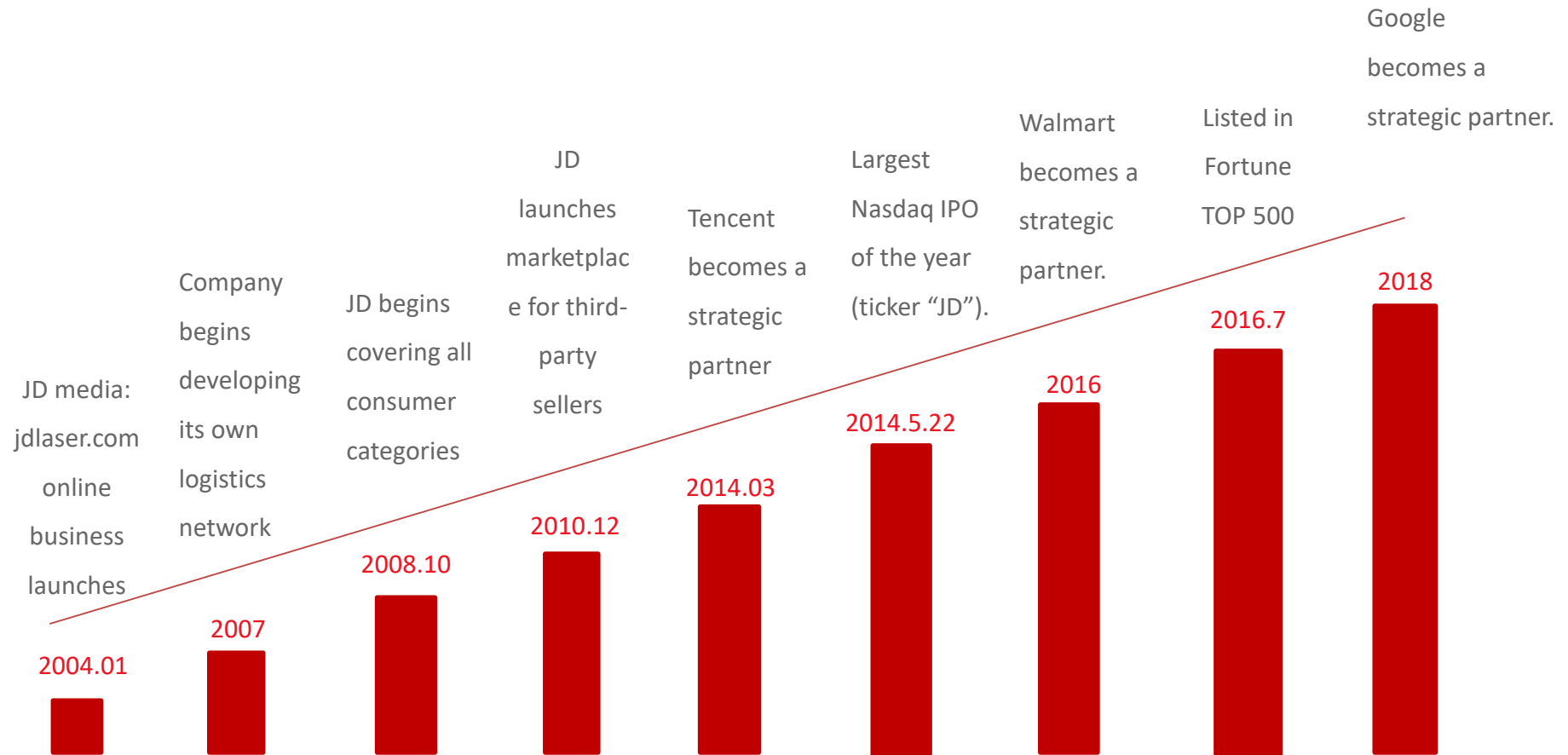




**JD.COM**

# Our Milestones

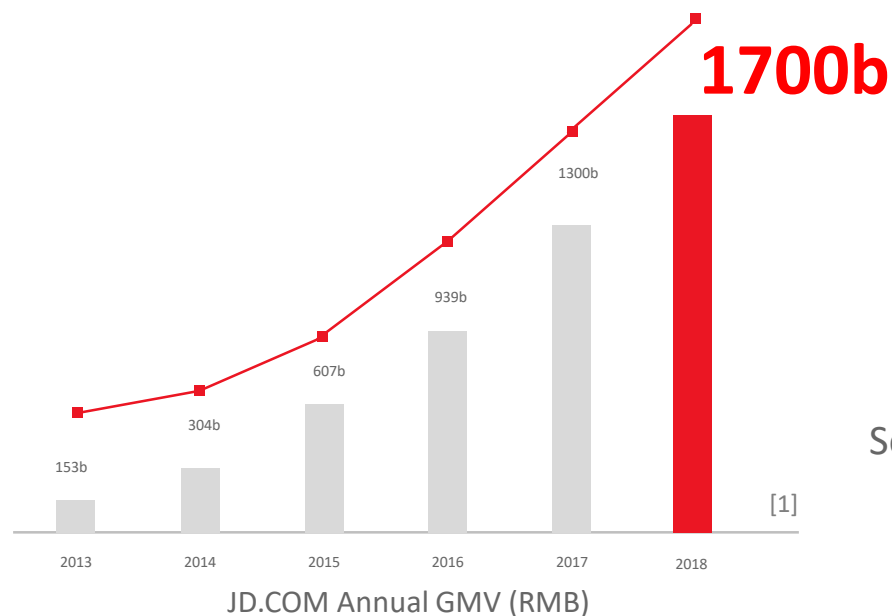


GMV(Gross Merchandise Volume) increases by **170k times**, compound annual growth rate is about **150%**

Covers **1 billion** Chinese internet users

More than **300 million** active users during last 12 months, and increases by 20% seasonally

Owens more than 10 million PLUS accounts, the largest number of paid members in ecommerce industry in China



Selected **210K +**

Merchants



**10M +**

Indirect employment

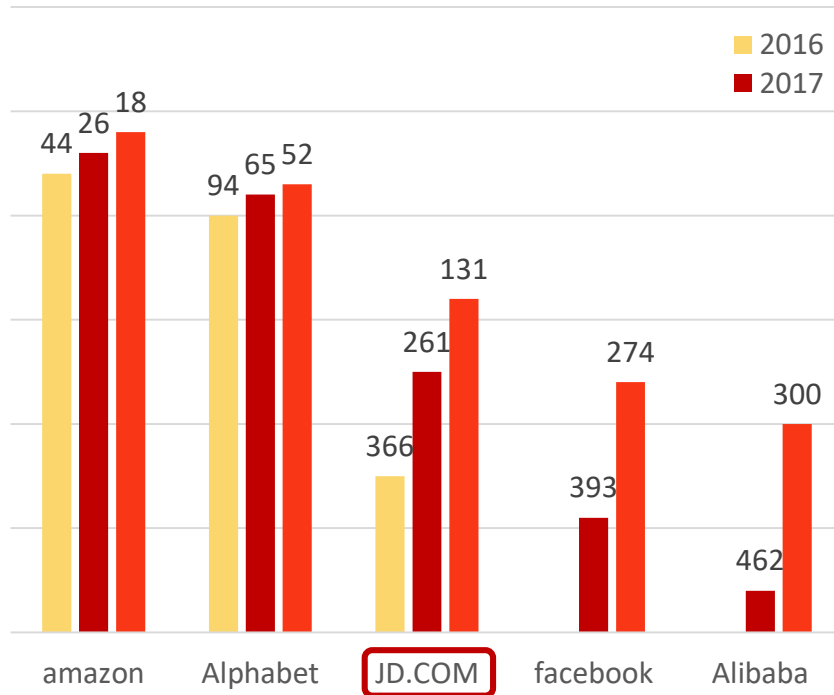


**30%**

GMV yoy growth rate in 2018

【1】数据统计：行业内主要友商的近似统计方式下京东GMV数据。GMV: Gross Merchandise Volume,商品交易总额。

July 2018, JD.COM ranked 131 in the Fortune 500 for the 3<sup>rd</sup> time, is the 3<sup>rd</sup> internet company on the list, right next to Amazon and Alphabet.



One-stop Integrated Shopping Platform. We have more than 50,000 merchants and partners.

In the last 4 years, the average compound annual growth rate is **over 200%**, which is significantly higher than the industry level.

Sales of **159.8** Billion RMB

JD 11.11 Global shopping Festival





海囤全球

京东旗下全球直购平台

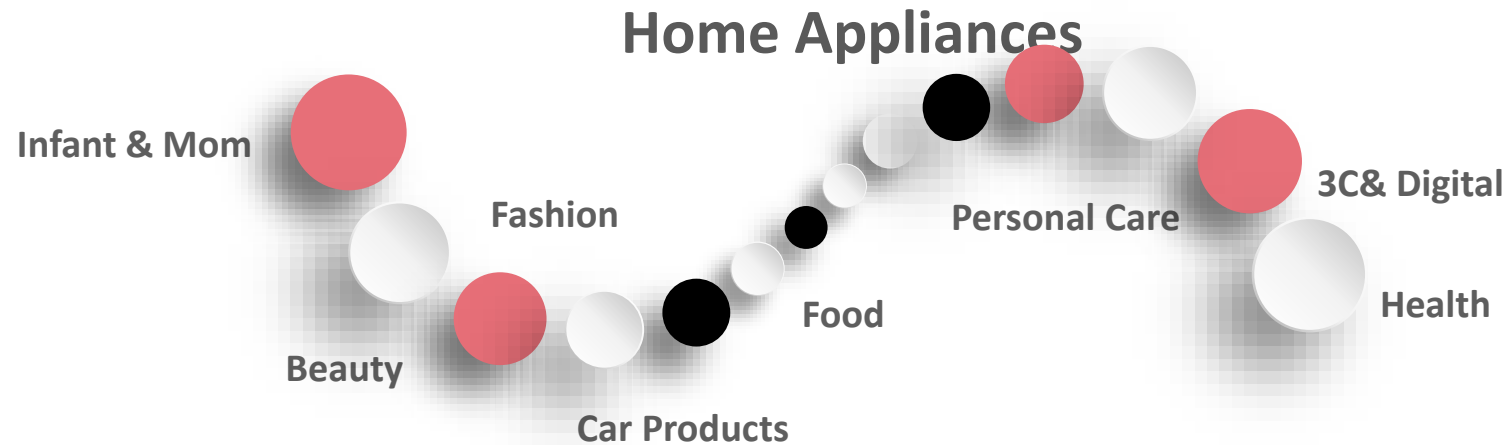
**JD Worldwide**

-Premium choice for foreign brands

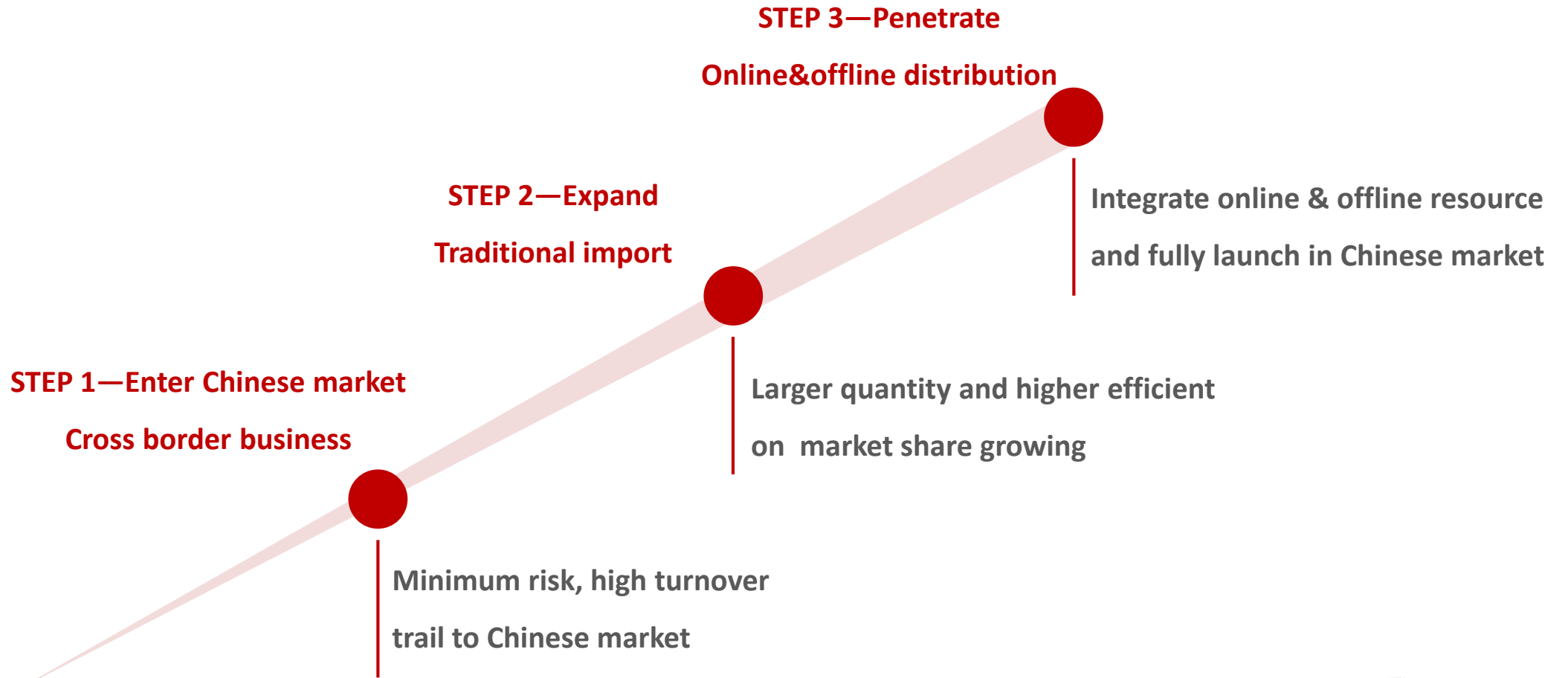
# Content

- 1 JD Worldwide – Premium choice for foreign brands**
- 2 Case – how LAMY launched in Chinese successfully

# Who We Are – JD Worldwide



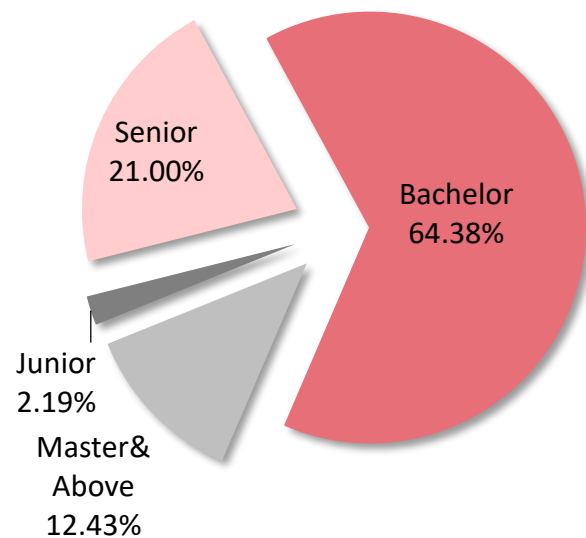
## 3 steps to launch Chinese market



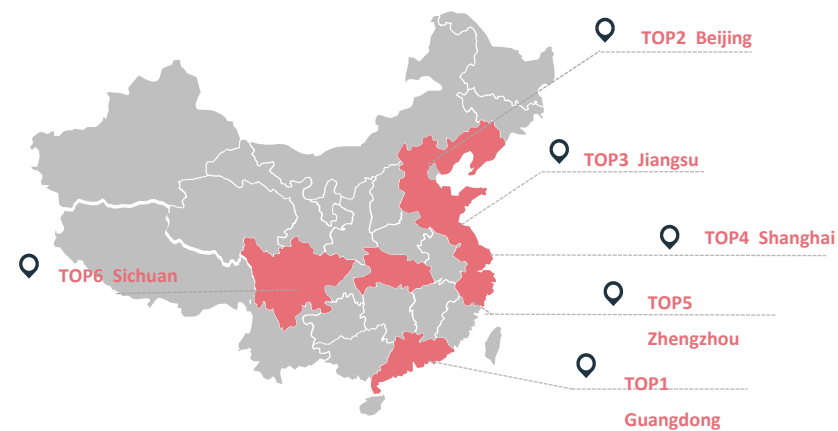


# JDW's Consumer Profile

## By Education Level



## By Geography location

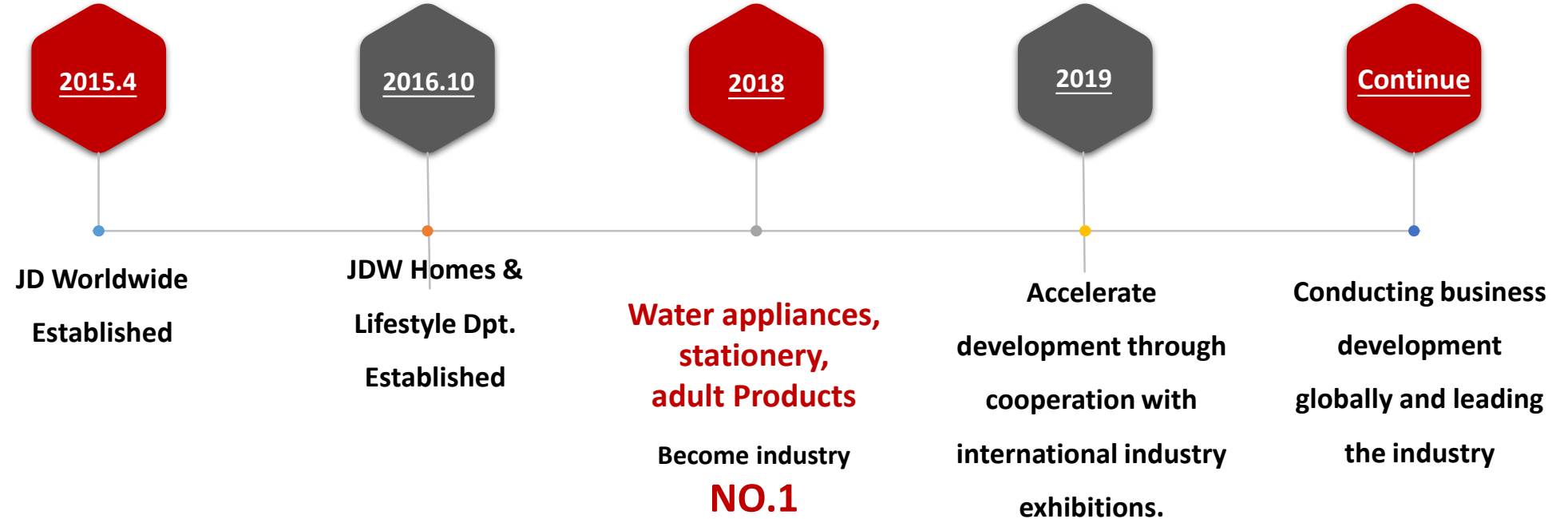


*\*Active defined as made at least one purchase during the stated period*

# JDW's Consumer Profile



## JD Worldwide Homes & Lifestyle Dpt.



# Home & Lifestyles

**Cookware**



**Textile**



**Gifts**



**Furnishing material**



**Household items**



**Household Essentials**



**Furniture**



## Our brand partners

**THERMOS®**



**Dunlopillo**  
NATURAL COMFORT SINCE 1929

**aubeca®**  
FRANCE 1917



**LAMY**



**Tefal®**

**KitchenAid**



Joseph  
Joseph



ILLINO



ERIC FAVRE  
LABORATOIRE

**HOT**



**RONNEBY  
BRUK  
SWEDEN**



RoyalDesign

magico



**ello**

**FISKARS®**



**iittala®**

**ARABIA**  
1873



**Rörstrand**

**Orrefors**



**ALESSI**



**LE CREUSET®**

**SKEPPSHULT**  
från generation till generation  
 sedan 1906



**MARASIL®**



**bodum®**

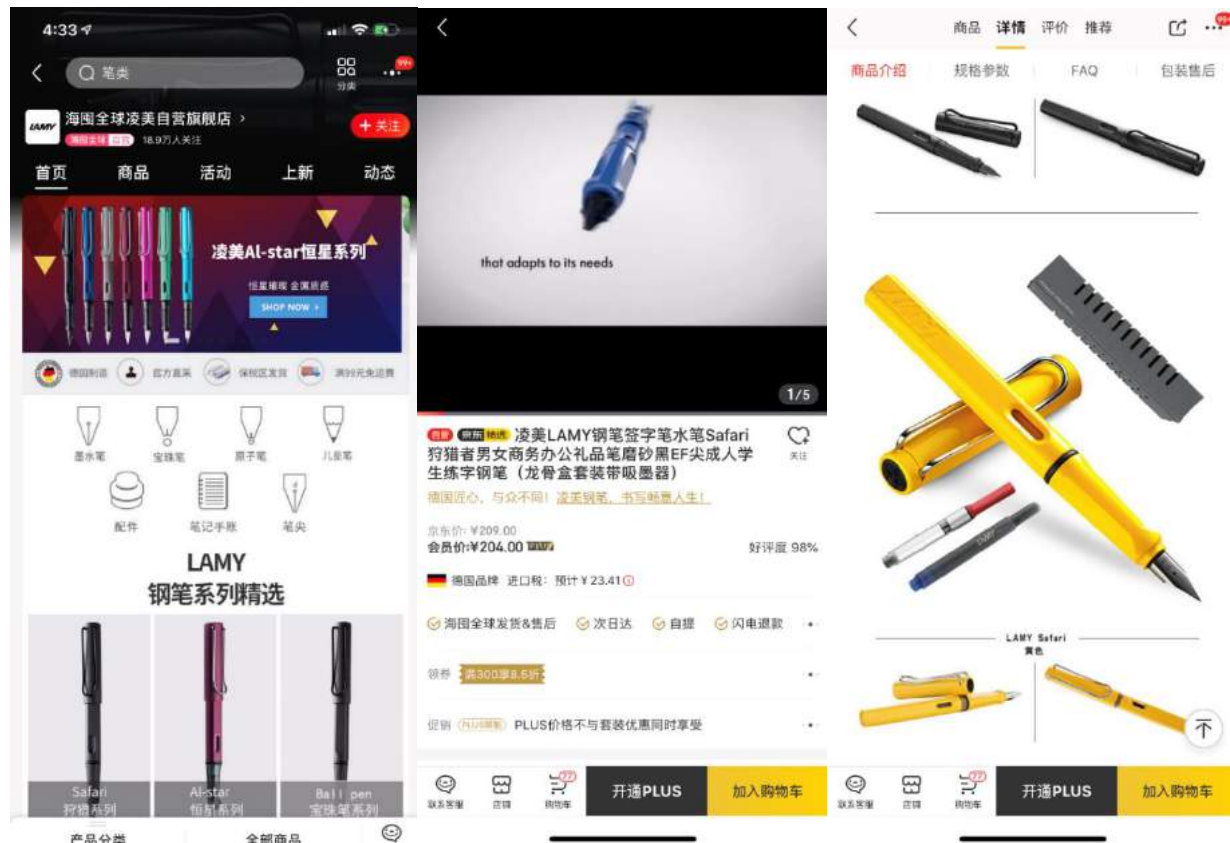


# Content

- 1 JD Worldwide – Premium choice for foreign brands
- 2 Case – how LAMY launched in Chinese successfully**

# Demo case - LAMY

## LAMY overseas flagship store



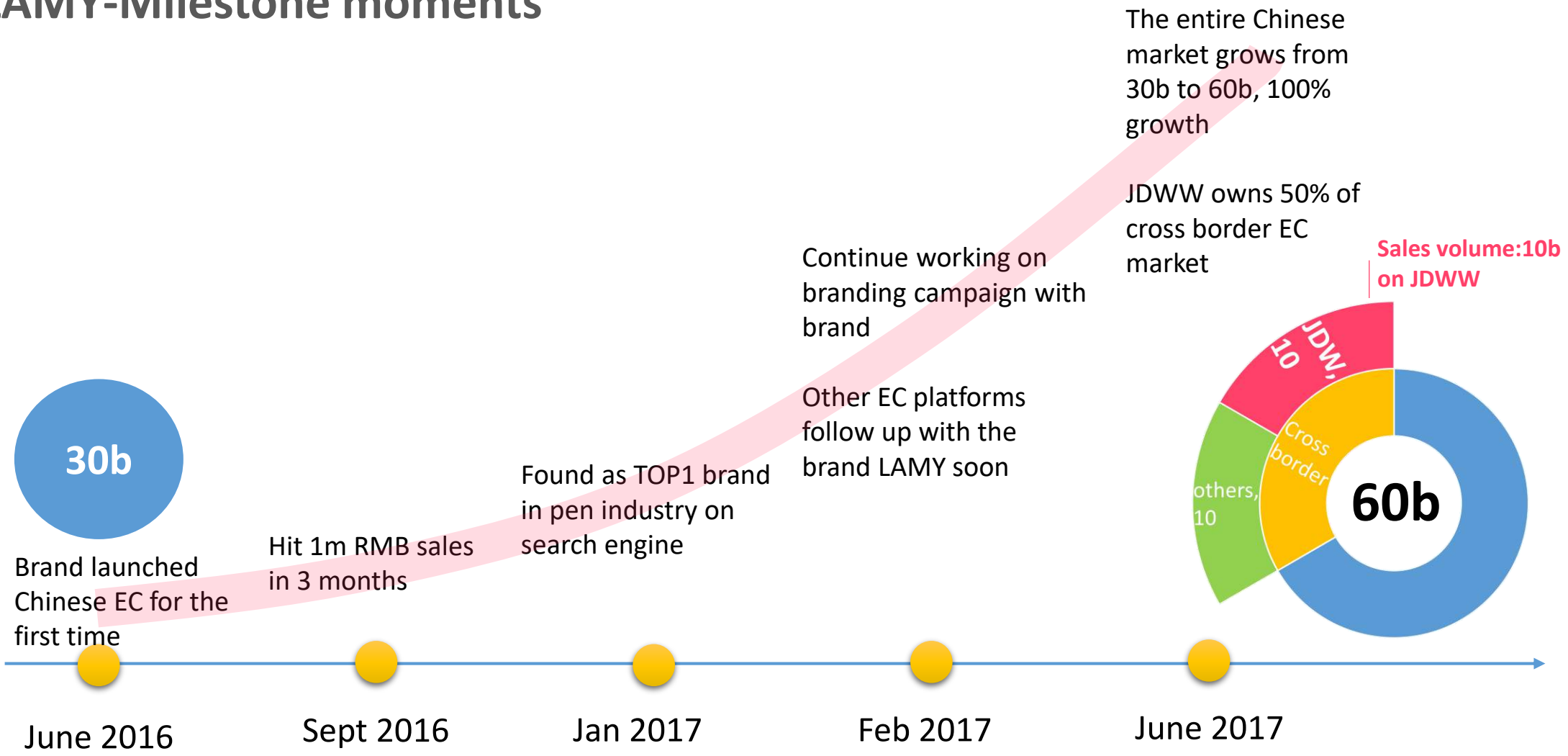
Home page

Video-product details

Product details

- **Positioning:** high-end pen brand
- **Target:** mid-class, success, white collar
- **Business model:** Flagship store
- **Sku number:** 45
- **Local professional team:**
  - Design team
  - Operating team

# LAMY-Milestone moments





# LAMY – Marketing campaign

## LAMY



Exposure: **30b**

Fans in store: **189k**

Customers: **1m+**

**ROI:**

Topics #: **10b+**

Notes: **12k**

Likes: **15m+**

Stationery brand rank **TOP1** in 2016/2017

Exposure: **3b**

- Reach out to 90% of Chinese high-end internet user
- Develop more than 60% potential consumers

# Business Development Plan - WHO

## Key Store Type



**International Retail Store**  
**/International brand flagship store**

## Other Category



**Home improvement**  
**& building materials**

kitchenware & toiletries

lighting

**Furniture**

## Key Category



### Home textile

Bedding

mattress

latex pillow

duvet

the set of four

wool quilt

### Kitchenware

cutter &

cutting

boader

kitchen

knife

Cooking

pot

Drinking

Ware

wok

Thermos

pan

### Gifts

lighter & smoking set

(smoker's articles)

cosmetics gift

### Household items

home decoration

household items

## Italian brands we love

**MONETA**

**CULTI**  
MILANO

*Bellora®*  
since 1883  
MILANO

 **Legnoart®**

**SERAFINOZANI**

*Dr. Vranjes*  
Firenze

**MISSONI**  
HOME

**GREGGIO**  
ARGENTO



**ROSSO  
SFERA**  
MADE IN ITALY

**FRETTE**  
1860

**BALDI**  
1845 - 1914

**ZUCCHETTI. KOS**

  
**ROSSI & ROSSA**

*Fine Linens*  
**SFERRA**  
ITALY 1891

**purho**  
murano

**GESSI**

**bassetti**

*Griffe*  
NAPOLI  
MILANO

 **TECNOARREDO**

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For more questions, please feel free to contact me!

**涂欢瑞**

**Tia Tu**

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**Thanks for your time!**