



JD.com Launches Direct Access on Tencent's Mobile QQ

August 8, 2014

Move to support growth in China's fastest growing urban markets

BEIJING, Aug. 7, 2014 /PRNewswire/ -- JD.com, Inc. ("JD.com" or the "Company") (NASDAQ: JD), China's largest online direct sales company, today announced that JD.com now has direct access, previously referred to as "Level-1 entry points," on Mobile QQ from Tencent Holdings Limited ("Tencent" SEHK: 00700).



"Today's announcement is a game changer that brings JD.com's outstanding customer experience closer to consumers throughout China where Mobile QQ is the leading social communications platform," said Mr. Haoyu Shen, CEO of JD Mall. "Direct Mobile QQ access will help to increase consumer awareness of JD.com's authentic products and outstanding last-mile delivery network, and support our strong growth in key target markets."

Mr. Shen added, "Our partnership with Tencent is already advancing our mobile strategy and today's launch further expands our reach, including with younger audiences. With our outstanding JD.com app and direct access on both Mobile QQ and Weixin, we believe JD.com is well positioned to lead the next phase of China's e-commerce development."

In March of 2014, JD.com announced a strategic partnership with Tencent. As part of the partnership, the companies announced that JD.com would receive direct access on Weixin and Mobile QQ, and support from other key Tencent platforms.

Direct access provides more prominent positioning for JD.com within the app compared to the previous Mobile QQ entry points. Mobile QQ has more than 490 million active monthly users, as of March 31, 2014.

Weixin users have had direct access to JD.com since June of this year.

About JD.com, Inc. (NASDAQ: JD):

JD.com, Inc. is the leading online direct sales company in China. The Company strives to offer consumers the best online shopping experience. Through its content-rich and user-friendly website www.jd.com and mobile applications, JD.com offers a wide selection of authentic products at competitive prices and deliver products in a speedy and reliable manner. As of March 31, 2014, JD.com offered approximately 40.2 million SKUs across 13 categories of products. The Company believes it has the largest fulfillment infrastructure of any e-commerce company in China. JD.com operated 7 fulfillment centers and a total of 86 warehouses with an aggregate gross floor area of approximately 1.5 million square meters in 36 cities, and 1,620 delivery stations and 214 pickup stations in 495 cities across China, staffed by its own employees. The Company provided same-day delivery in 43 cities under its 211 program and next-day delivery in another 256 cities across China as of March 31, 2014.

For more information, please visit <http://ir.jd.com>.

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