



Futbol Club Barcelona to Launch Exclusive Store on JD.com

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First e-commerce platform in China to bring authentic FC Barcelona merchandise to millions of Chinese fans

BEIJING, Oct. 31, 2016 (GLOBE NEWSWIRE) -- JD.com (Nasdaq:JD), China's largest e-commerce company by revenue, and FC Barcelona, one of the world's most popular football clubs, today announced the launch of the FC Barcelona Flagship Store on JD.com's cross-border e-commerce platform, JD Worldwide. The exclusive store, FC Barcelona's first store on a Chinese e-commerce platform, will offer a wide selection of authentic merchandise to the millions of FC Barcelona fans around China.

A photo accompanying this announcement is available at <http://www.globenewswire.com/NewsRoom/AttachmentNg/1b5a417b-68ca-45f6-b78a-d7e3314d57eb>

FC Barcelona's store on JD.com will feature a selection of official and authentic FC Barcelona merchandise from the world-famous club, including football kits, training gear, accessories and others. It will also feature special branded shirts from some of the club's players, including Lionel Messi, Luis Suarez, Neymar, Andrés Iniesta and Gerard Piqué.

"Fans of FC Barcelona from across China are getting an early Singles Day present with the launch of this store," said Ting Qi, General Manager of JD Worldwide. "FC Barcelona is one of the best-known brands in global sports and we look forward to working with them to grow that position in China."

The FC Barcelona store on JD.com builds on the success of the club's retail partnership with the Hong Kong-headquartered EZshopnet International Limited, which specializes in football e-commerce.



FC Barcelona Flagship Store on 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. As of June 30, 2016, JD.com operated 7 fulfillment centers and 234 warehouses, and in total of 6,756 delivery stations and pickup stations in 2,639 counties and districts across China, staffed by its own employees. JD.com is a member of the NASDAQ100 and a Fortune Global 500 company.

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