



JD.COM

Authentic products.
Delivered today.

OUR STORY SO FAR

- 1998:** Started as a brick-and-mortar store in Beijing
- 2004:** Following SARS epidemic, online business launched
- 2014:** Largest Nasdaq IPO of the year (ticker:JD)
- 2016:** First and highest-ranking Chinese Internet company on the Fortune Global 500 list
- Today:** Largest retailer in China, online or offline
(In the U.S., the largest e-commerce company is less than half the size of the largest retailer)¹

HOW WE'RE DIFFERENT

- Strict "zero-tolerance" policy toward counterfeit goods
- Only e-commerce company globally of our scale that does nationwide logistics in-house
- Goods delivered by uniformed employees; autonomous delivery vehicles undergoing widespread trials
- "Retail as a Service" strategy empowers our partners

OUR TECHNOLOGY

- Approximately 12,000 engineers between China and Silicon Valley
- Research areas include data science, artificial intelligence, virtual and augmented reality, automation, robotics, autonomous vehicle systems, and more
- R&D is used for everything from intelligent pricing to inventory management and fraud detection

OUR LOGISTICS NETWORK

- Covers 99% of China's population
- Leverages a network of more than 500 warehouses including large fulfillment centers, small warehouses and cold-chain facilities for temperature sensitive products
- Nearly 7,000 delivery stations

OUR CUSTOMERS

- Higher penetration among affluent urban residents, and higher average basket size than the overall industry
- About 80% of orders are made through mobile

OUR PARTNERS

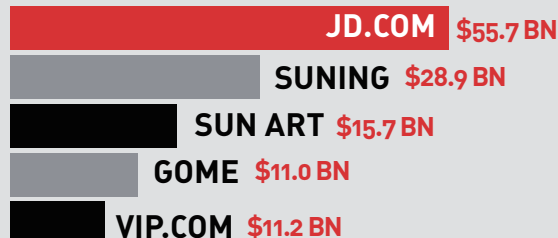
- Top investors include Tencent (~20%) and Walmart (~10%)
- Strategic partnership with Tencent includes access to WeChat, China's dominant social media platform with over 1 billion users
- We provide brands with the most comprehensive data available on Chinese consumers



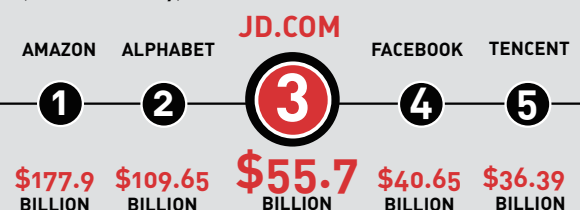
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CUSTOMERS

80% +
ORDERS MADE VIA MOBILE

LARGEST RETAILER IN CHINA (REVENUE IN 2017)²



3RD LARGEST INTERNET COMPANY GLOBALLY (REVENUE IN 2017)



YOY REVENUE GROWTH:



FASTEST-GROWING CATEGORIES:



MACRO:

E-COMMERCE PENETRATION
HIGHER IN CHINA (15%)⁴ VS. THE U.S. (8.5%)⁵

SPENDING TREND SHIFT TOWARD QUALITY
CLEAR SHIFT IN DEMAND TOWARDS HIGHER QUALITY PRODUCTS AND SERVICES

GROWING RETAIL SALES
UPWARD GROWTH OF 10% YEAR-ON-YEAR, FASTER THAN CHINA'S GDP



REACHED SAME AND NEXT DAY DELIVERY RATES OVER **90%**



100s OF DRONE AIR BASES PLANNED



¹By reported revenue 2017. ²Data from the companies' financial results. Exchange rates calculated at the December 29, 2017 rate of 6.5:1.

³FY 2017 growth. ⁴Source: National Bureau of Statistics of China. ⁵Source: U.S. Commerce Dept.