

京东 - 京东全球购

JINGDONG & JINGDONG Worldwide

Fiona Qi, June.2025



Who We Are



JINGDONG

Mission

Making Lives Better through Technology

Vision

Being the Most Trusted Company in the World

Values

Customer First · Innovation · Dedication
Ownership · Gratitude · Integrity

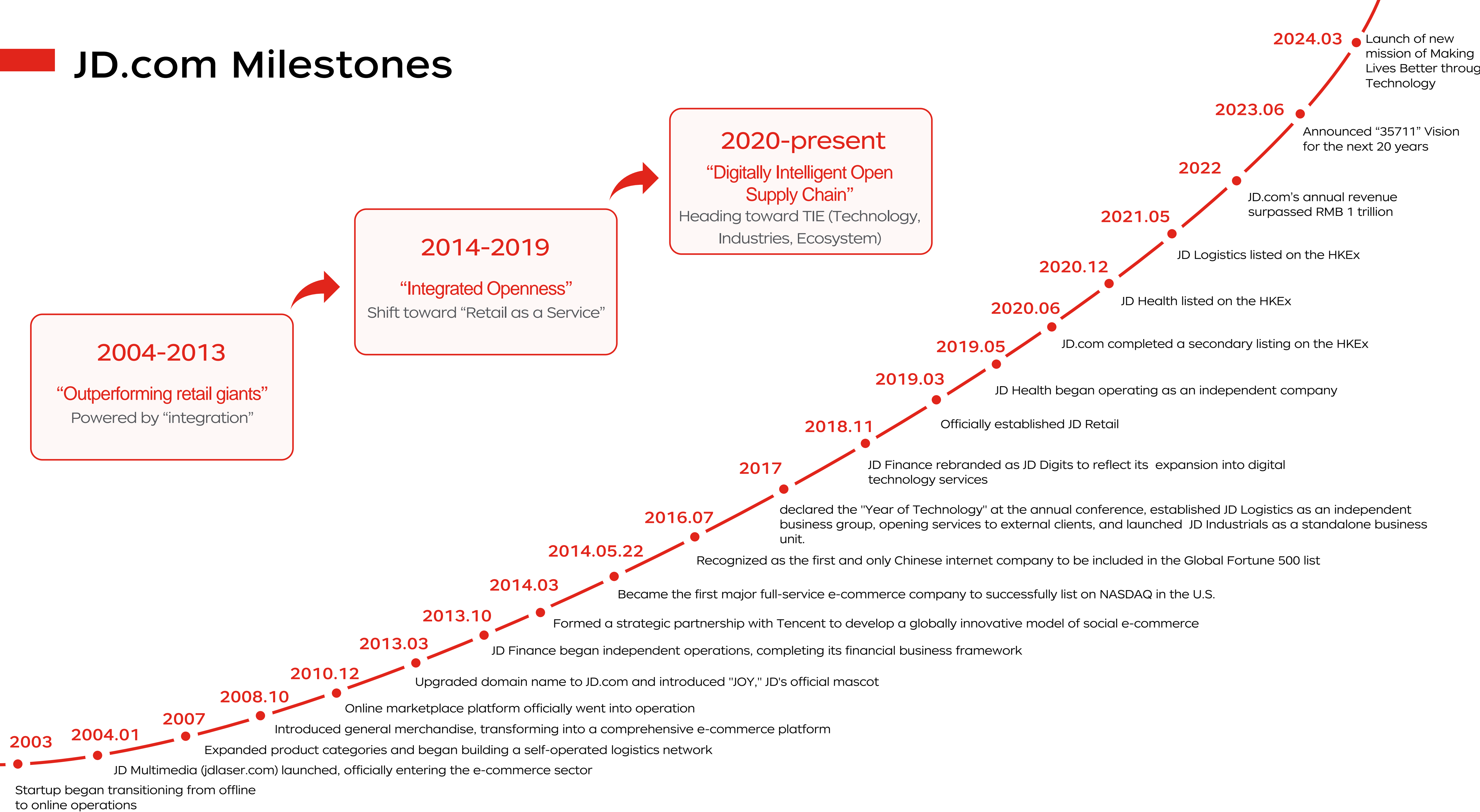
Positioning

A technology and services enterprise with supply chain at its core

Enterprise Type

New type of real economy-based enterprise

JD.com Milestones



20 Years Moving Forward and Achieving Breakthrough Growth



2024 Net Revenues
US \$158.8 billion



Employees of JD Ecosystem*
~ 900,000



Ranked #44 on
Fortune Global 500 list



Annual Active Users
600 million +



Ranking #1 on
China's Top 500 Private
Enterprises list 2024



Enterprise Clients Served
8 million+

Over 90% of Fortune Global 500 enterprises in
China and 70%+ SMEs in Specialized New Sectors

*The total personnel under the JD Ecosystem, including employees, part-time staff and interns, as well as the personnel of JD.com's affiliates.

Supply Chain-based Business Landscape



Retail

A close-up of a laptop screen displaying a bar chart and various icons, representing retail data analysis.



Technology

A robotic hand reaching out to touch a human finger, symbolizing human-machine interaction in technology.



Logistics

A perspective view of a long, automated conveyor belt in a warehouse, illustrating logistics and supply chain flow.



Health Care

A hand holding a hexagonal medical icon with a heart and pulse line, with a laptop displaying a similar icon in the background, representing healthcare technology.



Industrials

A hand holding a transparent digital overlay with various charts, graphs, and a robotic arm icon, representing industrial data and automation.



Property Development

Aerial view of a large-scale construction site with a grid of foundations and red structural elements, representing property development.



International

A night view of a city skyline with glowing arcs connecting different points, symbolizing global connectivity and international trade.



Innovative Retail

A perspective view of a modern retail store with tall, well-stocked shelves, representing innovative retail environments.

International Businesses: Building digitally intelligent cross-border supply chain and global retail infrastructure

Cross-Border Businesses

JD Worldwide is JD.com's one-stop platform for both imported and exported goods.



Bonded model or direct-mail model

JD Worldwide's 'Global Buy' portal, anchored in cross-border e-commerce and duty-free retail, leverages JD's digitally intelligent supply chain to enhance its open ecosystem across **consumer scenarios, marketing, quality & service, and business development**, all aimed at helping brands and merchants enter the Chinese market.



Reaching global customers

The Global Sales' portal extends JD.com's comprehensive ecosystem to overseas markets, catering to global Chinese customers by offering a wide range of high-quality products and utilizing JD's extensive business infrastructure in various domains.

JINGDONG Industrials International

A Trustworthy One-Step Global Supplier for Long-Tail Goods.

JD Industrials delivers end-to-end industrial supply chain solutions to large overseas enterprises, multinational corporations, and Chinese companies expanding globally, empowering their international operations with cost reduction, efficiency optimization, supply stability, and compliance.

European innovative retail brand "ochama"



Omni-channel, Full category and One-stop

- The Netherlands' first omnichannel retailer that offers both food and non-food products in a wide range of categories with extensive variety.
- We provide a diverse range of categories including food and fresh produce, fast moving consumer goods-, electronics and home appliances, home furnishing, and more.



Automated Central Warehouse

- **3** warehouses in the Netherlands, Poland and France
- With the AGV system, order picking efficiency is tripled.



Flexible Fulfillment Methods

- Pick-up points are operated in the Netherlands, Germany, France, and Belgium.
- Home delivery covers **24** countries

JINGDONG Worldwide

Introduction

2025.6



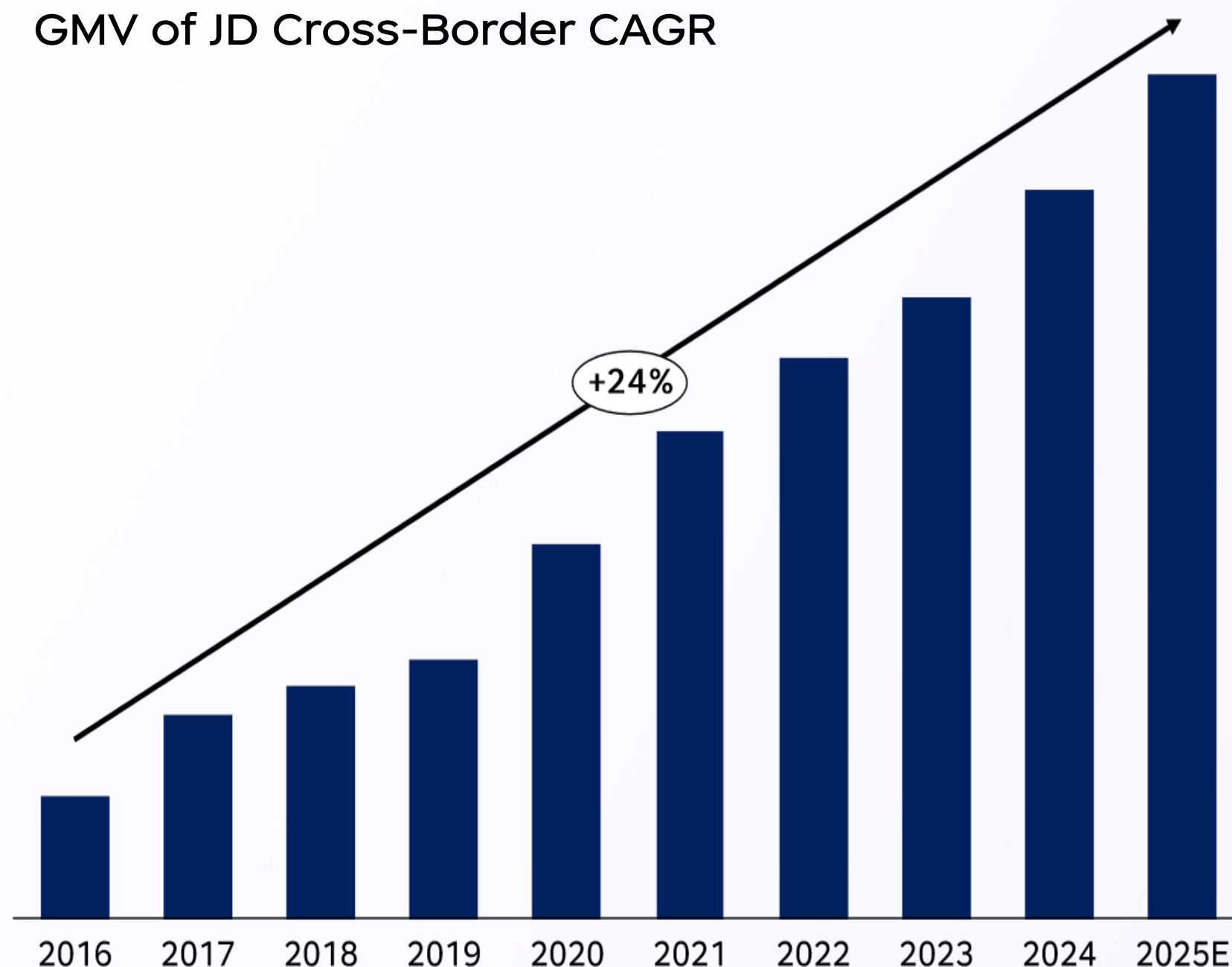


JD Cross-Border turns to New Gateway to Oversea brands entering into China

JD Cross-Border is JD Group's cross-border import business, offering *bonded warehouse, direct overseas and overseas factory delivery*.

Keep Strong Growth Momentum in 10 Years

GMV of JD Cross-Border CAGR



20,000+ Oversea Brands

100+ Countries & Regions

10+ Million SKUs

Brands

Traders

Distributors

Retailers

Easy GTM Format With Minimal Regulatory

- ✓ Minimal regulatory constraints, no need to meet CFDA requirements
- ✓ CBEC goods only need to meet the requirements of the exporting country
- ✓ Positive List (正面清单产品)

Low cost Channel Highly Favorable Policies

- ✓ NO Tariff (unimpacted by Trade war)
- ✓ 70% VAT & GST
CBEC: 9.1%

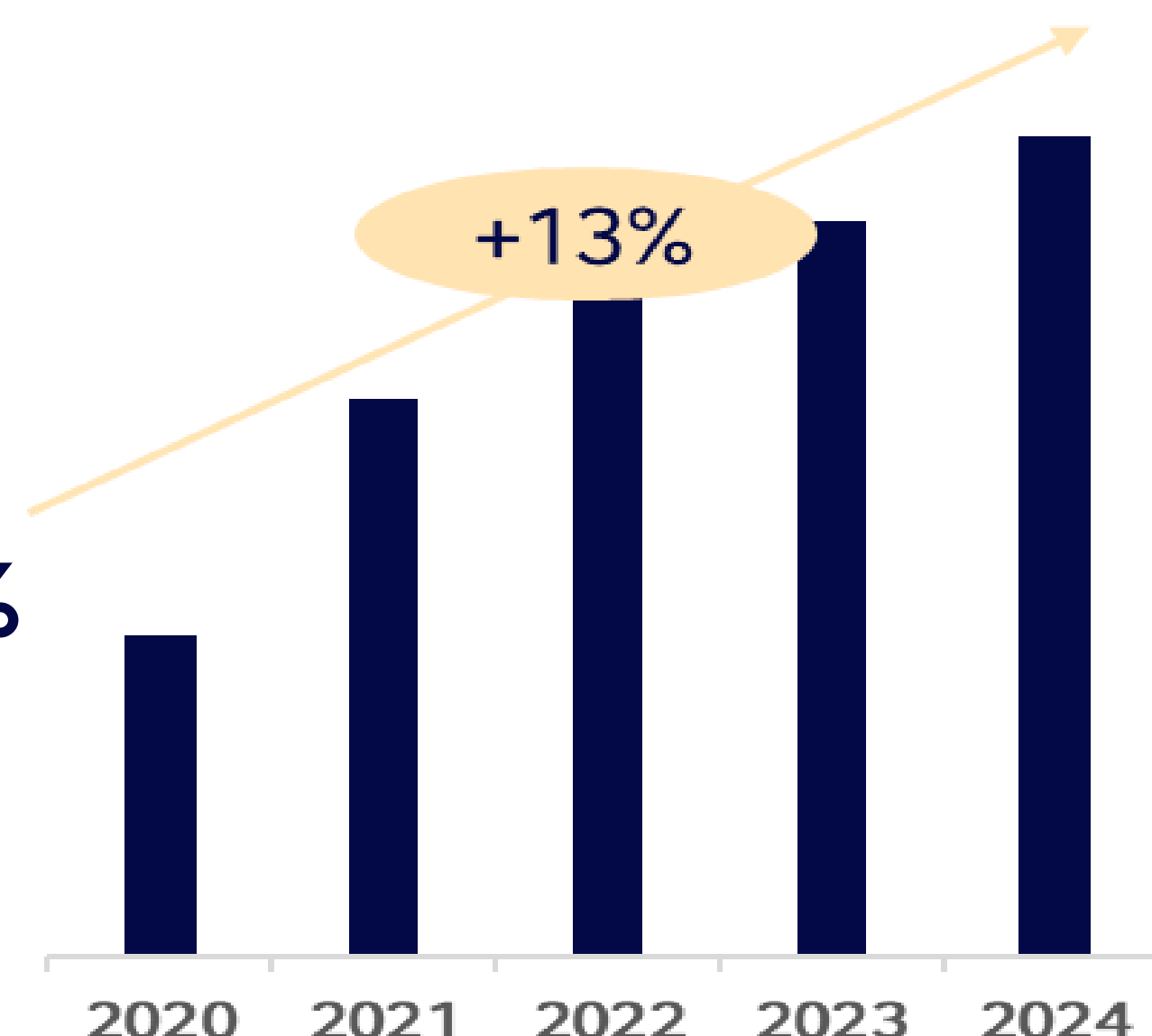


How is Cross-Border E-Commerce(CBEC) in China?

Transaction scale of
JINGDONG Worldwide

5 year CAGR +13%

... While China's total import value of CBEC has remained relatively stable since the pandemic in 2020.



China's vast population drives diversified consumption needs.

High-end/overseas-living/learning consumers prioritize origin-country imports with:

- Value-focused concepts (Health/eco-conscious/ designer)
- Technologically differentiated goods (Maternal/ cosmetics...)
- Tax-advantaged categories (Alcohol/luxury...)



CBEC is the optimal model to unlock China market potential, offering overseas brands/products the lowest-barrier access, most streamlined oversight, and the ideal pathway for new product testing – all endorsed under Chinese customs and commercial regulatory frameworks.

✓ No registration required, minimal regulatory constraints

✓ Highly favorable tariff preferential policies

✓ Robust infrastructure enables seamless operations



| General Trading | | Cross-border E-commerce |
|----------------------------|--|---|
| China Label & NMPA License | Required | Exempt |
| GB Testing | Required | Exempt |
| Tax | Duty + VAT + Consumption Tax (13%) | 9.1% |
| Importation | Complex Declaration Process | Simplified Electronic Declaration |
| Distribution | Online + Offline, Mass & Bulk Distribution | Consumer Orders: annual cap of ¥ 26,000 |
| Domestic Trademark | Required | Not Compulsory |

What opportunities does it present for brands?

Case Studies

CHANTECAILLE



LANCÔME
PARIS



Market Validation for New Products/Brands

Fastest channel for global product lines to test Chinese market and educate consumers, especially for products temporarily non-compliant with general import trade standards.

Premium Brand Positioning

Leverage consumers' buy-from-origin mindset to establish high-end brand/image for niche product lines.

Travel Retail and Global Supply Chain Synergy

Implement dynamic inventory allocation across markets leveraging China's bonded warehouse networks and establish travel retail synergy through duty-free cross-border convergence.

Potential Challenges

Intra-Organizational Coordination

Aligning incentives between global/China business, particularly regarding:

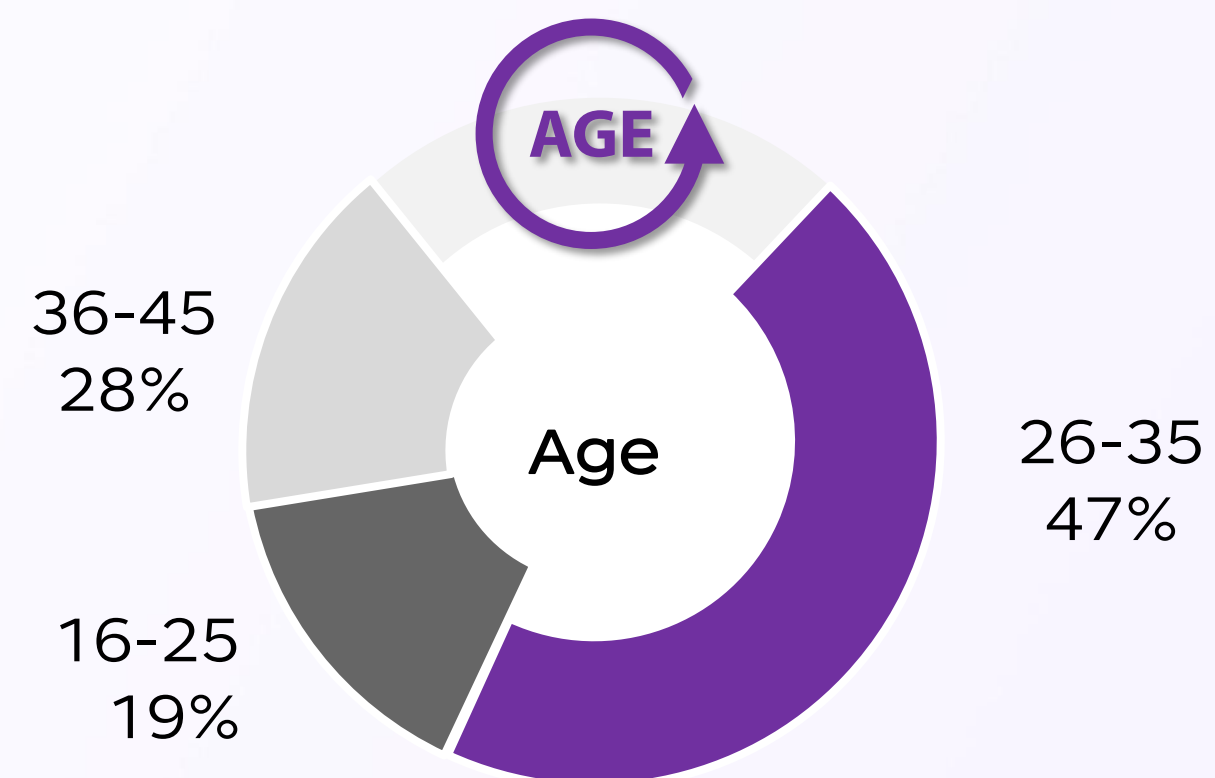
- Cross-border business owner, China team or dedicated cross-border team
- Product selection and supply chain, how to effectively collaborate with different countries to select and deliver products from all-over the world
- Cross-border pricing authority and strategy



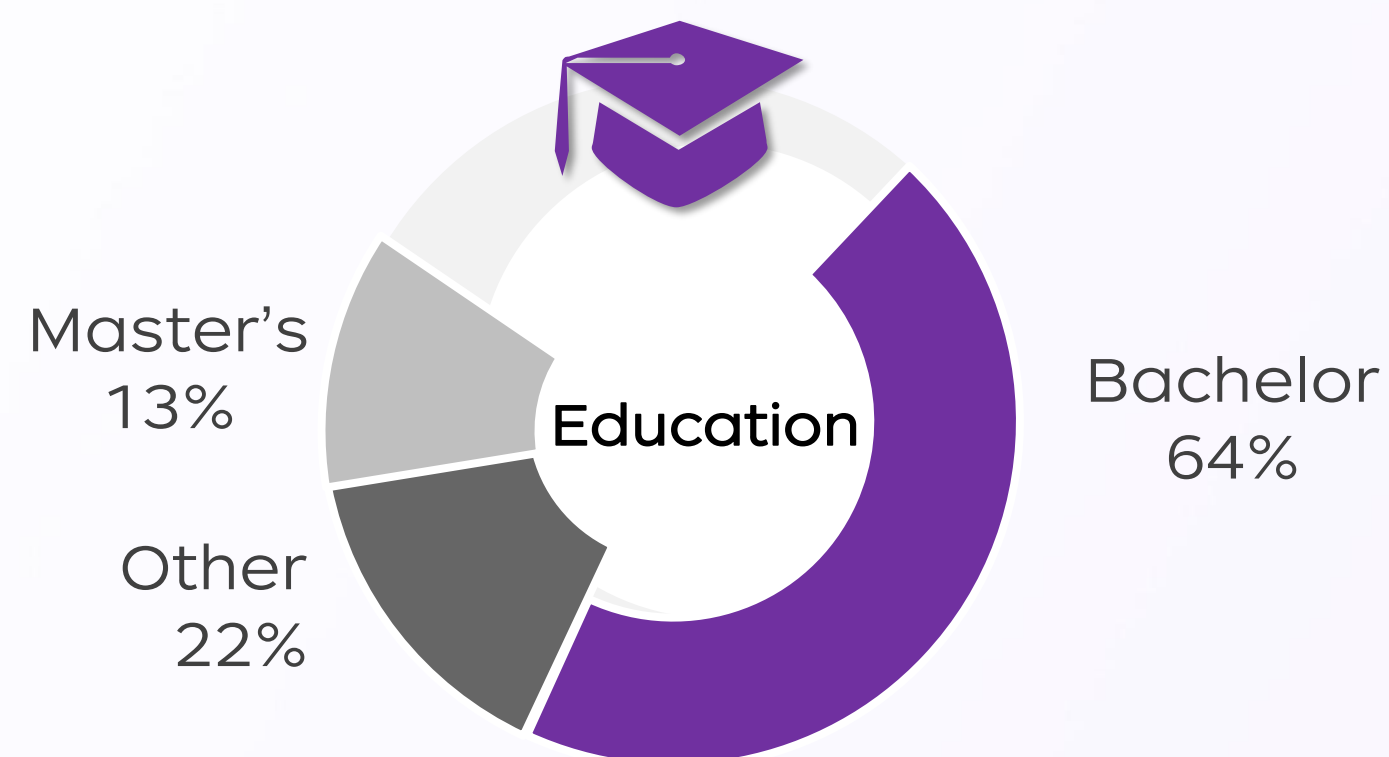
Customer Profile



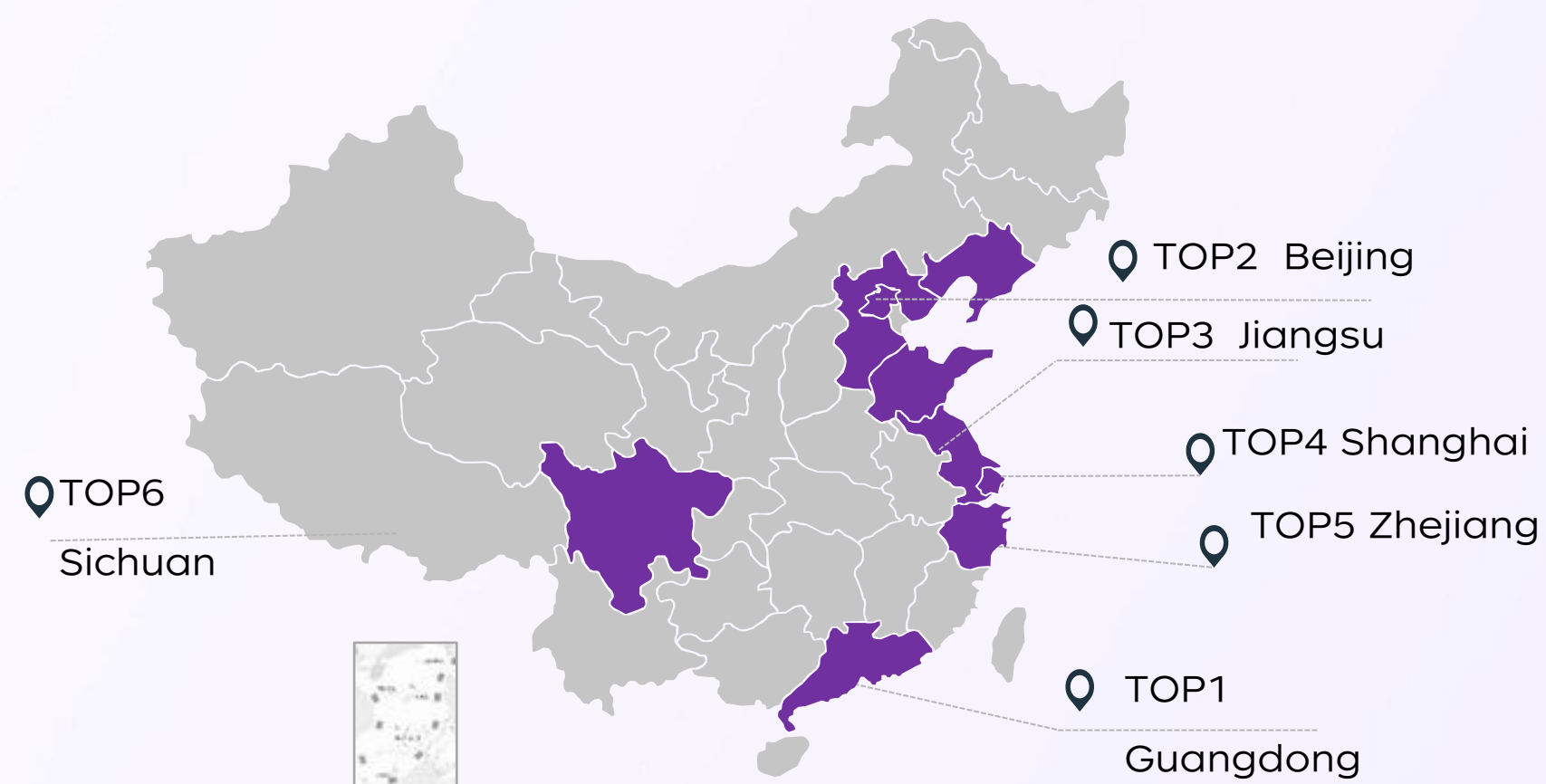
Female Majority



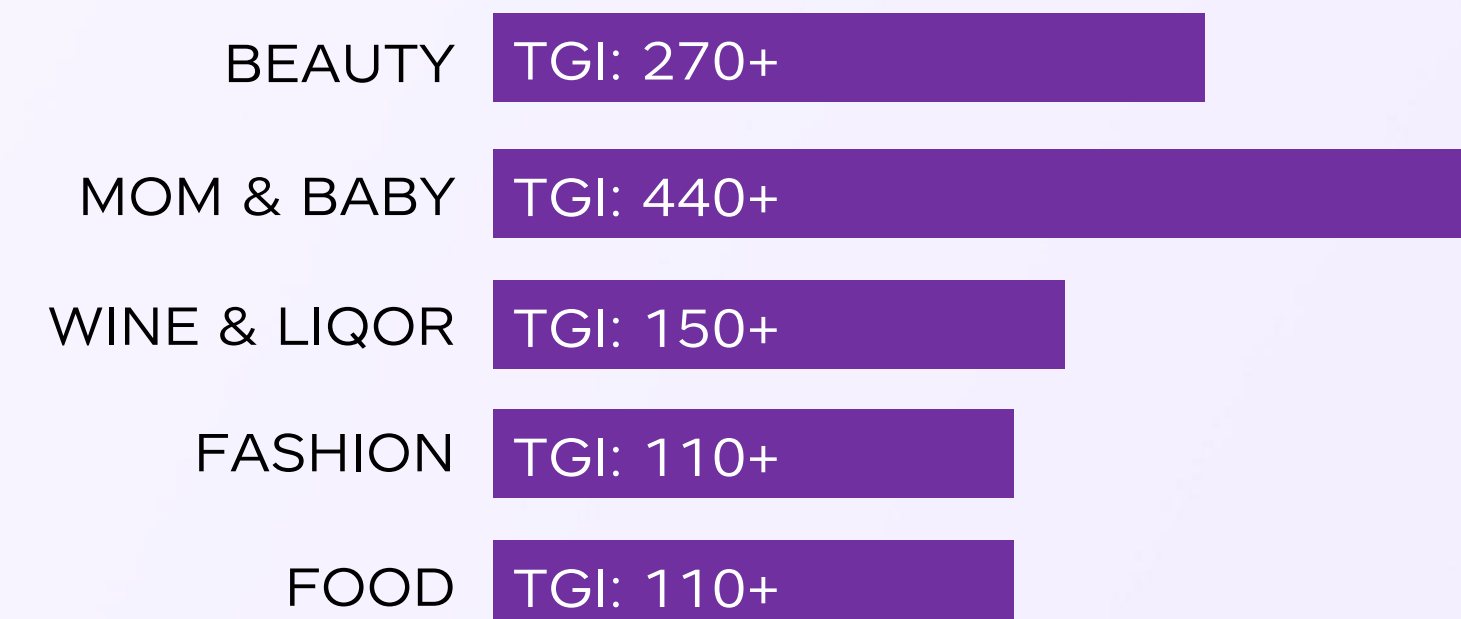
Gen Z & Gen Y



Higher Education



1st & 2nd Tier Cities



Compared with JD.com, JDW customers showed higher interest with beauty, fashion, mom & baby products.



Higher PLUS Subscription Rate
Than main site (JD.com)

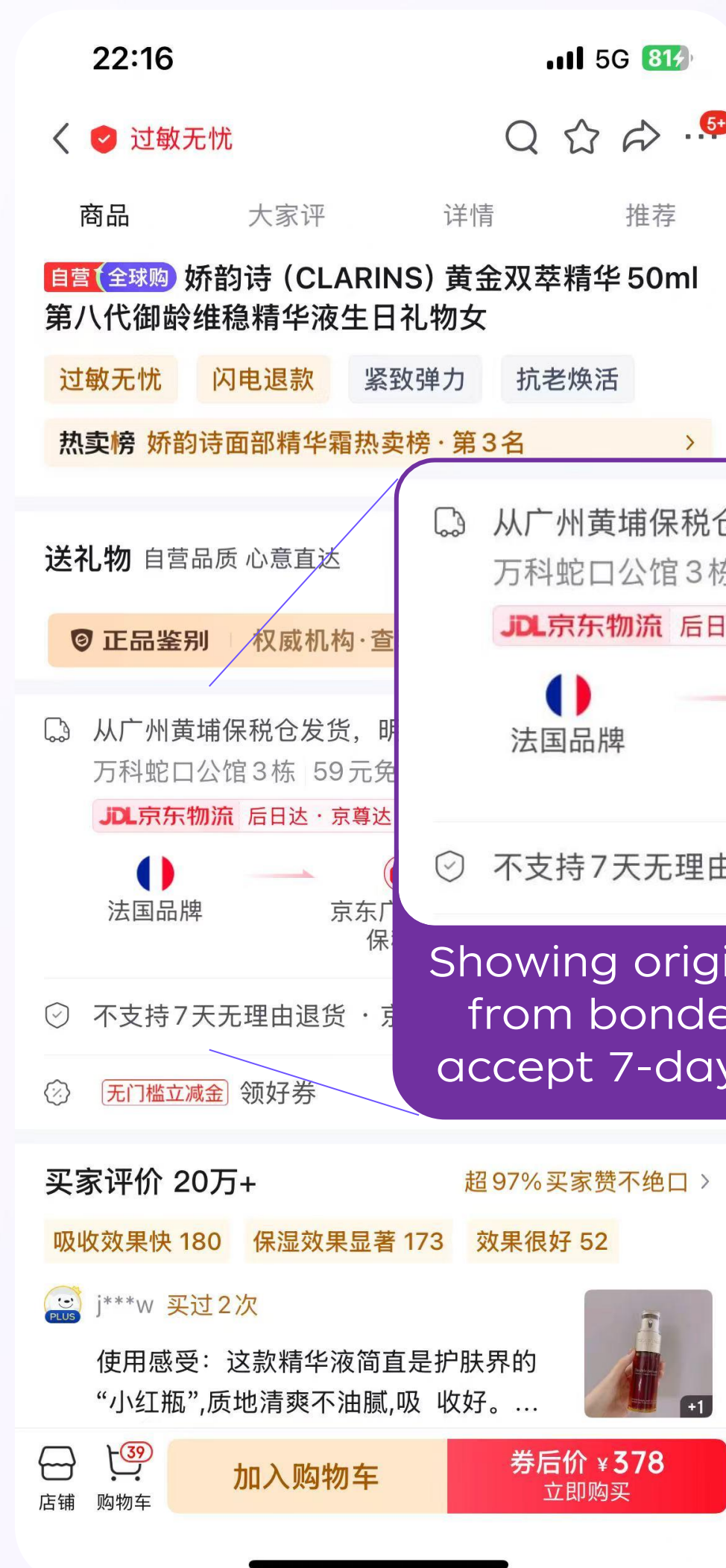


Strong prompt in JD App for Global Buy

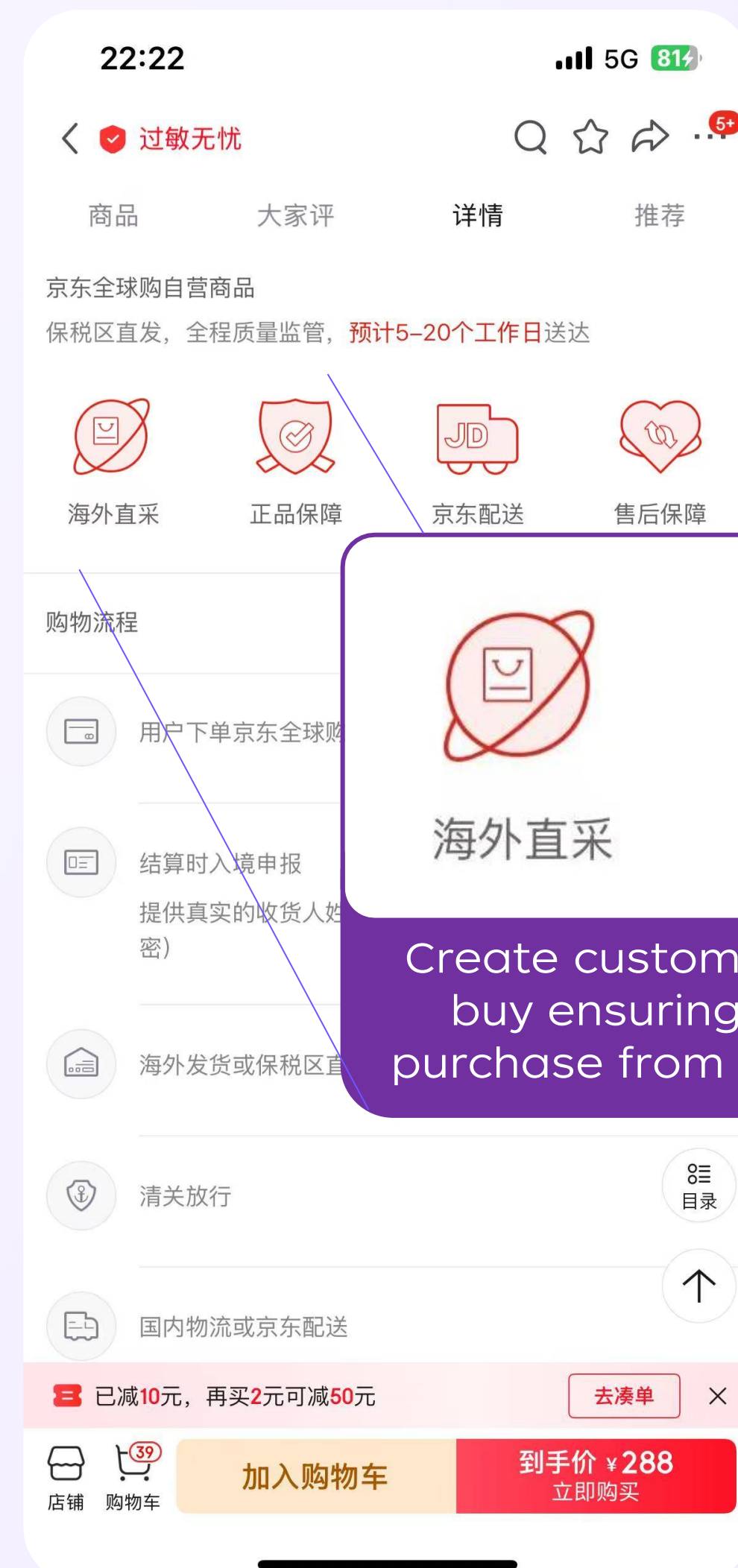
Educating customers about the difference experience of overseas sourced products



Distinct label for global buy products



Showing origin of the products; ship from bonded warehouse; do not accept 7-day unconditional returns



Create customer trusts buy ensuring direct purchase from overseas



Official Partnership with JD Worldwide

| | | | | |
|-------------------|----------------|-----------------|--|-----------------------------------|
| | | | | |
| MYTHERESA | L'ORÉAL GROUPE | AMORE PACIFIC | SHINSEGAE INTERNATIONAL | DANONE |
| kaO | KOSÉ | P&G | Walmart | aic 애경 AEKYUNG |
| LG beauty | SHISEIDO | tapestry | cdf 中免集团 CHINA DUTY FREE | POLA ORBIS HOLDINGS |
| Reckitt Benckiser | Unilever | DF RETAIL GROUP | 萬寧 manning's | CLARINS |
| FrieslandCampina | Beiersdorf | Nestlé | Calbee | DEVONDALE THE DAIRY FARMERS CO-OP |
| PHILIPS | sam's club | 3M | a2 THE 92 MILK COMPANY FEEL THE DIFFERENCE | Abbott |
| Colgate | Arla | illy | dyson | DeLonghi |

To strengthen the mindset of authenticity, JD Global will continue to promote official collaborations with brands. The number of officially cooperating brands with JD Global shows triple-digit growth annually.

By 2025, JD Global will further increase its official collaborations by establishing direct partnerships with more international well-known brands and merchants, thereby enriching product categories, improving product quality, stabilizing supply chain sources, and growing together with the brands.

BENEFITS

Endorsement

Marketing Support

Supply Chain Management

Professional Ops Service

Premium Exposures

Reputation Management

Some of the groups mentioned above have 1 ore multiple sub-brands operating officially on JD Worldwide



JINGDONG Worldwide 10-year Anniversary

10 Key Categories

- Infant Milk & Food
- Beauty & personal care
- Imported Food
- Household Essentials
- Luxe & trendy fashion
- Consumer electronics
- Watches & jewelries
- Apparel & bags
- Sports & outdoor
- Pets Supplies

Over **20,000** Global Brands
Over **10,000,000** SKUs
Aiming for **100 billion** in
next 12 months

Global Supply Chain from over 90+ countries
around the world.

| | | | | |
|----------------------|---|--|--|--|
| Beauty | Double Digit Growth in 2024 | Tier 1 market share in fragrance | A top 5 ranked brand grew more than 900% YOY | Consumer diversity: men's beauty, clean beauty, anti-aging; natural beauty |
| Consumer Electronics | Number 1 in CBEC consumer electronics GMV | 10+ brands with over 100m GMV/Year | Import household essentials with over 500% YOY growth | Top lighting brand with 10m guaranteed purchase in Y1 |
| Mom & Baby | Number 1 in market share | Mom & baby customers growth rate at double digit YOY | Toys category grow at 150% YOY | 10+ brands with over 100m GMV/Year |
| Food & Liquor | Leading market share | Food selling SKUs doubled In 2024 | 1 New Store generated more than 10m in less than 3 months | Blended liquor grew at 300% YOY |
| Fashion & Luxury | LOWEST Return Rate in the Industry! | Over 30% CAGR Growth in last 3 years | 1 European Luxury Sellers generated over 50m in less than 24 months | Eyewear & watches grow more than 100% YOY |



Business Models with JD Worldwide

Pop-Up Shop (POP) →

Merchants operate independently:

Brands/retailers, e-commerce platforms/traders cooperate with JD.com to open stores on JD.com Worldwide and send overseas products to Chinese customers via bonded warehouses, overseas warehouses or overseas direct mail.

| | | | |
|-------------|----------------------|--------------------------|-------------|
| Model | Self-operation | Semi/Fully Managed | |
| Fulfillment | JDL Bonded Warehouse | 3 rd party BW | Direct Mail |
| Interface | API | Backoffice | |

Brands / Authorized Retailers

1P Purchase (Wholesale) →

Supply & marketing collaboration:

JD Worldwide purchase & sourcing team directly work with brands to make purchase order; products will enter JD bonded warehouse, and fulfilled by JD to customers.

| | | |
|-------------|---------------|--------------------|
| Model | Supplier | Fully Managed |
| Pattern | Bulk Purchase | Consignment |
| Fulfillment | Bonded | Overseas Warehouse |

Brands / Distributors

JDC Newly launch 10 Billion GigaGrowth Plan in China

On July 25th, JD launches "10 Billion GigaGrowth Plan" – to bring 1,000 new overseas brands via cross-border models in 3 years and help them hit 10B yuan cumulative sales growth.

Three Pillar Under the "10 Billion GigaGrowth Plan"

National Pavilion

- ✓ *National Pavilion Channel Upgrade:*
Expand product pool, optimize experience, strengthen product-country mental connection.
- ✓ *Exclusive "National Brand Day":*
Partner with embassies, promote national specialties & culture via multiple channels.
- ✓ *National Brand Day + Major Exhibitions:*
Co-host events with national pavilions & ambassadors to boost industry influence

Global Cuisine Call

- ✓ explore their stories, cultural value & tech innovations; co-create impactful campaigns with embassies/brands to link them to Chinese consumers.

Heritage Brands

- ✓ JD identifies potential overseas specialties, and helps such products enter China efficiently.
- ✓ The 1st "Global Cuisine Call" secured 8k+ leads and launched over 1.2k overseas foods.
- ✓ The 1st phase of the initiative achieved 380M+ exposures and 1.46M+ interactions.



- High market recognition
- Outstanding project progress
- Sustained release of growth momentum

THANKS



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