



Shopping without Borders



Rapid Growing Market with Significant Potential

2017– 2019 Cross Border e-Commerce Transaction Value

Unit: Billion RMB



Data: www.analysis.cn

Foundation of Cross-border e-Commerce in China

Trust

Be Better

With the enormous growth in spending ability of Chinese consumers, high quality products made overseas are becoming the consumer favorites.

Policy

Be Easier

Specialized regulatory policies reduce import barriers to provide more flexible channel for overseas brands into China.

Cost

Be Cheaper

Simplified supply chain requirements and preferential tax policies reduce the cost of entering the Chinese market.

Comparison Between General Trade and Cross-border e-Commerce

	Traditional Import Trading	Cross-Border EC
Legal Entity	Chinese local business	Overseas business
Trademark and IP Requirements	Chinese local registration	Overseas registration only
Regulation Policy	Regarded as Goods in batch with CFDA requirements	Regarded as Personal article with no CFDA requirements
Tax	Tariff + GST + VAT	(GST + VAT) *70% (No Tariff)
Business complexity	Products to distributor then to exporters then to importers then to Chinese local distributors	Products sold directly to Chinese consumers FROM overseas
Lead time starting business	One year at least	Three months

Who We Are

Officially Launched
JD Worldwide

2015.4

2016.3

2016.6

2016.9

2017.6

2017.8

10 Pavilions Mall
been established

Been the **No.1** Sales Platform in
X-Border Industry during the 618
promotion event

Create a New Super Promotion
Event except the Black Friday &
Anniversary Celebration

Achieved **10k**
Brands in Together

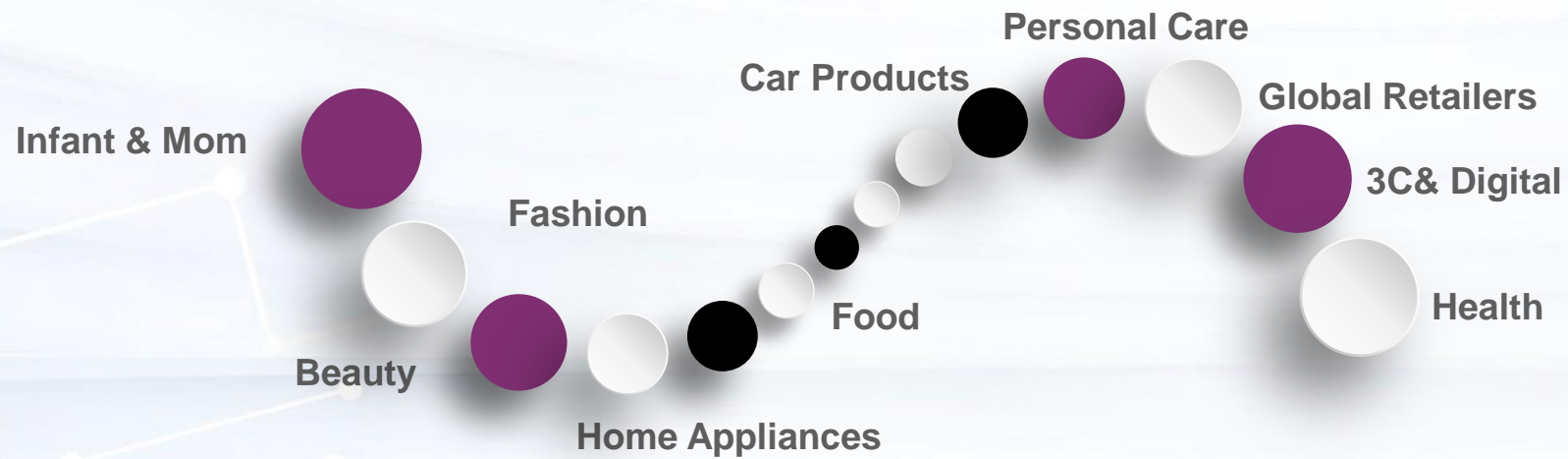
First order been fulfilled by
JD X-Border Logistic Open
System

70 Countries

20,000 Brands

10M SKUs

Full Category Provided and Flexible Business Model



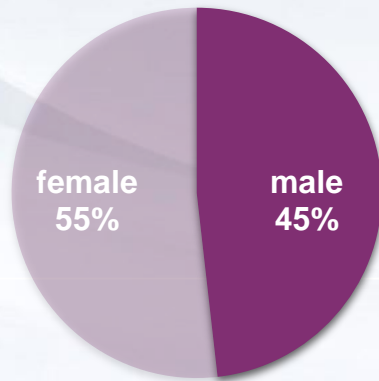
Brand sells inventory to JD and enjoys the benefit of the brand name and the JD brand recognition



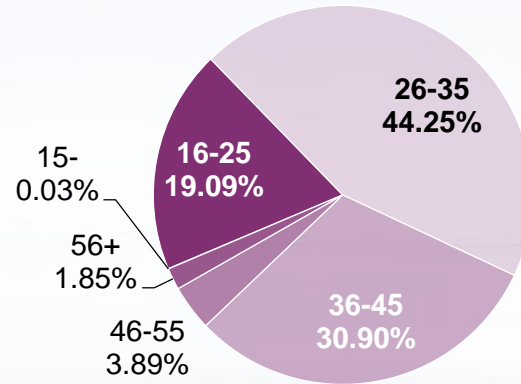
Brand retains ownership of the inventory and the obligation of operation, CS etc.

JD's Consumer Profile

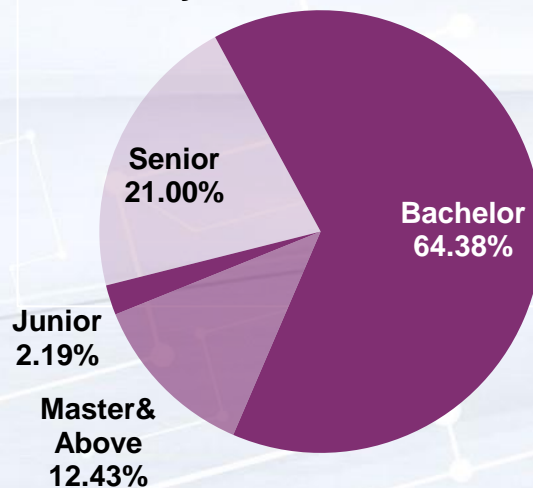
BY Gender



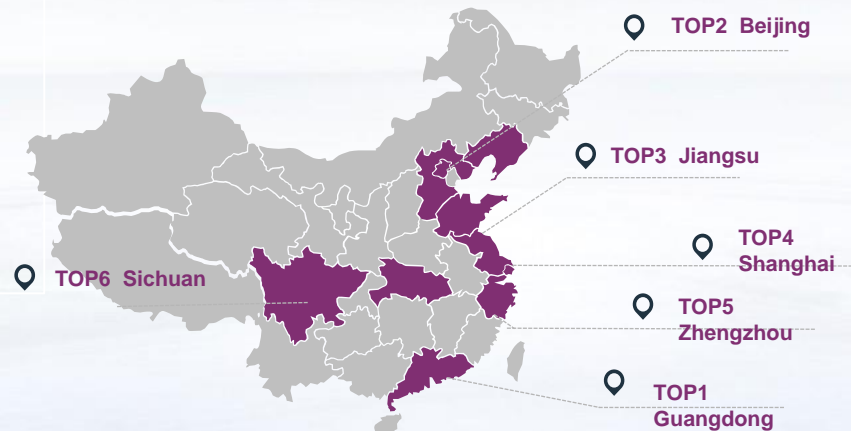
BY Age



By Education Level



By Geography location



*Active defined as made at least one purchase during the stated period

JDW Consumer's Profile

- Young, highly educated, female-dominated customer base, located in tier 1 and 2 cities
- Percentage of orders made by female customers account for 56.9%
- Cutting-edge technology drives customer experience to new heights

Unparalleled Traffic Advantage



Superior Access on App Home page



Superior Access on App Category Page



Superior Access on PC page



2nd tire Superior Access on App Home Page



Superior Access on App Cosmetics Category Page



2nd tire Superior Access on PC Home Page

Authenticity

Zero-Tolerance Policy

Toward Counterfeit Goods

We source products directly from world-leading global brands, and work tirelessly to eliminate counterfeits.

Six Quality Control Measures

Strict
criteria for
approval

Random
sampling
inspection

Strict
penalties
system

Strict
control of
supply
channels

Guaranteed
return
policy

Independent
research



Cross Border Logistics Models

Small Parcel Direct Mailing



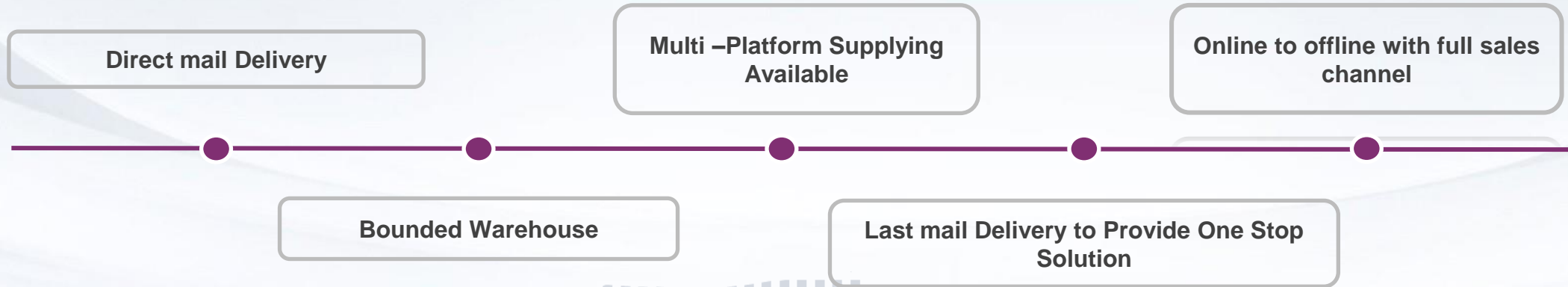
Order-to-Customer: HK 2-8 days ; US 7-10

Bonded Warehouse



- 7 Bonded warehouses in China: Guangzhou, Shanghai, Ningbo, Hangzhou, Zhengzhou, Tianjin, Chongqing

Comprehensive Logistics Network



Direct Mail Delivery Port



Shanghai
Beijing
Guangzhou

Bounded Warehouse



Shanghai Ningbo
Hangzhou Guangzhou
Tianjin Chongqing
Zhengzhou

Overseas Warehouse



HK , LA
Tokyo , Osaka, Amsterdam ,
Bangkok, Incheon, Jakarta

Overseas Direct Mail



Cover 40+ Countries
300+ shipping channel

Comparison Between Bounded WH Stocking and Direct Mail B2C

	Bounded Warehouse Stocking	Direct Mail B2C
Process	Overseas-Bounded Warehouse Single Order Releasement-Customs Clearance-Last Mail	Single Order Releasement-Overseas-Directly Mail Port Customs Clearance
Code of Customs Supervision	1239	9610
Leading Time	1-3Days	5-7Days
Cost	2-3\$ Per Order	5-6\$ Per Order Based on Place of Departure
SKU preference	Fast Moving& Medium to Low Single Pieces Price	Long tail& High Single Pieces Price
Registration Management	Bounded Warehouse Customs	Import Airport Customs
Tax	Retailer Price*(GST+VAT)*70%	Retailer Price*(GST+VAT)*70%
Limitation (in RMB)	2000 per order& 20000per year/ Person	2000 per order& 20000per year/ Person

Partner Around the World

Home



Beauty



Health



Baby



Food



Retailers



JD's Core Advantage on Cross-border e-Commerce

Extensive Data Sharing

Willing to open our full array of data and data analysis products to our strategic partners, including but not limited to sales, customer data, category data, social media data, etc.

Flexible Business Model

Offering Direct sales, Flagship Store, and a tailor-made hybrid business model that gives brands full control over their brand equity, products and operations.



Comprehensive Logistics Network

Comprehensive and flexible logistics network that can adapt to any customization requirements while still achieving our reliability and timeliness promises.

Unparalleled Traffic Advantage

Combining the largest social media network in the world and the largest retailer in China, to create an unparalleled advantage in reaching and harnessing the full potential of consumers.

Authenticity

Zero-Tolerance Policy Toward Counterfeit Goods



京东全球购

JD Worldwide

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**JD Worldwide is your most
Trusted and Reliable partner
in China**



Qualification Requirements and Charges

Item	Retail Flagship Store (Trade mark owner)	Retail Flagship Store (Authorized)	Regular Flagship Store (Trade mark owner)	Regular Flagship Store (Authorized)	Regular Store
Docs for Store Application	1/2/3/4	1/2/3/4/5	1/2/3/6	1/2/3/5/6	1/2/3
Docs for Brand Application	7	7	6	5/6	6/8

1	Overseas business license
2	ID/passport of legal
3	USD bank account statement under this corporation;
4	Overseas trade mark (Class 35) registration
5	Flagship store authorization (Exclusive) from trade mark owner
6	Overseas trade mark registration
7	Proof of the entire supply chain of each brand
8	Tier-4 (or above) authorizations chain from trade mark owner

Deposit	USD15,000 per shop (One Down Payment)
Service Fee	USD1,000 per year
Commission	X% based on Sales (From 2%-8%)
Remark:	For detailed description, please refer to the announced policy on official Website: http://www.jd.hk/rule/flb.html