



JD.com Strengthens Asian Reach With New Hong Kong Office, Cross-Border Logistics Partnership

September 24, 2015

Increased Hong Kong Presence and Partnership with COSCO Logistics to Enhance Services for Brands and Retailers across Asia

Leading Asia Cosmetics Retailer Sa Sa to Launch Flagship Store on JD.com

BEIJING, Sept. 24, 2015 (GLOBE NEWSWIRE) -- JD.com, Inc. (Nasdaq:JD), China's largest online direct sales company, today announced the opening of an office in Hong Kong and the signing of a strategic agreement with COSCO Logistics to address growing customer demand for imported goods from leading brands from Asia and around the world. The company also announced that Sa Sa, Asia's leading cosmetics retailer, will launch a flagship store on JD Worldwide.

The strategic initiatives announced today are intended to enhance engagement with brands and retailers across Asia, and to make it easier, and quicker for international merchants to ship directly to consumers in China. Leveraging JD's local market presence and warehousing capabilities, merchants with a presence in Hong Kong will be able to manage sales, warehousing, shipping and fulfillment to customers in Mainland China directly from Hong Kong.

Hong Kong Office Expands JD.com's Asian Reach

JD.com's new Hong Kong office was officially opened yesterday at a launch event attended by Rain Long, JD.com's Chief Human Resources Officer and General Counsel, and Simon Galpin, Director of Invest Hong Kong, among others. The office will enable JD.com to better engage with brands and retailers across Asia, including in Hong Kong itself, Singapore, and major Southeast Asian markets, who are looking to tap JD.com's 118 million active users in Mainland China. JD.com will build a team in Hong Kong that will focus on targeting and attracting new retail partners from around the region, and on engaging with the company's other stakeholders in Asia.

"We have seen rapid growth in demand from our customers for Asian brands and products, and from leading brands and retailers across the region who want to reach our huge base of upwardly mobile customers," said Ms. Long. "This new office will expand our ability to attract and service brands from around the region, and ultimately to ensure that we continue to bring our customers the most exciting and diverse selection of international products."

Partnership with COSCO Logistics Shortens Cross-Border Shipping Times

The company today also signed a memorandum of understanding with COSCO Logistics, a leading logistics provider, to launch a strategic partnership under which COSCO Logistics will provide JD.com with warehousing, customs clearance and shipping services from Hong Kong to Mainland China. The cooperation will help JD.com's brand partners in the region get their products to customers more quickly.

COSCO Logistics will operate a dedicated Hong Kong-based warehousing facility for JD.com, which will be fully integrated with JD.com's industry leading Warehouse Management System. COSCO Logistics will also manage the cross-border shipping process, including customs clearance, from the Hong Kong warehouse to JD.com's fulfillment facilities in Mainland China, and will cater to both direct sales and third-party merchants. The partnership is expected to reduce average shipping times from Hong Kong to customers in Mainland China by three to four days.

"This partnership gives our customers easy access to more of the best Asian and international products, and allows more regional and global retailers to target our unrivalled base of Chinese consumers directly from Hong Kong," said Carol Fung, Vice President of JD.com and President of JD Mall's FMCG (fast-moving consumer goods) business unit. "COSCO Logistics is one of the most skilled and experienced providers of cross-border logistics services in Asia, and is a natural partner for JD.com as we expand our ability to service our partners across Asia."

Sa Sa, Asia's Leading Cosmetics Retailing Group, Sa Sa, to Launch Flagship Store

As part of its efforts in the city, JD.com today also announced that Sa Sa, a leading cosmetics retailing group in Asia and ecommerce provider, will launch a flagship store on JD Worldwide. The store will feature the most extensive selection of Sa Sa's range of international cosmetics brands and products available online in China. It will be synchronized with Sa Sa's global ecommerce portal, Sasa.com, to ensure that JD.com's customers have easy and immediate access to the full range of products available on Sa Sa's global site.

"Sa Sa has been dedicated to continuously enhancing customers' shopping experience and we established Sasa.com in 2000 to offer round-the-clock e-tailing with a comprehensive range of products," said Dr. Guy Look, Chief Financial Officer and Executive Director of Sa Sa. "We're excited to partner with JD.com and to give Chinese consumers more extensive access than ever before to Sa Sa's huge selection of globally renowned cosmetics brands. JD.com has an unmatched reputation for guaranteeing quality, convenience, and service, and we're looking forward to working with them to deliver a premium online shopping experience to consumers throughout China."

Brands interested in reaching JD.com's 118 million customers should contact JD Worldwide's brand management team: Worldwide@jd.com

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 e-commerce company in China. JD.com operated 7 fulfillment centers and a total of 166 warehouses in 44 cities, and in total 4,142 delivery stations and pickup stations in 2,043 counties and districts across China, staffed by its own employees. JD.com is a member of the NASDAQ100.

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