



JD.com Launches Highly Automated Warehouse in Shanghai, Sets New Standard for China Logistics

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**Adds 100,000 square meters of capacity, increases logistics efficiency ahead of November "Singles Day" sales event
"Asia No.1" facilities planned for six additional cities**

BEIJING, Oct. 19, 2014 /PRNewswire/ -- JD.com, Inc. ("JD.com" or the "Company") (NASDAQ: JD), China's largest online direct sales company, today announced it has launched operations for the initial phase of its first highly automated "Asia No.1" warehouse, located in Shanghai.



Comprising a total floor space of 100,000 square meters, the initial phase of the Shanghai facility will help increase JD.com's logistics efficiency, particularly during peak periods such as the upcoming "Singles Day" period, one of JD.com's biggest sales events of the year, which runs from November 1 to November 12. The facility, which began test trials in June and is one of the largest in China, will eventually add an additional 100,000 square meters of floor space, bringing total storage capacity to 200,000 square meters. The warehouse leverages the most advanced, highly-automated sorting technology in the world, with the capacity to sort up to 16,000 packages per hour with an accuracy of 99.99%.

The Shanghai warehouse is the first operational facility constructed as part of JD.com's "Asia No.1" initiative to strengthen further its nationwide fulfillment infrastructure. Construction has begun on "Asia No.1" warehouses in Guangzhou, Wuhan and Shenyang, with additional facilities planned for Beijing, Chengdu and Xi'an.

"As part of our Asia No.1 project, this cutting-edge, highly automated and efficient warehouse significantly expands JD.com's ability to provide same-day and next-day delivery via our last-mile delivery network, even during peak periods," said Richard Liu, JD.com's Founder and CEO. "Over time this project will enable more third-party sellers to stock merchandise directly in our warehouses, further extending the benefits of our same-day, next-day delivery network to our partners and bringing the full JD.com customer experience to our marketplace platform. We look forward to opening additional Asia No.1 facilities in key logistical centers across China."

JD.com's "Asia No.1" project will gradually enable more marketplace merchants to store merchandise in JD.com's warehouses, speeding up delivery time for sellers through tighter integration with the Company's logistics services. JD.com marketplace sellers already have the option of using the Company's nationwide last-mile delivery network.

About JD.com

JD.com 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 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 97 warehouses with an aggregate gross floor area of approximately 1.8 million square meters in 39 cities, and 1,808 delivery stations and 715 pickup stations in 1,780 counties and districts across China, staffed by its own employees. The Company provided same-day delivery in 111 counties and districts under its 211 program and next-day delivery in another 622 counties and districts across China as of June 30, 2014.

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Safe Harbor Statement

This announcement contains forward-looking statements. These statements are made under the "safe harbor" provisions of the U.S. Private Securities Litigation Reform Act of 1995. These forward-looking statements can be identified by terminology such as "will," "expects," "anticipates," "future," "intends," "plans," "believes," "estimates," "confident" and similar statements. Among other things, the quotations from management in this announcement, as well as JD.com's strategic and operational plans, contain forward-looking statements. JD.com may also make written or oral forward-looking statements in its periodic reports to the U.S. Securities and Exchange Commission (the "SEC"), in its annual report to shareholders, in press releases and other written materials and in oral statements made by its officers, directors or employees to third parties. Statements that are not historical facts, including statements about JD.com's beliefs and expectations, are forward-looking statements. Forward-looking statements involve inherent risks and uncertainties. A number of factors could cause actual results to differ materially from those contained in any forward-looking statement, including but not limited to the following: JD.com's growth strategies; its future business development, results of operations and financial condition; its ability to attract and retain new customers and to increase revenues generated from repeat customers; its expectations regarding demand for and market acceptance of its products and services; trends and competition in China's e-commerce market; changes in its revenues and certain cost or expense items; the expected growth of the Chinese e-commerce market; Chinese governmental policies relating to JD.com's industry and general economic conditions in China. Further information regarding these and other risks is included in JD.com's filings with the SEC. All information provided in this press release and in the attachments is as of the date of this press release, and JD.com undertakes no obligation to update any forward-looking statement, except as required under applicable law.

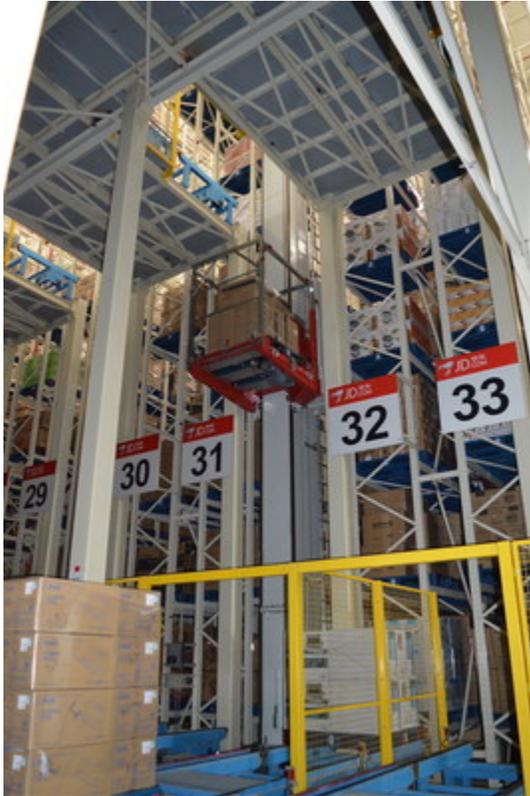


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