



JD.COM

Technology. Innovation.
Giving back.

JD.com, working with JD Foundation, develops innovative solutions for the company to leverage its technology, logistics infrastructure and relationships with consumers and suppliers to benefit society. JD believes in putting its business assets to use to build not only the future of retail, but a better future for all stakeholders.



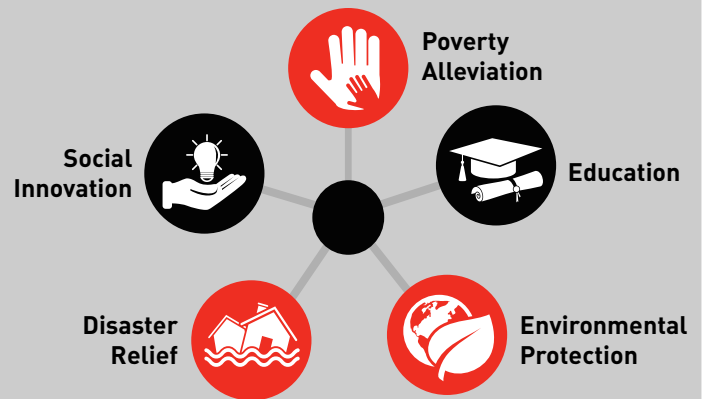
ONLINE DONATION PLATFORM*

- More than **100 NGOs** served
- Over **600 campaigns** initiated
- More than **2 million** items collected
- Uses JD's nationwide in-house logistics network; traveled over **60,000km** for deliveries

In 2017, JD launched China's trusted online donation platform, leveraging its e-commerce expertise and cutting edge technology to ensure transparency in the donation process. All donated goods are delivered by JD's own logistics network, enabling JD.com's over 300 million customers to donate products directly to non-profit organizations serving groups in need across China.

*Data from the full year of 2017.

DONATION FOCUS AREAS



DISASTER RELIEF

JD has participated in **about 20** immediate disaster relief programs, and donated **4,000 tons of supplies** so far.



中国妇女发展基金会
China Women's Development Foundation

ENABLING TRUST WITH TECHNOLOGY

Blockchain

JD.com is testing blockchain for tracing donations, using JD.com's blockchain technology, developed to trace products back to their origin for product safety.

Beginning in September of 2017, JD.com customers donating toys and notebooks under the blockchain initiatives to children in Yunnan, through Teach for China, can trace their donation and confirm that it was received by the school it was intended for.



Delivery Drones

In December 2017, JD.com also started a program to deliver donated pharmaceuticals to hard-to-reach mountain villages using drones. The donated drugs can be transferred to village located on the sides of steep cliffs using drones developed by JD. A delivery run for critical medical supplies that was previously impossible by truck, and required a two-hour climb, now takes four minutes.

SUSTAINABLE CONSUMPTION

As China grows as a consumer market, and increasingly moves online, JD.com believes that its influence and infrastructure can be used to limit the impact all this consumption has on the environment, from finding a purpose for pre-loved goods to recycling boxes and limiting the company's own carbon footprint.

- Expects to cut **150,000** tons of annual carbon dioxide emissions by switching to solar power
- Replacing hundreds of thousands of vehicles with new energy vehicles in **three years**
- Delivery fleet includes solar energy tricycles and hydrogen energy trucks
- Developing greener materials:
 - Began use of "green boxes" recycling boxes for delivery
 - "Slim" tape, saving **100 million** meters of tape for packaging*
 - Biodegradable packing bags that decompose in **three months**
- Collection of used goods for donation and recycling, to cut waste*:
 - **1.3 million** items of clothing
 - **400,000** toys

*Data as of May 2018.