

Building Prosperity Through Cross-Border Ecommerce

Carol Fung
President of FMCG Business Unit
JD.com



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.COM

多·快·好·省

China is the World's Largest and Fastest Growing Ecommerce Market

Top-3 global online retail markets in 2015 by sales volume (in US\$ billions)



Data source: iResearch , Q3, 2015

High penetration of China's cross-border e-commerce market

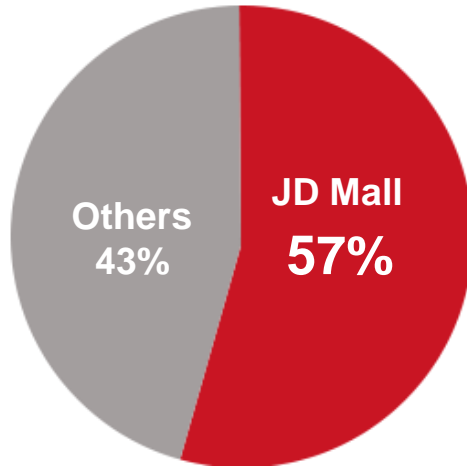


14.2% penetration rate

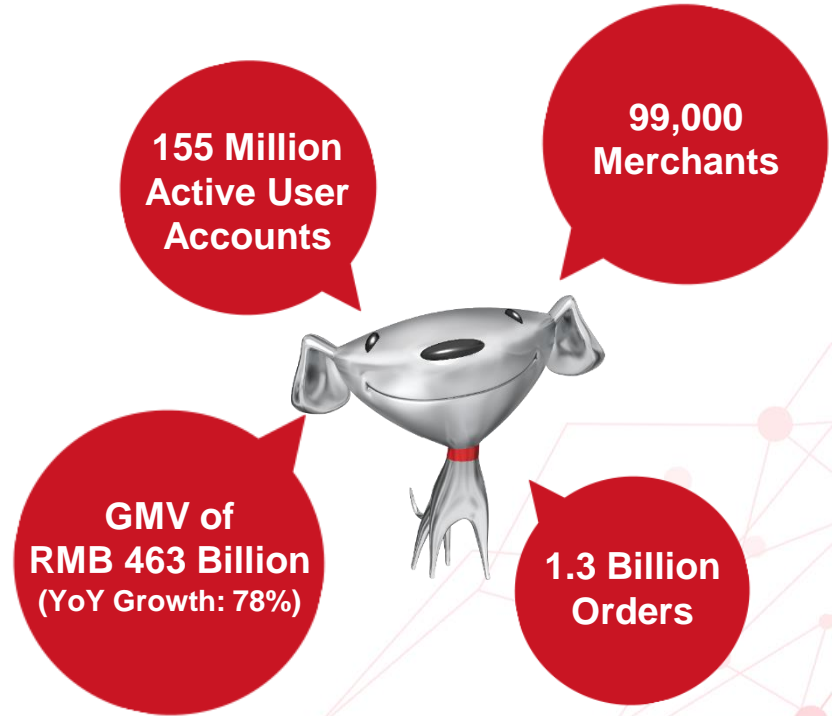
Data source: Analysys , 2015

In China's online retail market, 2015 saw a B2C growth rate more than double that of the C2C growth rate, making B2C a key driver of the fast growing domestic e-commerce market.

JD.com's Market Share in China's Direct sales E-commerce Market in 2015

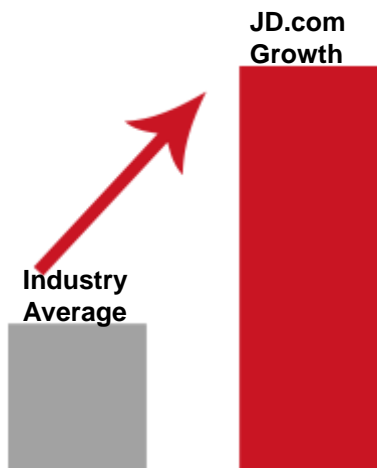


Data source: iResearch, Q3, 2015



Data source: JD.com's financial report for Q4, 2015

JD.com's Leadership in the FMCG Sector in China



In 2015, JD.com's growth was over 2 times that of the industry average



Milk powder and diapers
Largest retailer



Imported milk powder
Largest retailer



Men's skincare products
Largest retailer



Food/oil and beverages
Largest retailer



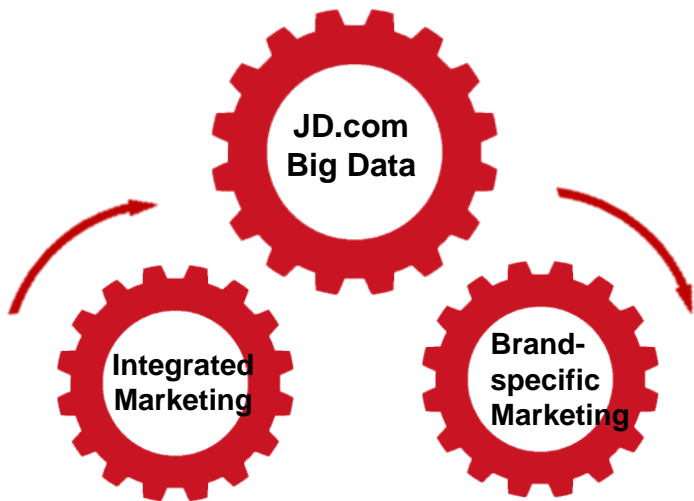
Lafite wines
Largest retailer



L'Oréal and Mentholatum
Largest retailer

Helping Brands Quickly and Accurately Target Chinese Consumers

Strategy and Resource Support



Helping brands win new customers accurately and effectively

Channel Penetration into Lower Tier Cities and Rural Areas

- ◆ Over **85%** of direct sales orders were delivered on the same day or next day with JD's delivery service
- ◆ In house delivery network covers **2,356** districts and counties cross China with more than **59,000** delivery personnel
- ◆ Village representatives in approximately **150,000** villages to promote JD's brand awareness

Providing brands with support on channel development

Attracting Top International Brands



In 2015, JD.com sourced Australian brands such as Devondale, a2, swisse, blackmores, EGO, beauty and personal care brands such as L'Oréal and Nivea, and also attracted infant brands such as Abbott, Mead Johnson and Pampers.

Bringing high-quality overseas products to Chinese consumers and enabling them to **“shop globally from home”**



京东全球购
JD Worldwide

The retailer of choice for Chinese consumers wanting to buy imported products

In 2015, established 9 country and regional malls

Entered strategic partnerships with leading international retailers

Attracted brands from over 40 countries and regions

Featured over 2,500,000 SKUs

How Can You Join JD.com?

Direct Sales



Direct Sourcing

Marketplace



Brands Run Flagship Stores

Win in the Future with JD.com

