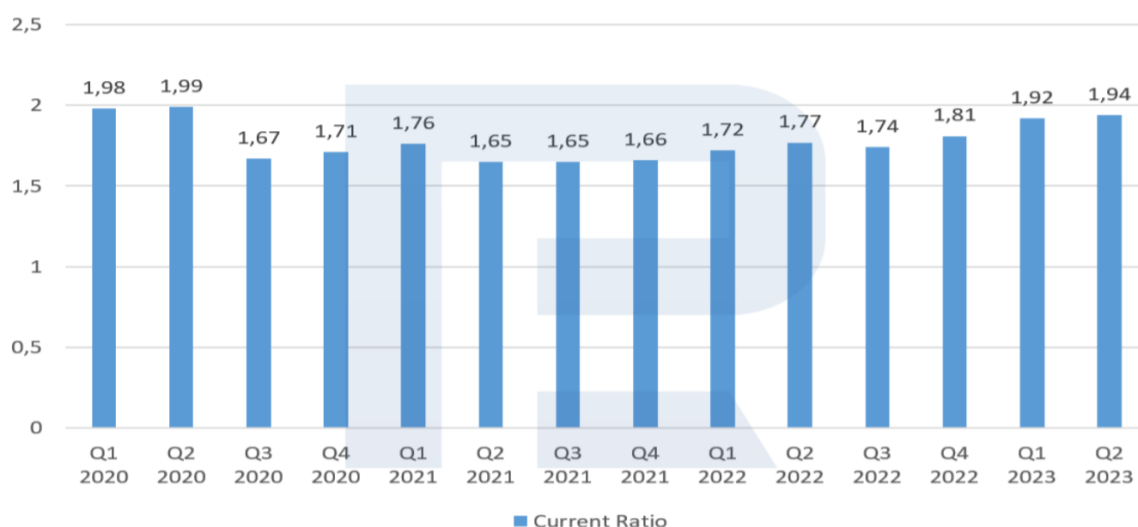


Figure 2 – Alibaba's asset-liability ratios (current ratio)

Thus, Alibaba's financial state appears stable with increasing liquidity ratios and strong profitability indicators. The rising debt ratios may suggest higher leverage but the strong ROE and ROA indicate effective use of equity and assets. Overall, Alibaba demonstrates solid financial health with a robust ability to generate profits and manage assets efficiently. An important problem of the company at the moment is the decrease in its net profit.

These statistics show that 2021 and 2022 were difficult years for the company, and in 2023 there was a positive trend. Given this, it can be assumed that the company's financial position may continue to improve in 2024.

### List of used literature

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