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CHINA'S LARGEST RETAILER - ONLINE OR OFFLINE

JD FASHION: THE MOST TRUSTED ONLINE SHOPPING PLATFORM FOR TOP FASHION BRAND

- Over **400K** watches sold during November 11 Singles Day event in 2017
- Transaction volume for female apparel **doubled** during 2017's June 18 anniversary event

A UNIQUE PLATFORM TO PROMOTE BRANDS

"Super Brand Days" capture the attention of JD's more than **300 million** customers:

- Chow Tai Fook sales hit RMB **10 million** in just **10 minutes** during the brand's 2017 May 11 Super Brand Day
- During its 2017 Super Brand Day, Under Armour sold more than **69x** the volume it saw on Singles Day the year before
- Adidas exceeded average daily sales by **295x** on its Super Brand Day in 2017
- Campaigns feature highly-targeted, engaging social media content leveraging JD's partnership with Tencent and access to social media data covering almost a billion consumers

OUR SHOPPERS

- Growing disposable income
- Located in top-tier cities and, increasingly, mid-tier cities
- Majority are born in the 1980s
- Increasingly female
- Hungry for quality products and the latest trends

HIGHLIGHTS

- March 2017** JD creates new fashion business unit
- April 2017** Joins the American Apparel & Footwear Association (AAFA)
- June 2017** Launches partnership with fashion e-commerce platform Farfetch
- June 2017** Launches JD Luxury Express, a specialized white-glove delivery service for luxury and specialty products
- September 2017** JD announces partnership with BFC/Vogue Fashion Fund and sponsors shows at London Fashion Week
- September 2017** JD sponsors 3.1 Phillip Lim show at New York Fashion Week
- October 2017** JD launches TOPLIFE, an independent platform for luxury shopping
- November 2017** JD partner with CFDA/Vogue Fashion fund

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