



## JD.com Launches "Japanese Mall," New Imported Goods Platform

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### Further Strengthens JD Worldwide's Selection of Authentic, Imported Goods

TOKYO, June 1, 2015 (GLOBE NEWSWIRE) -- JD.com, Inc. (Nasdaq:JD), China's largest online direct sales company, today announced the launch of Japanese Mall, a new channel on the company's JD Worldwide cross-border platform dedicated exclusively to sales of authentic imported Japanese products.

JD.com launched Japanese Mall at an event in Tokyo today, where JD Mall CEO Haoyu Shen was joined by Katsutoshi Takeda, Director General of the Japan-China Friendship Center, and senior management from Sumitomo, and other key Japanese partners.

"Our new Japanese Mall provides Chinese consumers with a trusted source for buying imported Japanese products," said Mr. Shen. "Japanese Mall will give more Japanese brands greater exposure to China's rapidly growing demand for imported goods, and will further solidify JD.com's reputation as China's online leader for guaranteed authentic products."

JD is working to simplify cross-border transactions by providing recommendations on operational and international logistics partners that Japanese businesses can use to reduce costs and improve the efficiency of selling through the JD Worldwide platform.

Japanese Mall will focus on satisfying the fast-growing demand among Chinese consumers for authentic Japanese products in a wide range of categories including items for maternity, babies, food, personal care, cosmetics, apparel, luggage, home decoration, electronics and home appliances from popular Japanese brands.

In addition to Japanese Mall, JD Worldwide also hosts French Mall and Korean Mall, both of which launched earlier this year, and the company said it would continue seeking other opportunities to offer channels dedicated to other countries' products in response to customer demand.

### About JD.com

JD.com, Inc. is the largest 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 [jd.com](http://jd.com) and mobile applications, JD.com offers a wide selection of authentic products at competitive prices and delivers products in a speedy and reliable manner. The company believes it has the largest fulfillment infrastructure of any e-commerce company in China. As of March 31, 2015 JD.com operated 7 fulfillment centers and a total of 143 warehouses in 43 cities, and in total 3,539 delivery stations and pickup stations in 1,961 counties and districts across China, staffed by its own employees. The Company provides standard same-day delivery in more than 130 counties and districts, and standard next-day delivery in more than another 850 counties and districts across China.

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