



## JD.com Kicks off Anniversary Event with “American Quality” Sale

June 1, 2016

### Company to feature authentic products from a wide range of top U.S. brands

BEIJING, June 01, 2016 (GLOBE NEWSWIRE) -- JD.com (Nasdaq:JD), China's largest online direct sales company, today announced the launch of its annual summer sale that begins today and runs through June 20, including a special 24-hour sales event on June 18 to mark JD.com's 13<sup>th</sup> anniversary. The event features an “American Quality” sale with special offers from many famous U.S. brands, including food and household items from companies such as Coca Cola, Crest, Heinz, Head & Shoulders and Ocean Spray; fashion choices from Calvin Klein, GUESS, Paul Frank, Under Armour and more; and accessory and footwear brands including Converse, New Balance, Steve Madden and Vans. Different product categories will be featured on different days.

“Our ‘American Quality’ sale is a great way to kick off this year's anniversary event,” said Haoyu Shen, CEO of JD Mall. “We are highlighting U.S. goods because we see enormous demand for authentic imported American goods among Chinese consumers and we have been extending our work with top global brands to ensure they can provide consumers with the best products at the most competitive prices. This campaign is an excellent way for U.S. companies to reach our nearly 170 million upwardly mobile customers, while building brand awareness and leveraging the unrivalled speed and reliability of our nationwide delivery network.”

“China's growing ecommerce industry represents a significant opportunity for U.S. companies and I am pleased to support the collaborative relationship between JD.com and many of our most iconic brands,” said Max Baucus, the United States Ambassador to China. “This strong partnership between U.S. brands and JD.com illustrates how business partners can work together to prevent the sale of counterfeit products and provide China's rapidly growing middle class consumers access to legitimate, safe and reliable products.”

“Over the past years, we have successfully leveraged JD.com's leading ecommerce and logistics infrastructure to drive sales and expand our brand recognition and market share across China,” said Peter Wyman, President of Ocean Spray International, which will offer Chinese shoppers a wide range of its cranberry dried fruit products and juice drinks on JD Worldwide, JD.com's international cross-border platform, as part of the event. “This summer we look forward to taking advantage of JD.com's mobile apps, big data and analytical tools to provide users a truly superior shopping experience.”

### About JD.com, Inc.

JD.com, Inc. is China's leading online direct sales company and the country's largest Internet company by revenue. The Company strives to offer consumers the best online shopping experience. Through its content-rich and user-friendly website *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 ecommerce company in China. As of March 31, 2016, JD.com operated 7 fulfillment centers and 209 warehouses, and in total 5,987 delivery stations and pickup stations in 2,493 counties and districts across China, staffed by its own employees. JD.com is a member of the NASDAQ100.

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