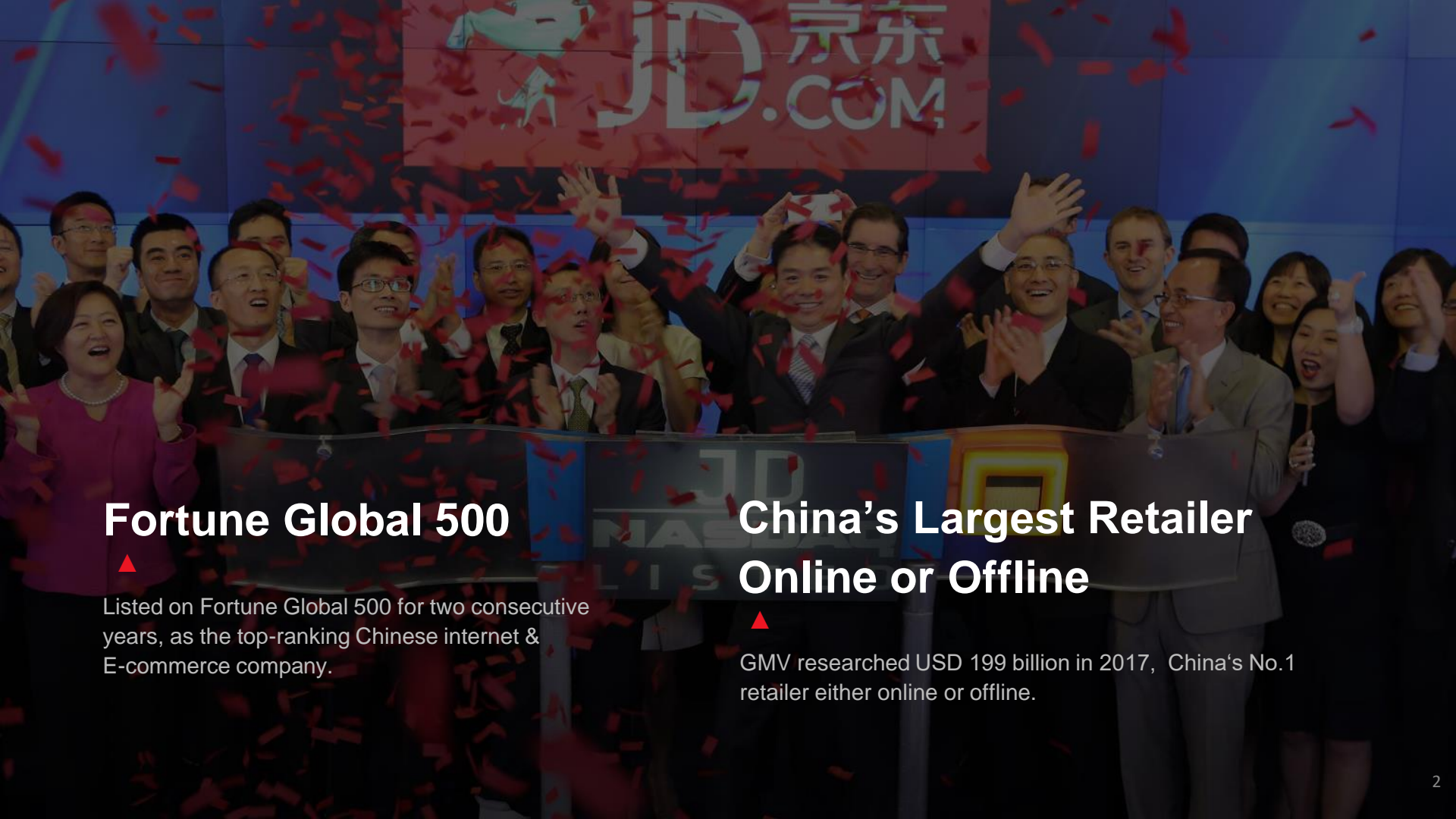


Introduction of JD and JD Fresh





Fortune Global 500



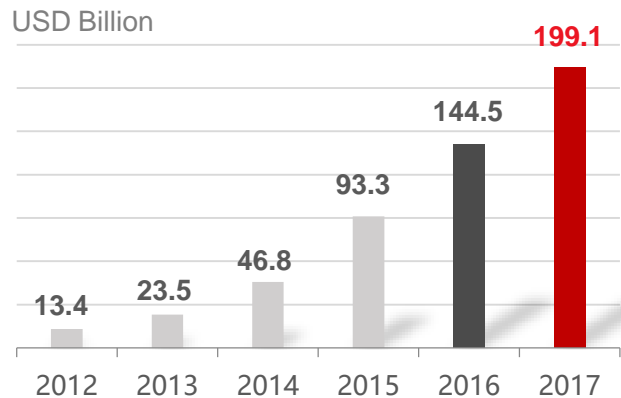
Listed on Fortune Global 500 for two consecutive years, as the top-ranking Chinese internet & E-commerce company.

China's Largest Retailer Online or Offline



GMV researched USD 199 billion in 2017, China's No.1 retailer either online or offline.

- The average CAGR is over **150%** in terms of GMV in past 13 years.
- Services cover more than **900 Million** customers in China market.
- Created highly integrated **Retail Solutions** for both online & offline.



Rapid Growth in GMV in Last Six Years^[1]



170,000

Number of Suppliers



160,000

Full-time Employees



USD **20B**

JD 11.11 Carnival (Nov1-11)^[2]

^[1] GMV: Gross Merchandise Volume.

^[2] JD 11.11 Shopping Festival Result Report.



Reach out to millions of customers quickly



Build a consumer brand



High growth rate



Multi-media to tell stories about products/producers



Big data-driven supply chain and marketing

Professional Facilities Cover the Whole Country



Cover **100%** of the area in mainland China and **99%** of the population



Operate more than **500** distribution centers
Facilities covering an area of **12 million** square meters



Own more than **300 thousand** pickup and service centers



13 " Asia One"

The largest and most advanced ecommerce logistic center in Asia

Professional Service Guarantees the Ultimate Shopping Experience



57% orders were delivered within **6 hours**



95% orders were delivered within **24 hours**



A variety of delivery services: same & next day delivery, 3 hours delivery, selected time delivery and night delivery

Fresh Food, One of the 6 key Businesses of JD.com





Introduction of JD Fresh

JD.COM 京东



Seafood

Shrimp, Fish, Crab, Shell,
Dried Seafood, etc.



Produce

Apple, Citrus, Durian,
Kiwi, Cucumber, etc.



Meat

Beef, Pork, Poultry,
Lamb, Sausage, etc.



Chilled & Frozen

Yogurt, Ice Cream,
Butter, Dumpling, etc.

Self-Operated

Self-Operated Area



Self-Operated Flag Shop



Platform

Vendor Store & Flag Shop



Specialty Store & Poverty Alleviation store



Offline

7FRESH



B2B

Business



Traffic Entrances



4th Icon

Navigation bar of APP interface

Front Page AD

Top of APP interface



JD Fresh
on WeChat

Seamless retail solution

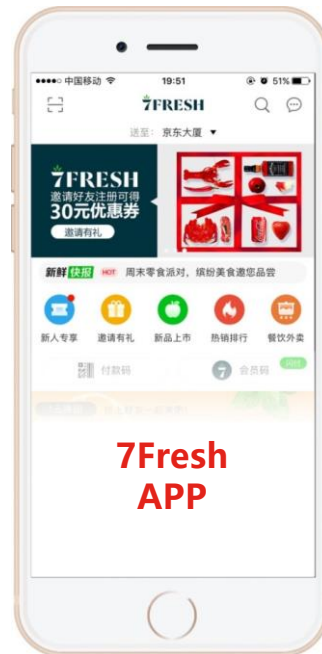


7th Icon

Navigation bar of front page on PC

Front Page AD

Top of front page on PC



7Fresh
APP



7Fresh Store

Integration of online & offline traffic





Mar 14th

New Zealand Kiwi Fruit

160 Tons



Jul 7th

U.S. Cherry

185 Tons



Jul 14th

Canadian Lobster

140,000 units



Sep 11th

Hairy Crab

2M units

Promotion and Branding



Super National Day: Grand Celebration of Canada on JD.com



APP首页氛围

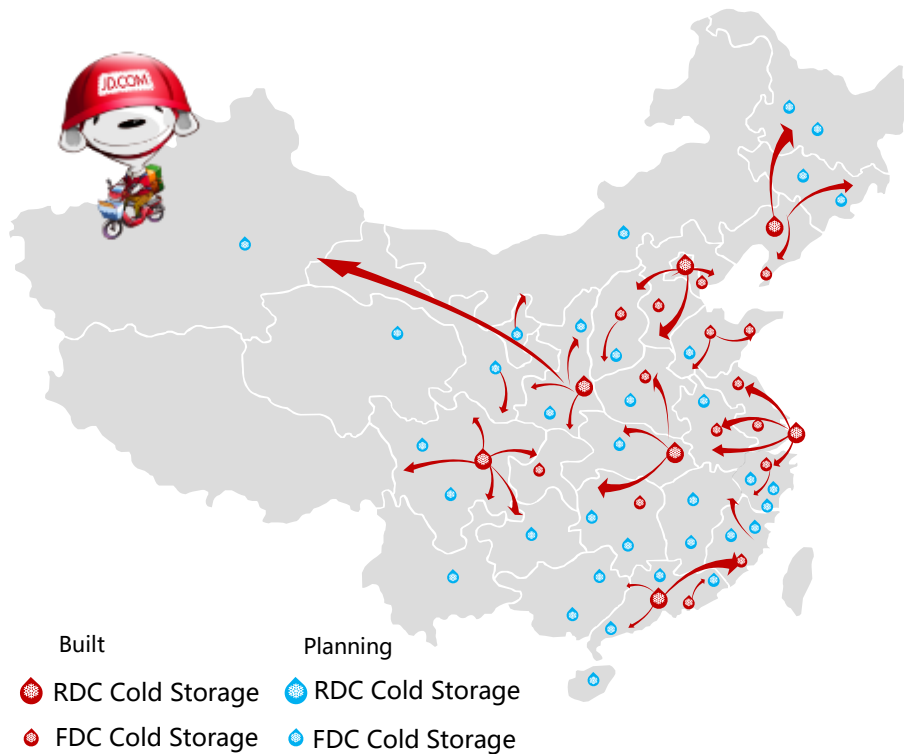


APP启动图



互动游戏

Key Strengths #1: Unparalleled Cold Chain Logistics



Advanced Cold Chain

17

Build 17 Cold Chain
Distribution Centers

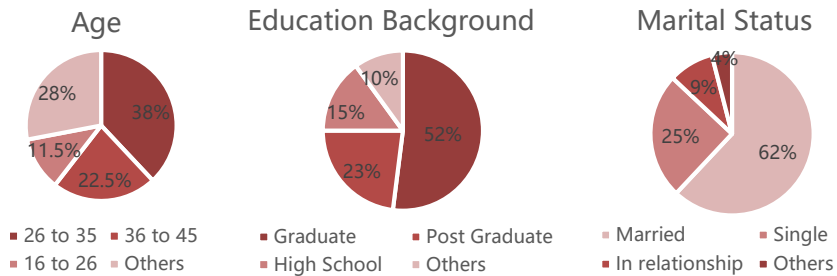
300

Cover 300 major
Cities

3000

Support more than 3000
delivery stations

01 Highly-Educated Young Working Family



02 Pursuit of Quality Life

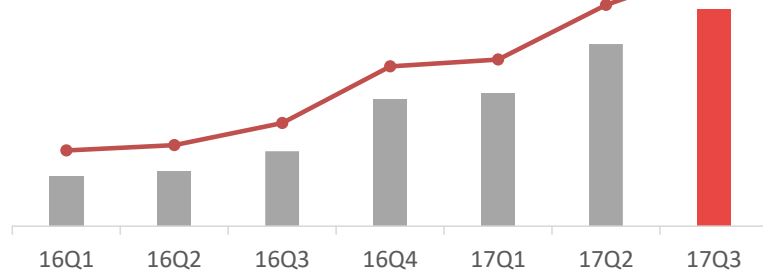
Top 6 Issues of JD Fresh Users



03 High Positive Feedback Rate



04 Rapid Growth of the Number of Active Users of JD Fresh





JD.com has a strict zero-tolerance policy toward counterfeit goods. We source products directly from world-leading global brands, and work tirelessly to eliminate counterfeits.



Key Strengths #4: : International Strategic Partners



Signed MOUs with ambassadors from 16 countries ▲



▲ Governor General of Canada and President Liu launched Canadian fresh food pavilion

During President Trump' s visit, signed a USD 1.2 bn U.S. beef & pork purchase order ►

THANKS!

