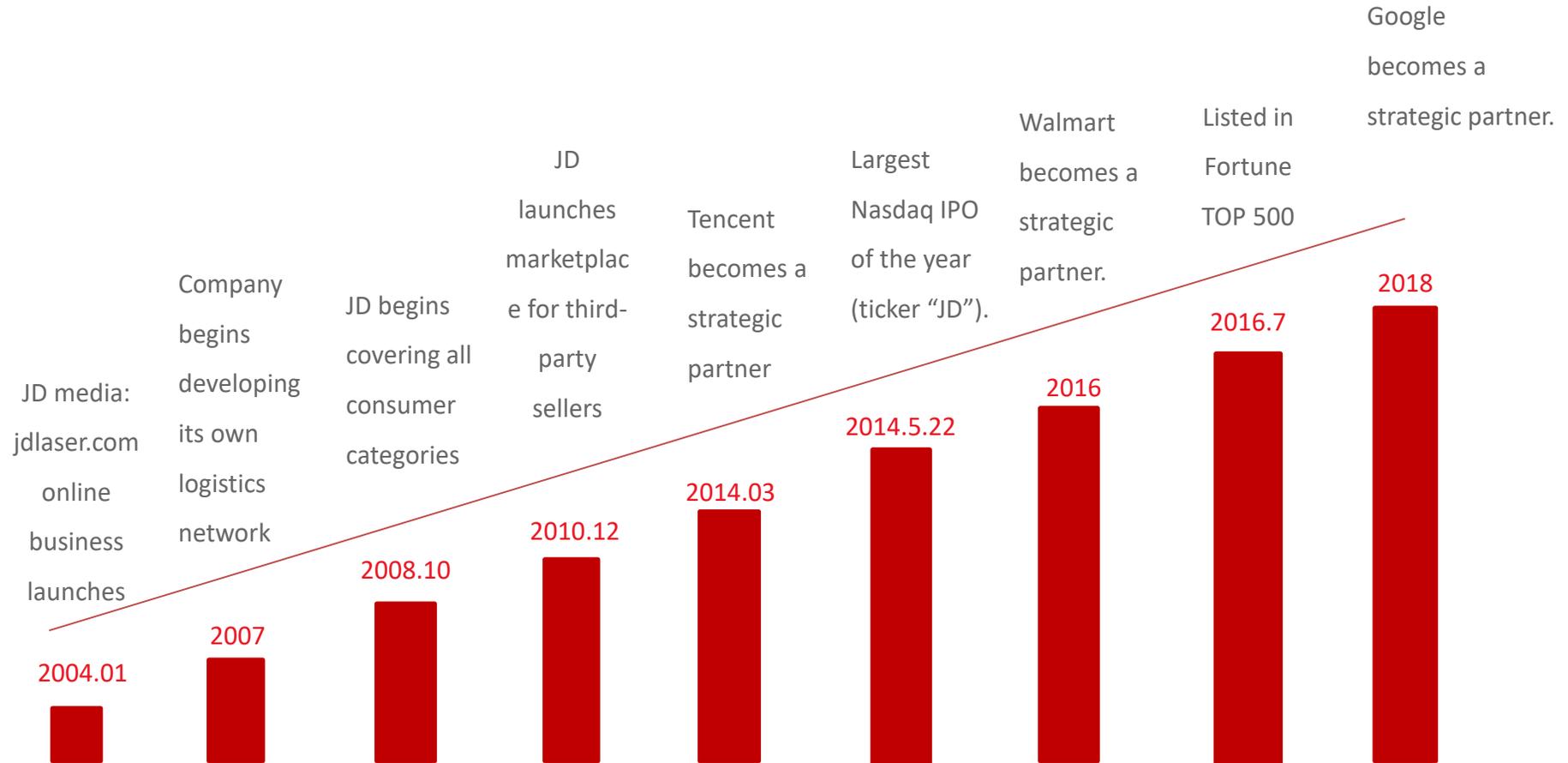




[JD.COM](https://www.jd.com)

# Our Milestones

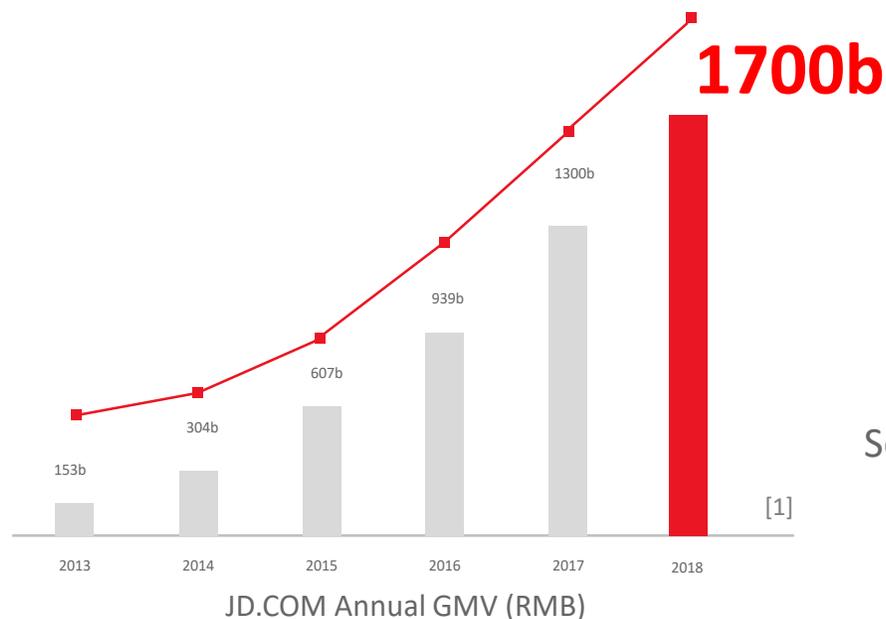


GMV(Gross Merchandise Volume) increases by **170k times**, compound annual growth rate is about **150%**

Covers **1 billion** Chinese internet users

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

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



Selected **210K+**

Merchants



**10M+**

Indirect employment

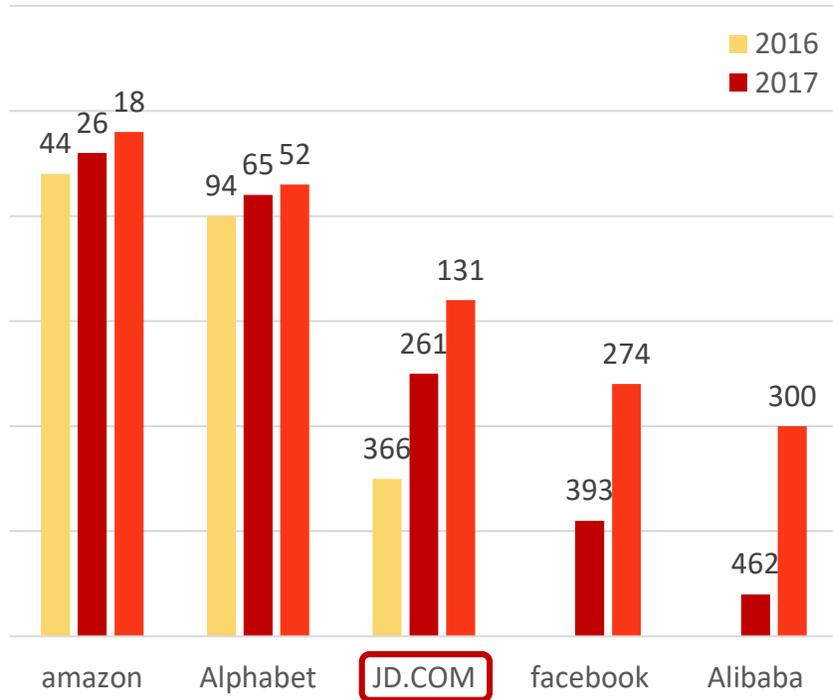


**30%**

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



京东全球好物节



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

JD Worldwide launched

April 2015

June 2016

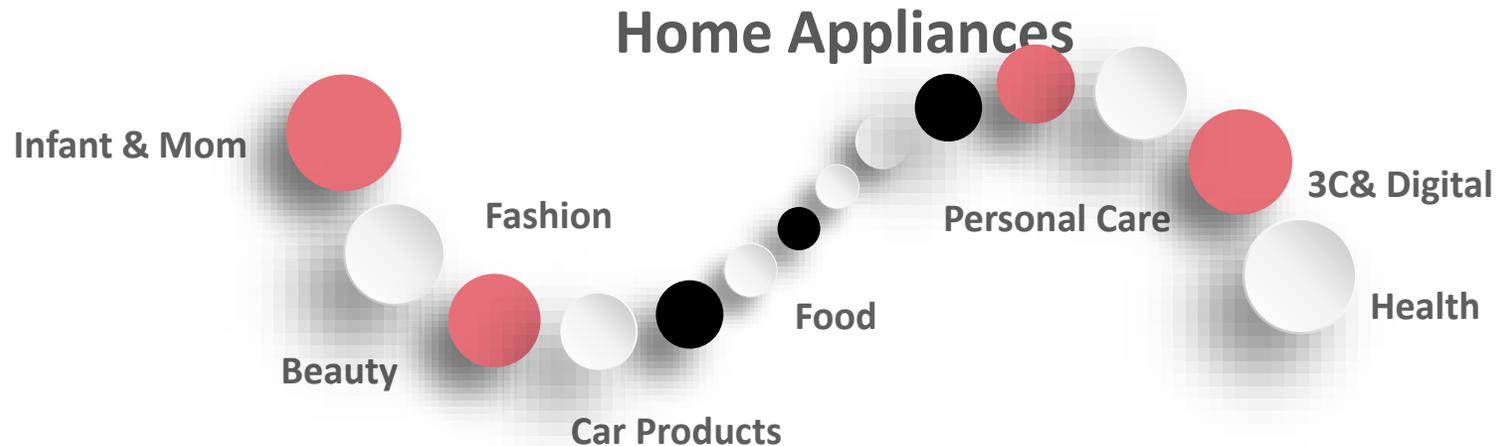
10 national pavilions: USA, Korea, Japan, Australia, Germany, France, etc.

Cross border super promotion event called "Haitun Movement" was created

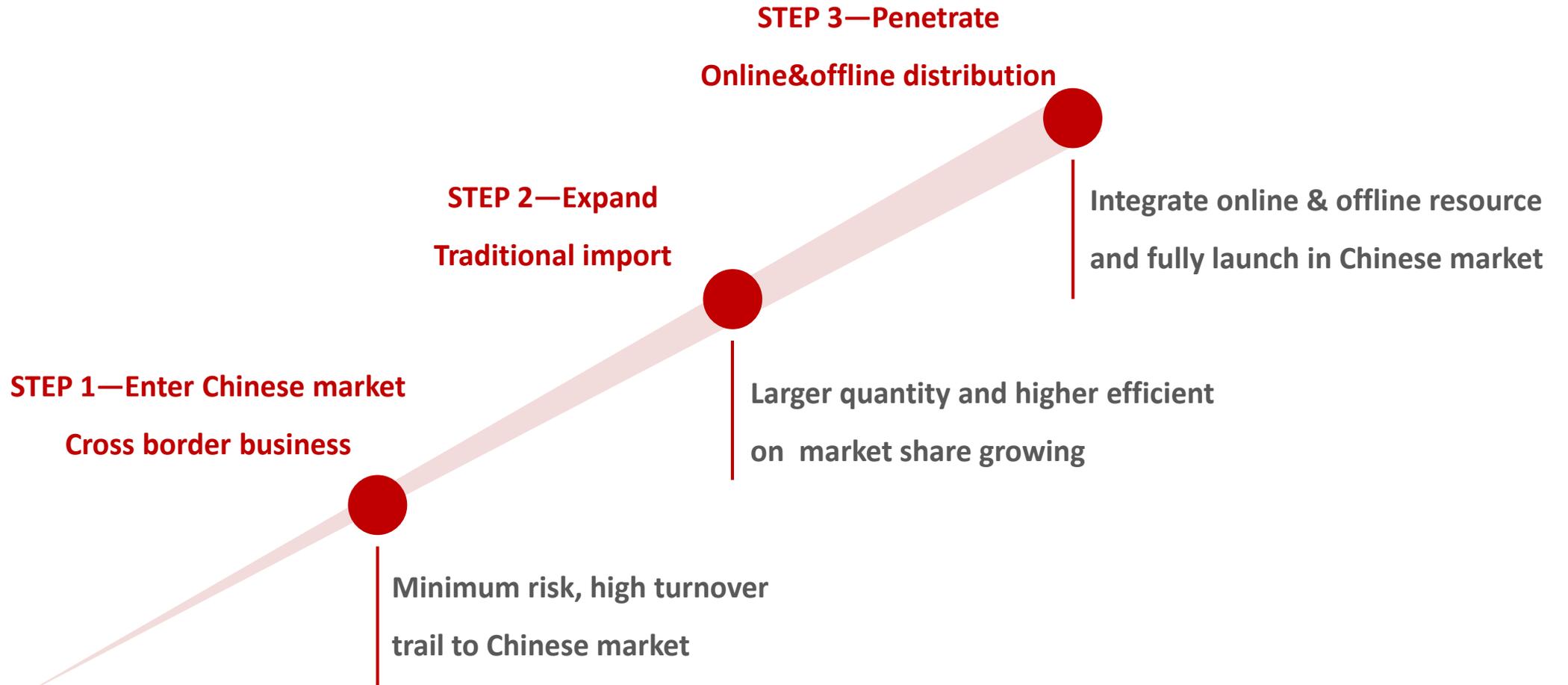
August 2017

Nov 2018

JD Worldwide brand upgrading and repositioning

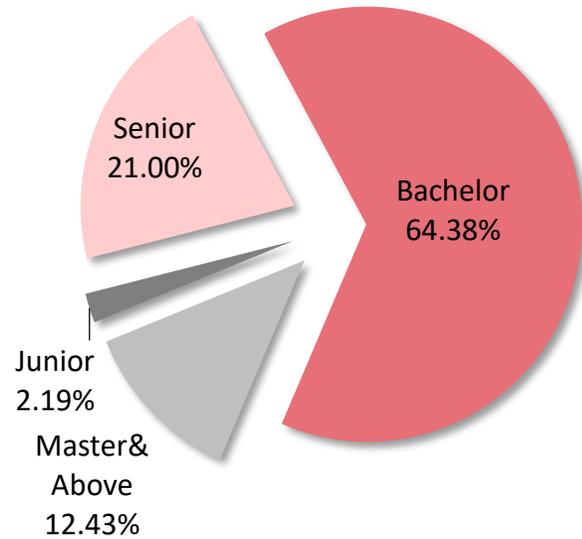


## 3 steps to launch Chinese market

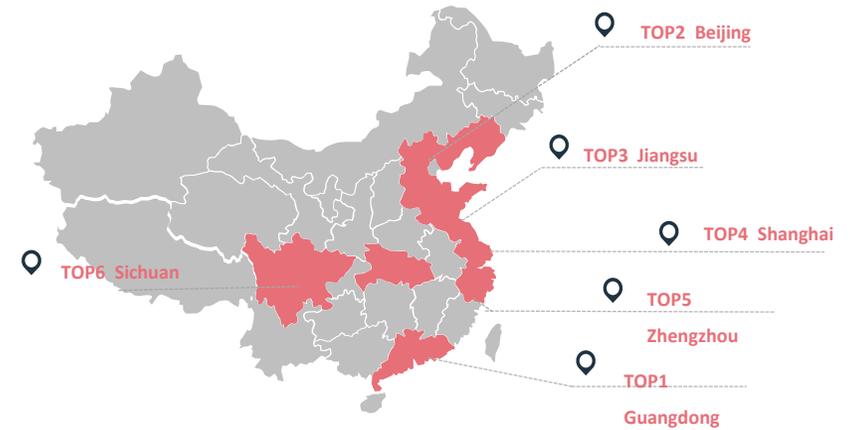


# JDW's Consumer Profile

## By Education Level



## By Geography location

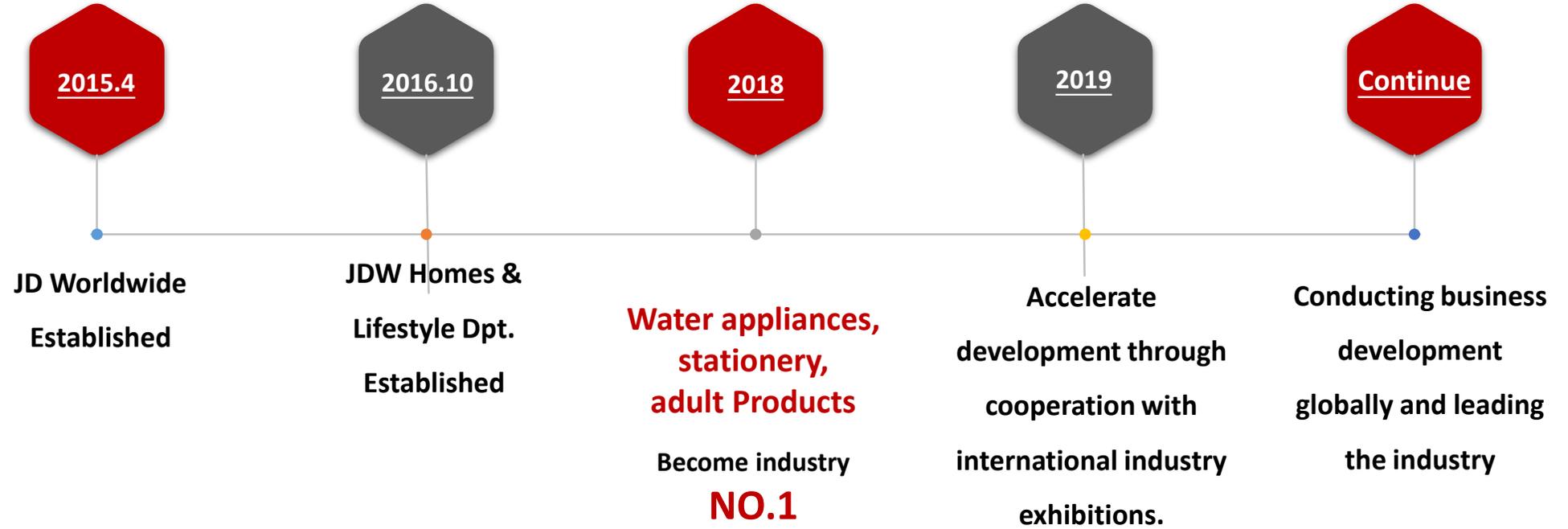


*\*Active defined as made at least one purchase during the stated period*

# JDW's Consumer Profile



# JD Worldwide Homes & Lifestyle Dpt.



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## 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



RoyalDesign

magico



ello

FISKARS®



iittala®

ARABIA  
1873



Rörstrand

Orrefors



LE CREUSET®

SKEPPSHULT  
från generation till generation  
 sedan 1906



MARASIL®



bodum®

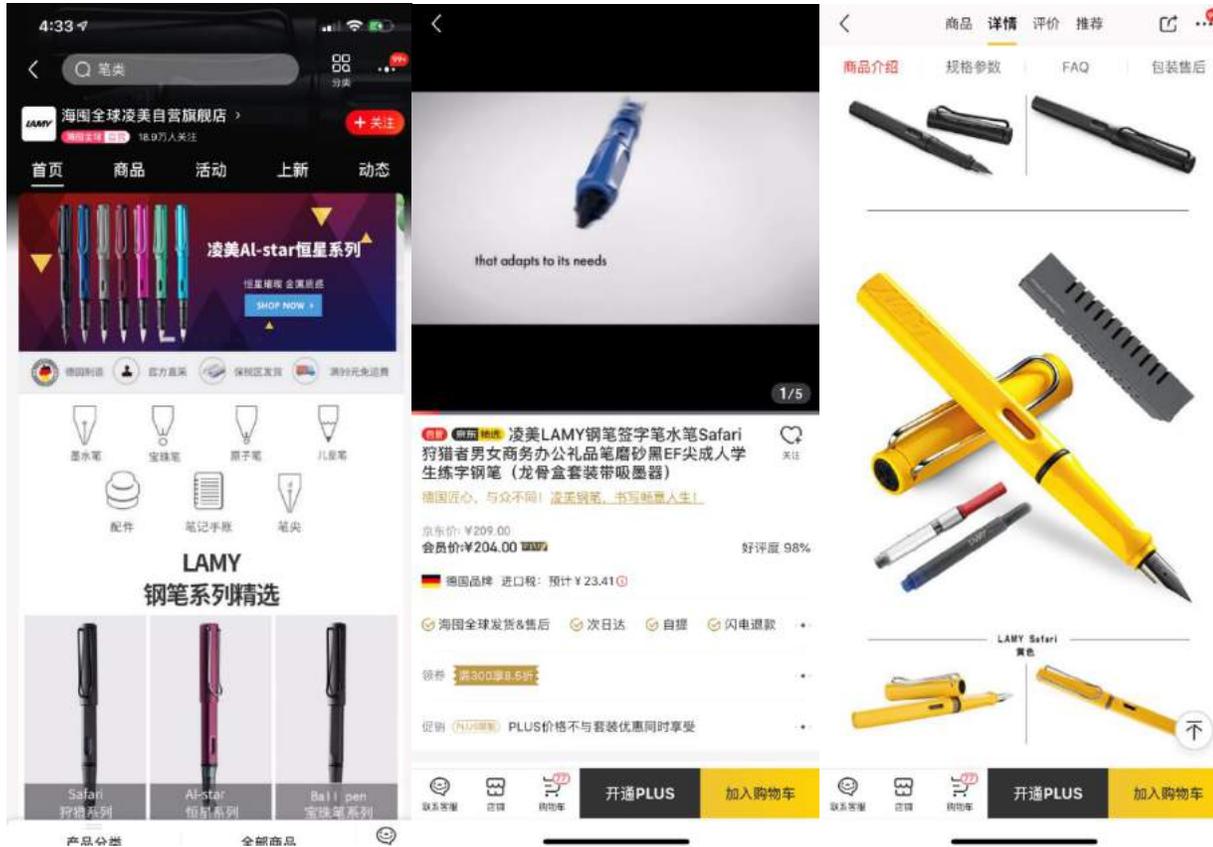


# Content

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

# Demo case - LAMY

## LAMY overseas flagship store



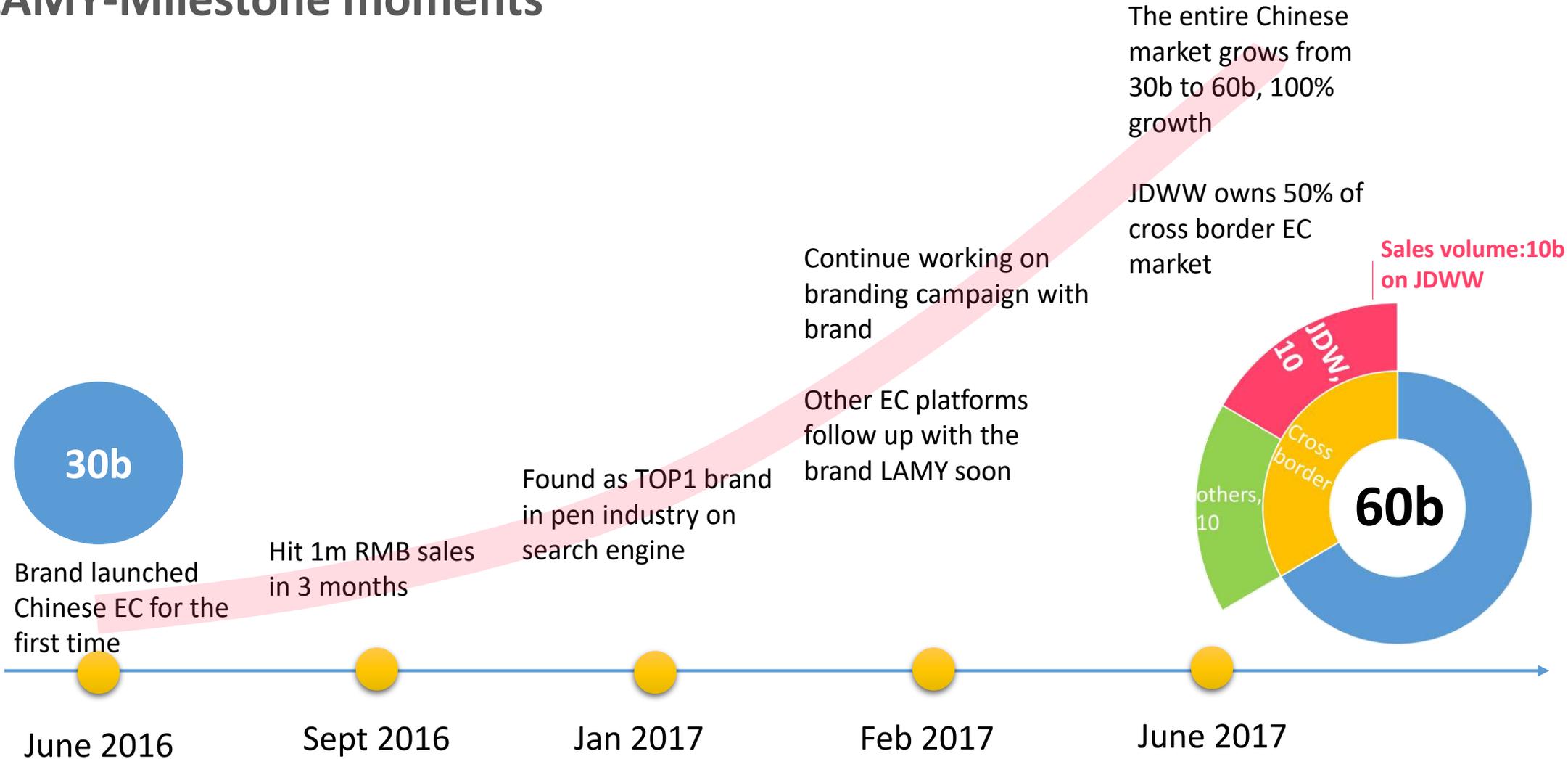
Home page

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 &
Cooking	Drinking	cutting
pot	Ware	boader
		kitchen
wok	Thermos	knife
pan		

### Gifts

lighter & smoking set  
(smoker's articles)  
cosmetics gift

### Household items

home decoration  
household items

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## Italian brands we love

**MONETA**

**CULTI**  
MILANO

*Bellora*<sup>®</sup>  
since 1883  
MILANO

 **Legnoart**<sup>®</sup>

**SERAFINOZANI**

*Dr. Vranjes*  
Firenze

**MISSONI**  
HOME

**GREGGIO**  
ARGENTO



**ROSSO  
SFERA**  
MADE IN ITALY

**FRETTE**  
1860

**BALDI**  
1841

**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**

京东零售JDR 时尚居家平台事业群 进口家居部 招商经理

Business Development Manager, Home&Lifestyle Dept,

JD Worldwide

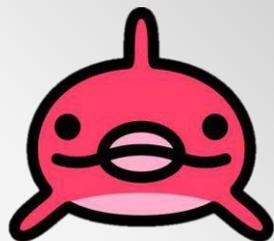
Email: [tuhuanrui@jd.com](mailto:tuhuanrui@jd.com)



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中国





海囤全球

京东旗下全球直购平台

Thanks for your time!