

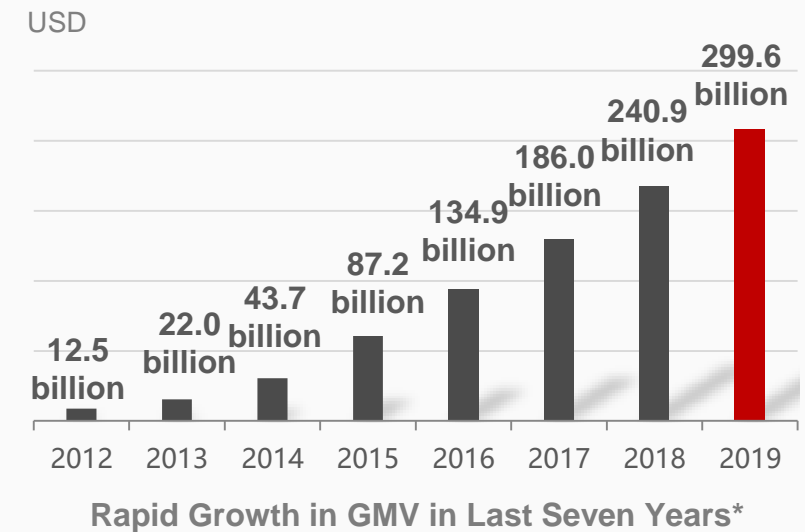
JD.com Overview



Sustained, Rapid Growth

- China's **largest retailer**, online or offline
- First Chinese internet company to make the **Fortune Global 200** list (Ranking in **102** in 2020)
- Strict **“zero-tolerance”** policy toward counterfeit goods. Customers trust JD because the brand is a guarantee of authenticity
- Annual Active Customers **441.6m+**

3rd Largest Internet Company Globally (REVENUE IN 2019)



Source: JD.com financial reports

*GMV calculated based on definition of largest industry peer; All exchange rates are calculated at the December 31, 2019

Trusted by Discerning Consumers



- China's **largest supermarket online or offline**; top retailer for numerous categories, including infant formula and diapers, milk, beer and cooking oil.
- China's **largest retailer of consumer electronics and home appliances**



- The most **trusted fashion and lifestyle online shopping platform** for top brands
- The **preferred shopping platform** for home and life – providing the highest quality home furnishings, household products and services



- China's **largest frozen and chilled e-commerce warehousing and delivery network**



Unparalleled Speed

- Largest e-commerce logistics infrastructure in China covering **99%** of the country's population
- JD.com has achieved rates of over **90%** of orders being delivered same- or next-day
- The **only** e-commerce platform in the world to provide small-to-medium sized warehousing, oversized warehousing, cross border, cold chain delivery, frozen and chilled warehousing facilities, B2B and crowdsourcing logistics



Strategic Partnerships

Tencent

March, 2014

- Reaches over **1 billion** Chinese consumers through partnership with Tencent
- Helps brands leverage the most comprehensive social + commerce targeted marketing program based on big data
- First-level access in Wechat to reach lower-tier city consumers.

Walmart 

June, 2016

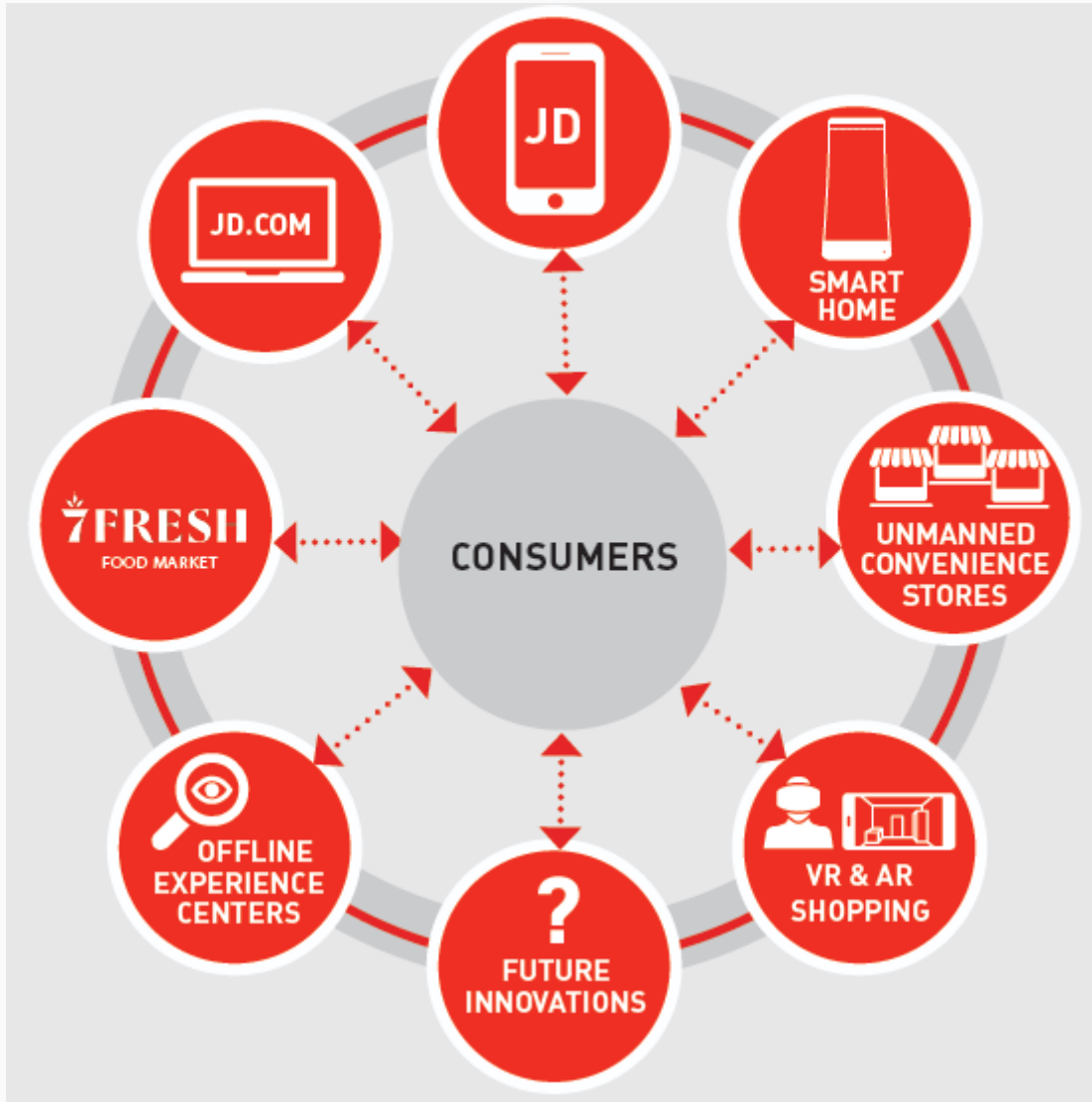
- Over **300** Walmart stores in China have a presence on JD Daojia (JDDJ), the local on-demand retail platform of JD-backed Dada Group
- Integrated inventory helps improve delivery efficiency for customers, optimizes delivery routes for JD and increases Walmart's inventory turnover rate

Google

June, 2018

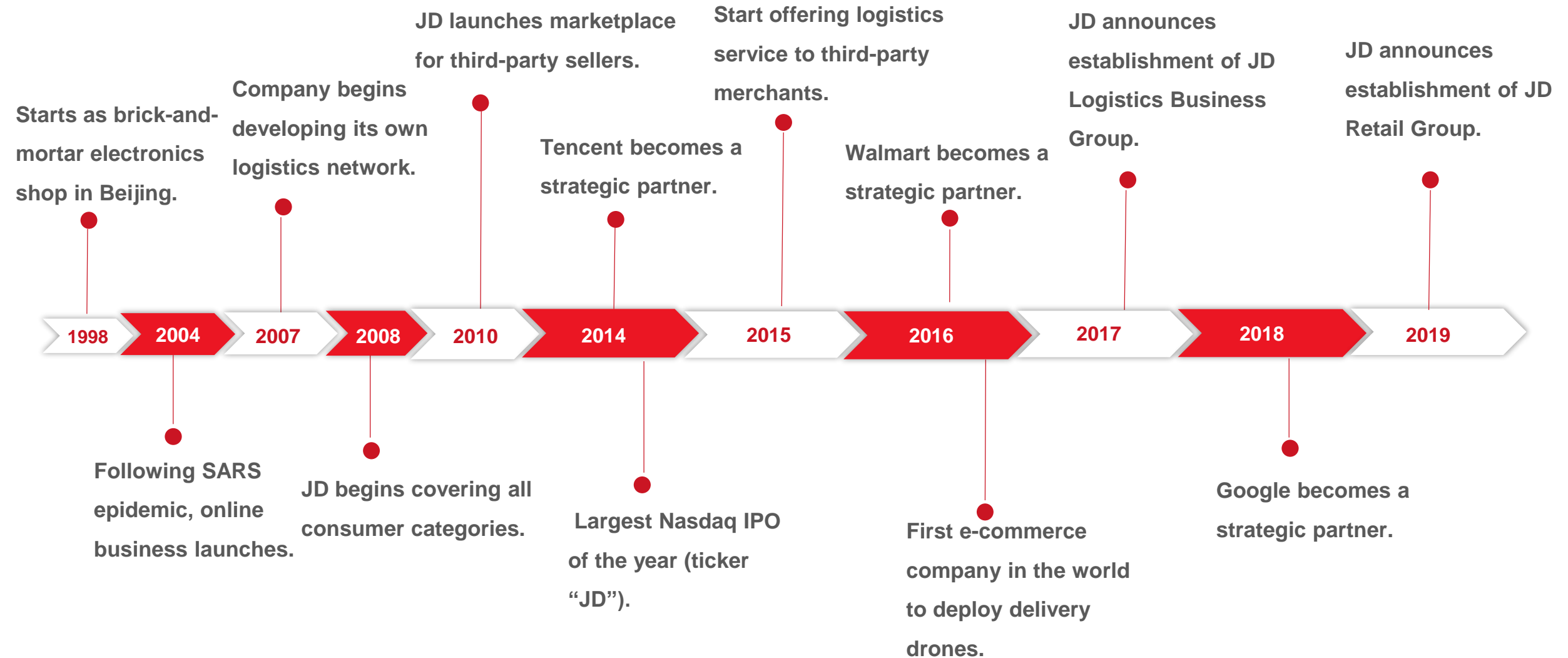
- Collaborates on a range of strategic initiatives, including joint development of retail solutions in regions around the world
- Explores the creation of next-generation retail infrastructure solutions

The Future: Boundaryless Retail



JD is developing cutting-edge technology solutions that enable consumers to buy whatever they want, whenever and wherever they want it. Now, it is also opening its technology and infrastructure to brands, retailers and other industries as part of its **“Retail as a Service”** strategy.

Our Milestones



Our Milestones



Recent Performance

11.11

JD.com Singles Day Grand Promotion

11.1-11

¥271.5bn

(US\$41.1 billion)

JD.com Q3 2020

Earnings Highlights



Net Revenue

US\$ 25.7 billion RMB 174.2 billion ↑29.2%

Net Service Revenue

US\$ 3.4 billion RMB 22.8 billion ↑42.7%

Net revenues from the sales of general merchandise products

US\$ 8.6 billion RMB 58.1 billion ↑34.8%

Annual Active Customers

441.6 million

Retail

JD PLUS members: >20 million

Partnership with Ctrip.com, China's largest online travel agency

Luxury and fashion brands opening new stores on JD: Zegna, Balmain, Rimowa, Topik, Sunarivets, Ami Paris, Golden Goose Deluxe

Logistics

Over 800 warehouses

Approx. 20 million square meters

JDL 物流科技 Launched JDL Technology brand, aiming to provide smart and open supply chain products and solutions

Health



Launch of JD Family Doctor Telemedicine Services
The one-stop healthcare service package includes:
✓ dedicated family doctor teams; ✓ unlimited specialist consultation;
✓ doctor referrals; ✓ 24/7 health manager services; and more ...

Cloud&AI

Official technology service provider for the 2020 China International Fair for Trade in Services (CIFTIS), serving over 20,000 global business participants

ESG



JD's Green Stream Initiative (focused on supply chain sustainability) won World Retail Congress' Sustainable Retailing Initiative of the Year Award in September

Added over 60,000 new employees during the first 3 quarters of 2020 to ensure superior customer experience and support employment

Leverage leading supply chain-based technology and nationwide infrastructure to boost real economy's recovery

京东国际

JD Worldwide Introduction

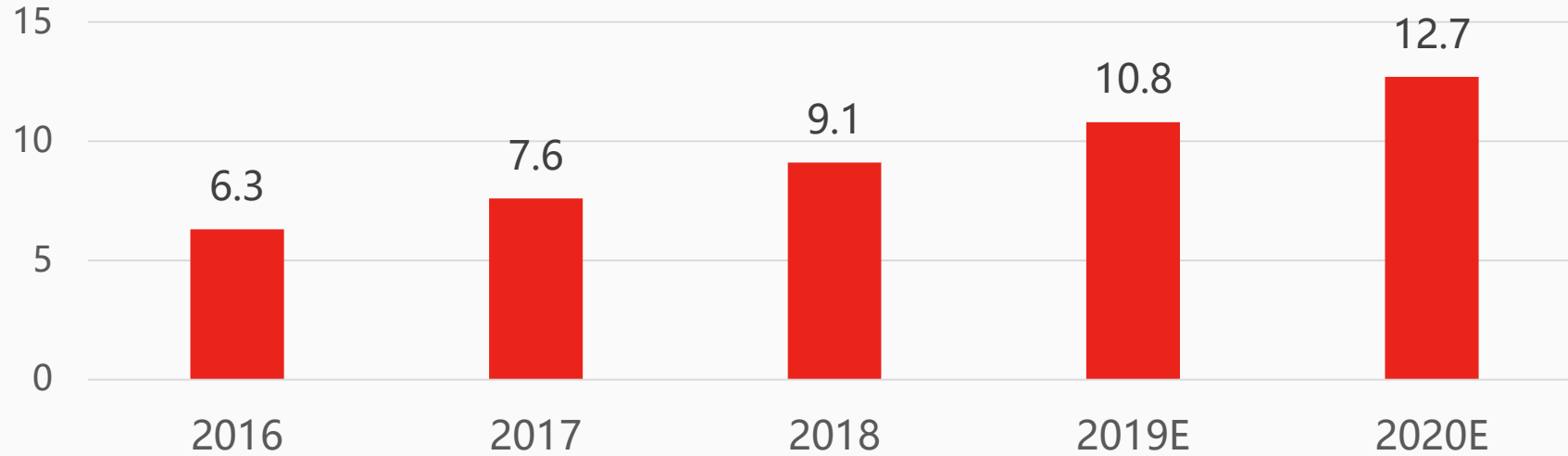


- a. Cross-border E-commerce
- b. History and development
- c. Rankings and Insights



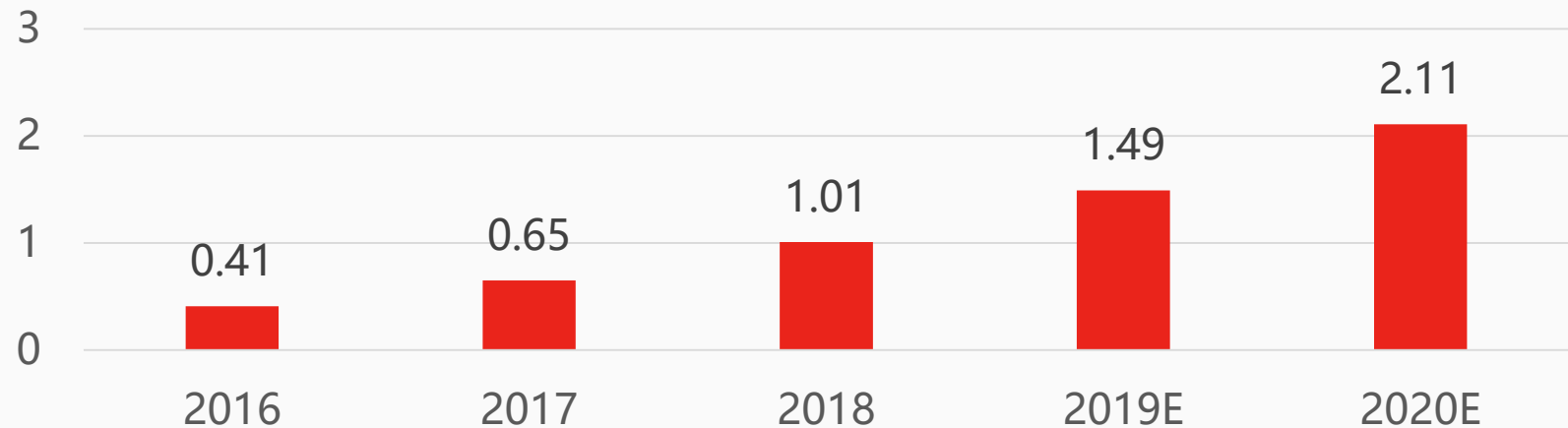
Chinese Consumers: Embracing Cross-Border E-commerce

Cross-border E-commerce Transaction Growth in China in 2016-2020 (RMB trillion)



Rapid development

China's Cross-border E-commerce Users (100 million)



Increasing number of users

The Foundation of Cross-Border E-commerce in China

Trust
Higher

Policies
Easier

Cost
Cheaper

With the rise of Chinese consumers' discretionary income and greater spending power comes a preference for high-quality imports.

Specialized regulatory policies reduce import barriers and provide more flexible channels for brands to enter China.

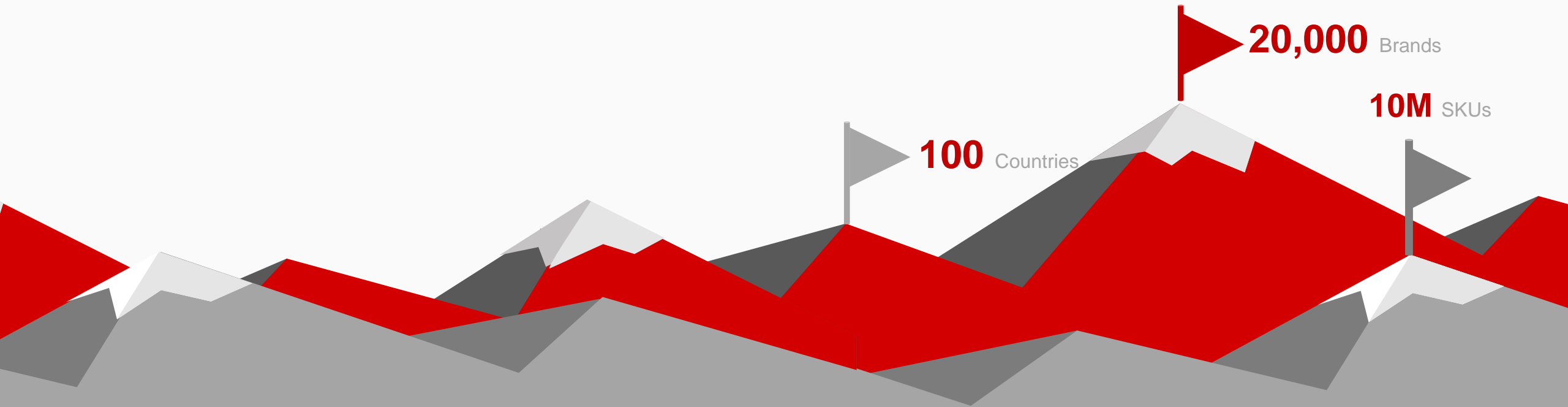
Simplified supply chain requirements and preferential tax policies reduce the costs of market entry.

General Trade and Cross-Border E-Commerce: in Comparison

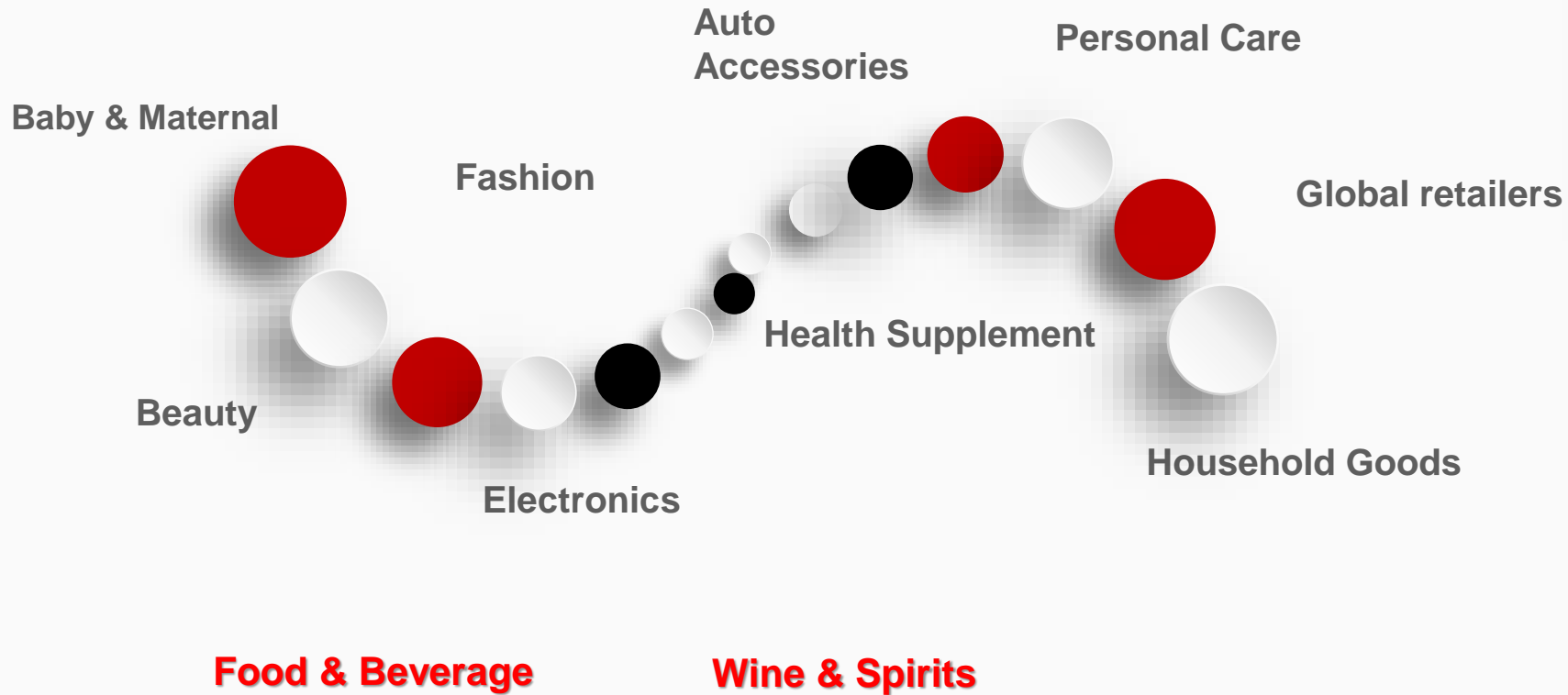
	Traditional Import Trading	Cross-Border EC
Legal Entity	Chinese local business	Overseas business
Trademark and IP Requirements	Chinese local registration	Overseas registration only
Regulation / Policy	Regarded as bulk goods with CFDA requirements	Regarded as personal articles with no CFDA requirements
Tax	Tariff + GST + VAT	(GST + VAT) *70% (No Tariff)
Business complexity	Products provided to distributors, then to exporters, next to importers, last to Chinese local distributors	Products sold directly to Chinese consumers from overseas
Lead time for initiating business	At least one year	Three months

JD Worldwide

- Launched in **April 2015**, JD Worldwide is a leading platform to bring high quality imported products to the China market
- In **September 2016**, JD Worldwide opened its **cross-border logistics service** to third party merchants on its platform



JD Worldwide Provides a Full Range of Categories and a Flexible Business Model



 **Direct sales**
+
Marketplace

 **Shopping Without Borders**

京东国际

JD Worldwide Cooperation



- a. Business Models
- b. Logistics Service
- c. Operation Solution



Cooperation Models

Direct Purchase

Model: B2B2C

Brand sells inventory to JD

Benefit: Enjoys the benefit of the brand name and the JD brand recognition

Suit for: Mature brands with sales data in China/Wholesalers

Brand-owner

Wholesalers

Marketplace

Model: B2C

Brands retain ownership of the inventory and the obligation of operation, CS etc.

Benefit: New entrant can tell the brand story, bring good quality items and increase reputation. Group can open multi-brands store.

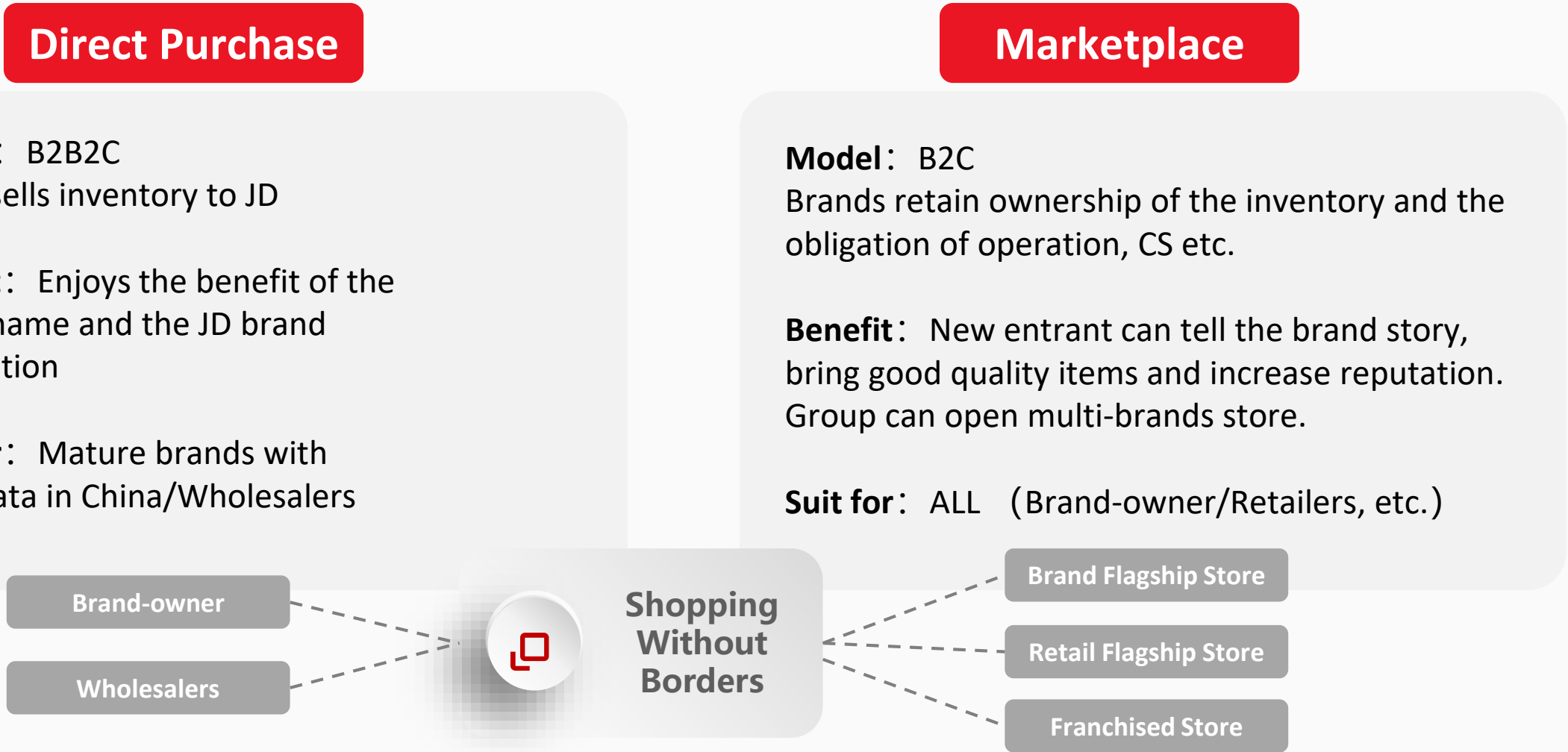
Suit for: ALL (Brand-owner/Retailers, etc.)

Brand Flagship Store

Retail Flagship Store

Franchised Store

Shopping Without Borders



The List of Materials

Fundamental List



- 1. Company Certificate



- 2. USD Bank Account;



- 3. Registered Trademark;



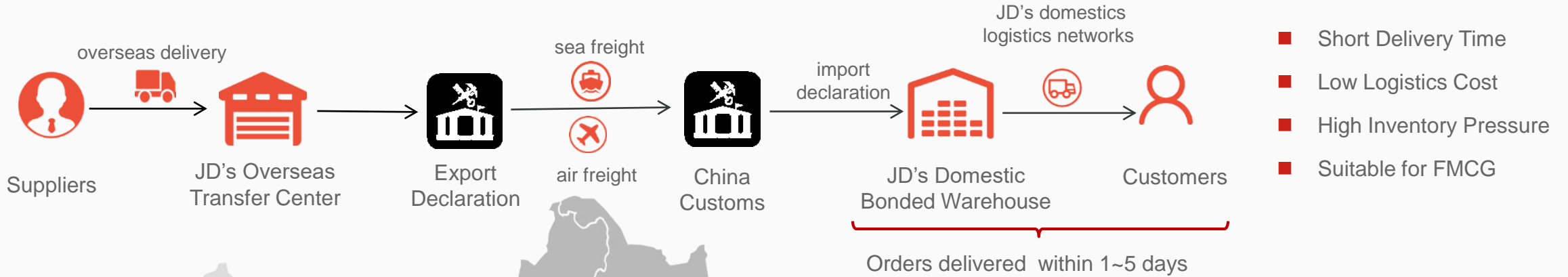
- 4. ID of Legal Person

Special List

- 1. Trade mark Classification 35
(Retail Flagship Store)
- 2. Authorization Letter
(Guarantee of Authenticity)

Logistics-Import Bonded Warehouse

➤ **Import Bonded Warehouse** - stock up foreign goods in JD's domestic bonded warehouse



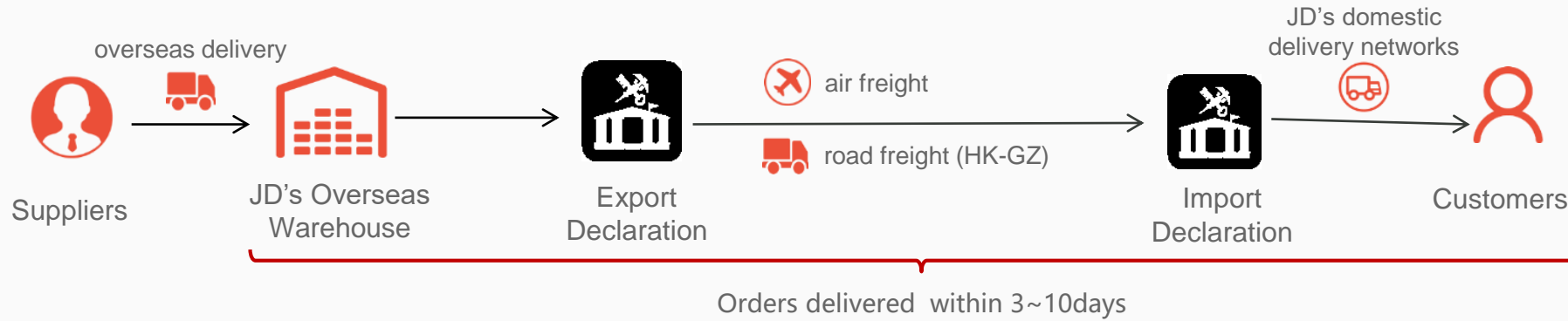
JD's Fully-Owned Bonded Warehouses / Port of Entry

- Guangzhou
- Chongqing
- Shanghai
- Hangzhou
- Ningbo
- Zhengzhou
- Tianjin
- Qingdao
- Xiamen

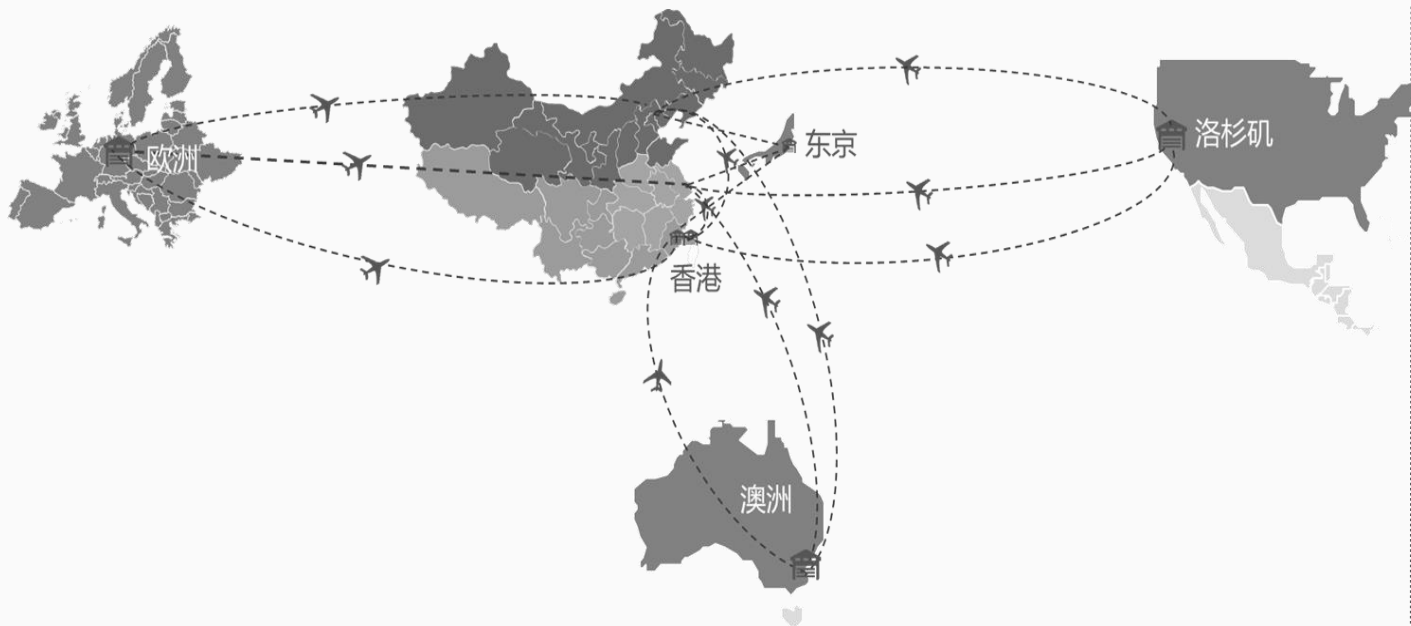
And more warehouses will be built.....

Logistics-Overseas Direct Delivery Service

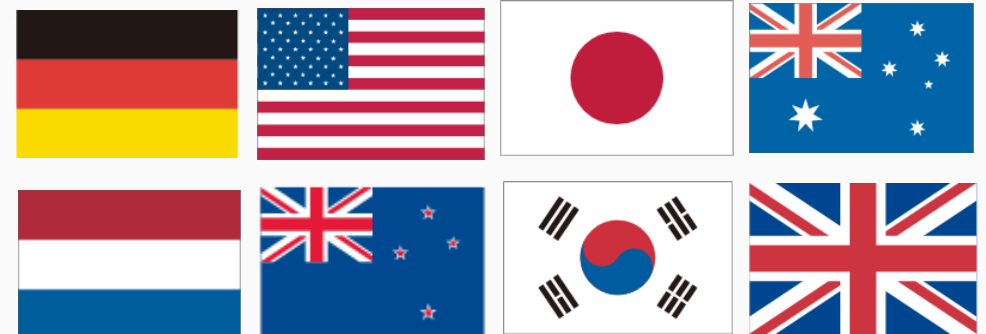
➤ **Overseas Direct Delivery Service** - stock up on foreign goods in JD's overseas warehouse



- Low Inventory Pressure
- Longer Delivery Time
- Higher Logistics Cost
- Suits for Long-tail Goods and Luxury



Direct Delivery Routes



Omni Channels Promotion Tools

- 01 Promotion Channels Plan
- 02 Content Marketing Plan
- 03 Fans Growth Plan
- 04 Advertisement Plan
- 05 JD X Social Media Plan

...



“JDX”— Strategic Partner with 1st tier internet company in China



Outside Resources: Offline



Outside Resources: Online



Focus on New Vendor Growth

Shop Opening Package

Guidance

Tools Direction

Page template-free for 6 month

Freight Insurance-free for 1 month

Data Analysis Master-free for 1 month

500 JD cloud messages-free for 1 month

1200 JD cloud messages-2 RMB

Searching Support:

Complete Shop Construction

Attract Traffic

Improve ROI

Searching Rank Training

Searching Logic Direction

Opening
Package

Traffic
Support

From 0 to 1, Control complete
operation system in JD efficiently.

Searching
Support

Operation
Support

Traffic Support

① Advertisement

Discount:

900 RMB Bounty

1400 RMB Bounty

2000 RMB Bounty

3000 RMB Bounty

② Free Resources

Unique promotion resources

Products displayed for 3 days on
“京豆得便宜”

Discount to purchase “京豆”
resources

Win “京东”, order finished
京豆Task

Operation Support

“Customized Task Guidance”, from 0 to 1 to build
acknowledge system, operation skill and operation
model.

Online Operation-JD Worldwide Service Union

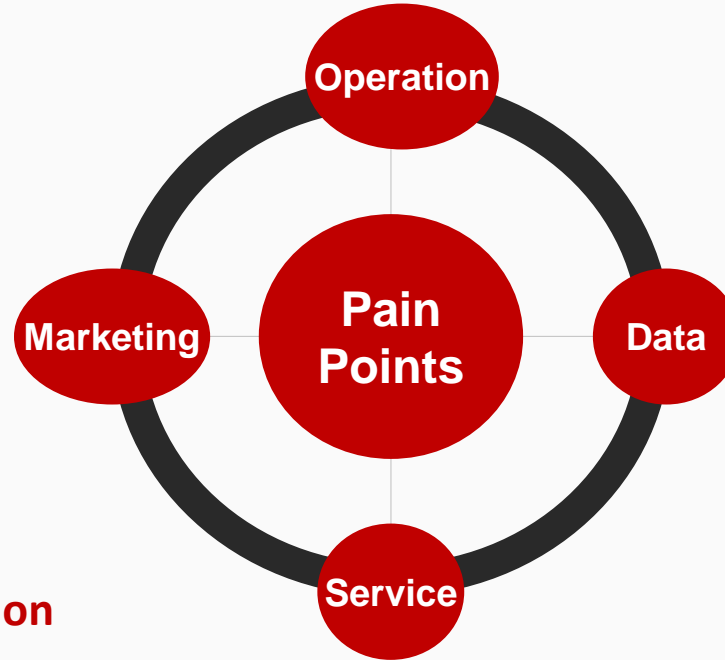
• **Pain points for imported brands**

Difficult in operation

- No local operation team
- Lack of knowledge of consumer profile

Difficult in marketing

- Limited knowledge of marketing tools
- Branding problems



Lack of data

- No Chinese marketing data
- Lack of data collecting and analyzing tools

No service team

- No local logistic team
- No local customer service team

• **Introduction of JD Worldwide Service Union**

Customers

JD as the guarantee of authenticity for imported products

◆ **JD Worldwide Service Union** can offer one-stop service of **cross-border e-commerce solutions** for overseas brand to tap into China' s market.

Overseas Brands

JD as the best partner for tapping into China's market



JD Worldwide

Strategic partnership with global brands; trusted platform for customers

Online Operation-Service Offering

01 Brand Consulting :

- Suggestion of product selection
- Online Operation Plan



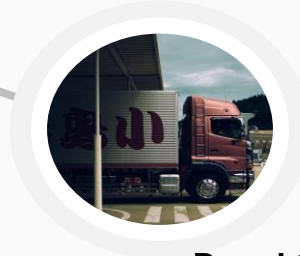
02 Platform Application:

Online Application



03 International Logistics:

- Logistics Solutions
- Logistics support during the whole process

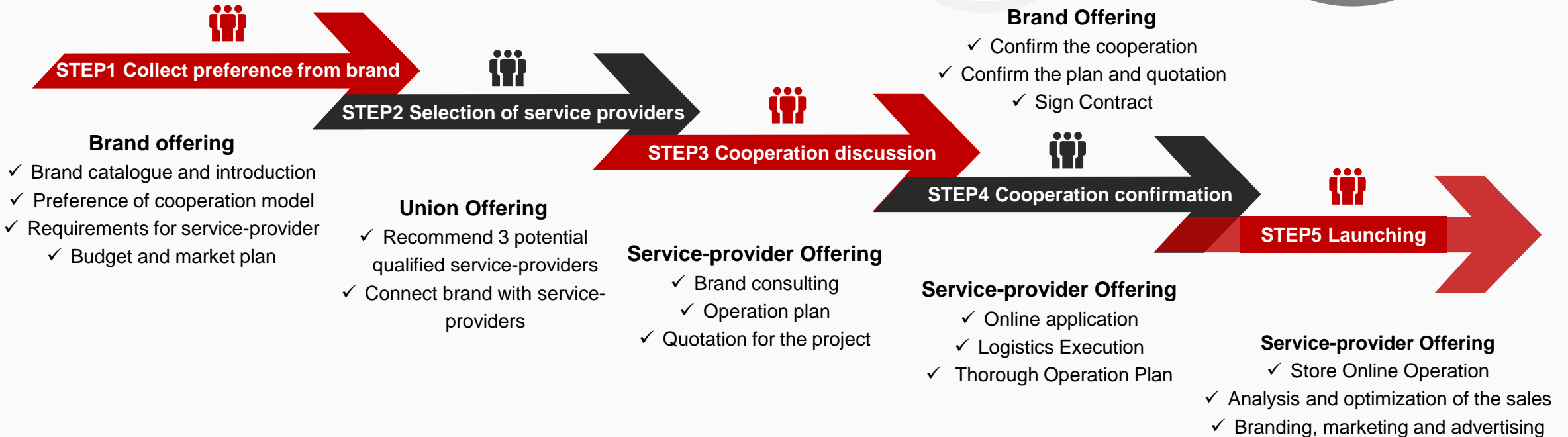


04 Platform Operation:

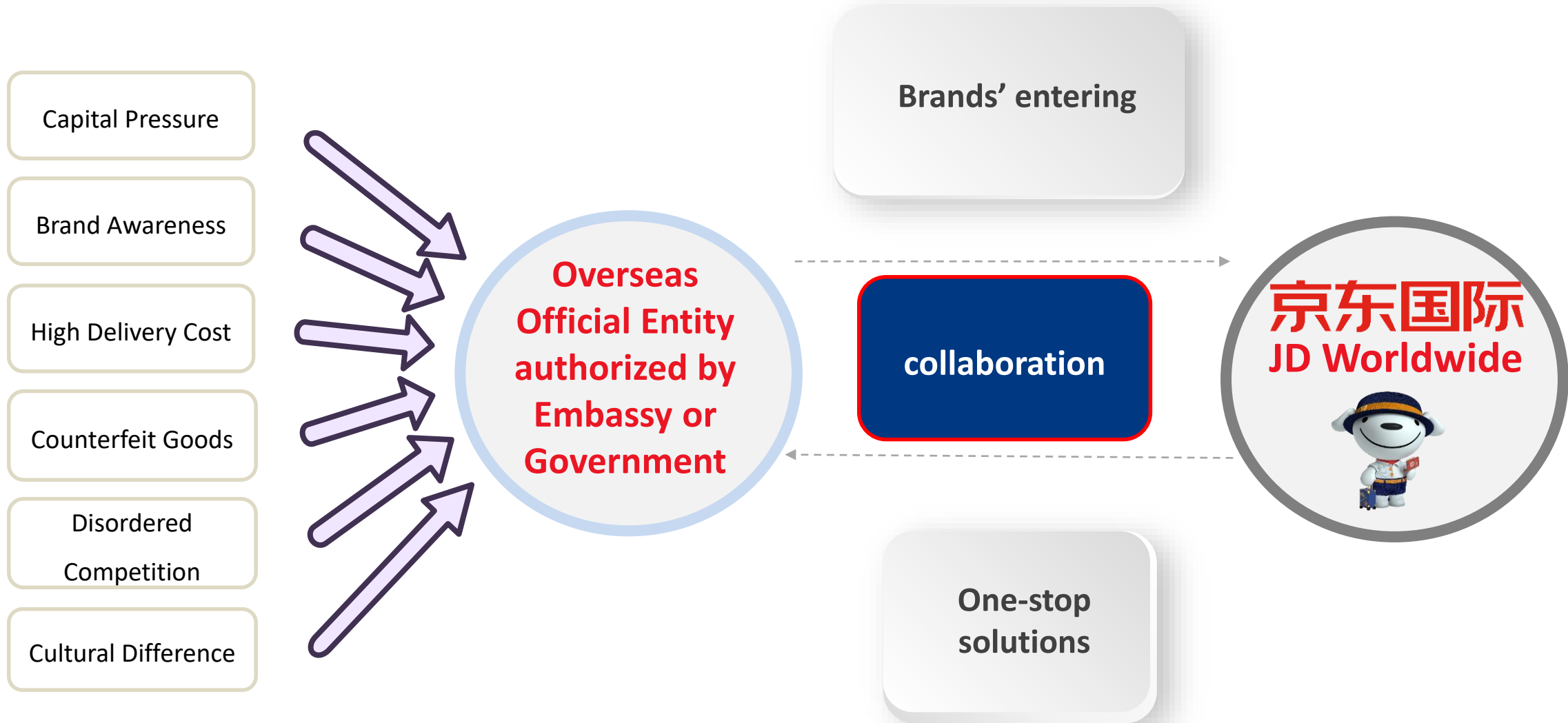
- Online Operation for brand on JD Worldwide
 - Analysis and optimization for sales
 - Branding, marketing and advertising



Standard of Process to offer service



National Pavilion - Vision



National Pavilion - KA Operation Support

Case Study

Growth Journey of Walmart

- Choosing a third party partner as the operation team
- Joining new store support program
- Selecting products based on big data from competitors and industry info

Marketing Resources

KA Resources Integration

- Setting-up Phase: offering KA store launch marketing resources
- High-speed Growing Phase: 3 Super Promos & coupon & daily promo activities
- Stable Running Phase: daily promo and discount offer

Collaboration

IT/Logistics/Financing

- JD Cloud: data support, CRM
- Logistics & financing solutions



KA/KA+ Mkt Resources



Product Selection Based on Big Data

- Analyzing industry & category
- Listing TOP SKUs between JD & Competitors
- Showing X-border advantage products



JD Finance

- Supply Chain Financing
- Collaborating with bank to attract credit card users and financing accounts



JD Cloud

Application Process

One-stop Solution

Platform

Logistics

Online Operation

01

Collection of Information

Collection of background information

02

Submission of Materials

Log onto registration page, fill in the information and upload required materials

03

Review of Materials

Review time: 1-3 working days

04

Launch

JD will send an official email to notify merchants who have passed the application process

Support from BD during the whole process

Partners From Around the World



Tapping into China's fast-growing
e-commerce market

THANK YOU

Twitter: @JD_Corporate

