



## **TOM TAILOR Launches Its First Online-Shop in China on JD.com**

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HAMBURG, Germany, March 03, 2016 (GLOBE NEWSWIRE) -- TOM TAILOR GROUP has launched its first online shop in China on the e-commerce platform JD.com (NASDAQ:JD), China's largest online direct sales company. The launch marks another important milestone in TOM TAILOR's expansion in China, following the opening of the first TOM TAILOR retail store in Shanghai in November 2015.

The TOM TAILOR online shop on JD Worldwide features products from across the TOM TAILOR, TOM TAILOR Denim and TOM TAILOR CONTEMPORARY ranges. Building on JD.com's brand marketing, payment, logistics and after-sales support, TOM TAILOR will ensure that the brand's customers across China enjoy a world-class online shopping experience.

"In order to expand our online presence with the umbrella brand TOM TAILOR in China, JD.com, as China's largest e-tailer, is an excellent partner," said Erika Kirsten, TOM TAILOR's Manager of Corporate Communications. " JD.com has a high-value user base. With 155 million active consumers across the country who appreciate its versatile product range and superior customer service, JD.com provides the optimal platform for launching TOM TAILOR in the Chinese online market."

"We're delighted to welcome TOM TAILOR to JD.com, and look forward to supporting their growth in China," said Josh Gartner, JD.com's Senior Director of International Communications. "Apparel is one of the fastest growing categories on our platform because customers know that only JD.com can provide reliable and convenient access to the latest fashions from local and international brands with a 100% guarantee of product quality and authenticity. We are excited to expand our portfolio of brands to include TOM TAILOR's stylish designs and we're confident that customers will respond very positively."

TOM TAILOR is represented in China currently with a retail store and 14 shop-in-shops.

### **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](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. JD.com operated 7 fulfillment centers and a total of 213 warehouses in 50 cities, and in total 5,367 delivery stations and pickup stations in 2,356 counties and districts across China, staffed by its own employees. JD.com is a member of the NASDAQ100.

### **About TOM TAILOR GROUP**

TOM TAILOR GROUP is an international fashion and lifestyle company offering stylish clothing and accessories in the medium price range through its two umbrella brands TOM TAILOR and BONITA. The TOM TAILOR umbrella brand comprises the brands TOM TAILOR, TOM TAILOR Denim, TOM TAILOR POLO TEAM and TOM TAILOR CONTEMPORARY. The collections are targeted at people aged between 0 and 40, with a focus on high-quality fabrics. BONITA, one of Germany's leading fashion brand producers and retailers, has been a part of TOM TAILOR GROUP since August 2012. BONITA sells menswear and womenswear collections for the over 40 age group.

In the 2014 financial year, TOM TAILOR GROUP recorded sales of EUR 956 million, of which EUR 326 million was generated by BONITA. The TOM TAILOR brand is sold through both the retail and wholesale segments, i.e. both in own-brand shops and through retail partners. As of the end of December 2015, the brand's products were being sold in 460 TOM TAILOR branches, 203 franchise stores, 2,956 shop-in-shops and approximately 8,400 multi-label stores in over 35 countries around the world.

BONITA has 1,026 of its own retail stores as well as 8 shop-in-shop sales areas.

Collections from both brands can also be purchased via their respective online stores.

Further information is available at [www.tom-tailor-group.com](http://www.tom-tailor-group.com) and [www.bonita.de](http://www.bonita.de)

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