Building Prosperity Through Cross-Border Ecommerce

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JD.com
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)

- **UK**: $93.89 (Annual increase of 14.5%)
- **US**: $305.65 (Annual increase of 14.2%)
- **China**: $562.66 (Annual increase of 32%)

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

- Total import and export value (in RMB trillions): 26.4
- Cross-border GMV (in RMB trillions): 3.75
- 14.2% penetration rate

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.

Data source: iResearch, Q3, 2015
Data source: Analysys, 2015
JD.com: China’s Largest E-tailer

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

- **JD Mall**: 57%
- **Others**: 43%

GMV of RMB 463 Billion (YoY Growth: 78%)

1.3 Billion Orders

155 Million Active User Accounts

99,000 Merchants

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

- JD.com
  - Big Data
- Integrated Marketing
- Brand-specific Marketing

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’Oreal and Nivea, and also attracted infant brands such as Abbott, Mead Johnson and Pampers.
Going Global: JD Worldwide

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

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

The etailer of choice for Chinese consumers wanting to buy imported products
How Can You Join JD.com?

- Direct Sales
- Marketplace

Direct Sourcing
Brands Run Flagship Stores
Win in the Future with JD.com