This is a time of rapid development and innovation at JD.com. The company now serves more than 300 million active customers in China and has become the country’s largest retailer and the world’s third largest internet company by revenue.

Still, there is one question we must always ask ourselves: apart from business success, what does it mean for an enterprise like ours to be truly innovative? Good financial performance is an indication of a well-run business that is effectively serving its customers, employees and partners. But success is unsustainable if a company offers no additional value to society. JD does this by creating an ecosystem—in which every part of our footprint, from the creation of a product, to its packaging, sale and delivery, is executed with the expectation that our impact on society and the environment will always be positive.

As a part of this effort, we are actively embracing the United Nations’ Sustainable Development Goals (SDGs). Recognizing the possibilities and the challenges that come with globalization, we see creating a green, sustainable value chain on a global scale as an absolute priority. We also take great pride in our reputation for trustworthiness, which is the foundation of everything we do, and have been actively engaged in many charity programs such as disaster relief, poverty alleviation, education and aiding the disadvantaged.

As our company continues its journey, we are particularly grateful to each of our partners. With their participation, we have even more reason to be excited and optimistic about the future. Working together, we can play our part in helping the world become more open, inclusive and sustainable.

Richard Liu
Founder and CEO, JD.com
JD.com officially started its online business in 2004. On May 22, 2014, JD became the first major Chinese e-commerce company to list on New York’s NASDAQ stock exchange. In 2016, JD also became the highest ranked Chinese internet company on the Fortune Global 500 List. While continuing to achieve business and technology breakthroughs, we remain true to our original aspirations: to achieve success the right way, to actively fulfill corporate social responsibility, and to strive to become a company that creates the greatest value for the whole society.

OUR MILESTONES

- Starts as brick-and-mortar electronics shop in Beijing.
- Following SARS epidemic, online business launches.
- Company begins developing its own logistics network.
- JD launches marketplace for third-party sellers.
- JD begins offering its retail technology and infrastructure as a service.
- Tencent becomes a strategic partner and investor.
- JD begins offering its retail technology and infrastructure as a service.
- Walmart becomes a strategic partner and investor.
- Launch of TOPJIE, a dedicated platform for luxury brands.
- JD Logistics becomes independent subsidiary to better serve broader logistics market.
- Google becomes a strategic partner and investor.
- First e-commerce company in the world to deploy delivery drones.
- JD begins to begin covering all consumer categories.
- Tencent becomes a strategic partner and investor.
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**RAPID GROWTH**

**USERS AND PARTNERS**
- Reach more than a billion Chinese consumers by leveraging strategic cooperation with Tencent.
- 170,000+ merchants on JD’s online marketplace.

**EMPLOYEES**
- 170,000+ full-time employees.
- Tens of millions of jobs created by JD’s value chain.

**OVERVIEW**
- First Chinese internet company to make the Fortune Global 200 list.
- NO. 1 among companies in China according to the Deloitte Global Powers of Retailing 2018 report.

**CROSS-BORDER NETWORK**
- Global network covers 10+ cross-border ports, 110+ overseas warehouses, nearly 1,000 global transportation routes.

**CROSS-BORDER LOGISTICS**
- 1.5 Same and next-day delivery in China’s major cities. Some deliveries as fast as 1.5 hours.

**GLOBAL INVESTMENT**
- Joint ventures in Indonesia, Thailand etc.

**GLOBAL DEVELOPMENT**
- Joint ventures

**LOGISTICS**
- Area of logistics infrastructure exceeds 11.6 million m² as of Q2 2018.
- Largest e-commerce logistics infrastructure in China, covering 99% of the country’s population.

**TECHNOLOGY**
- Can deliver over 90% of orders same-day or next-day.
- Over 20,000 drone delivery runs completed.

**DIVERSE BUSINESS**
- Launched the world’s first B2C automated fulfillment center.

**VITAL STATISTICS**
- 170,000+
- 11.6
- 99
- 11.5
At UNDP China, we firmly believe that the private sector is a key partner in pursuing sustainable development goals (SDGs). We see countless opportunities for business to contribute to the implementation of the SDGs through commitments to inclusive business models, seeking shared values and committing to sustainable ways of operating.

Private companies are also indispensable in providing goods and services, financing social and economic investments, and creating innovative solutions to help tackle development challenges. SDGs not only identify where we must be in 2030 to create a sustainable world, they also outline market and opportunities for companies all over the world. Businesses have the responsibility, the capacity and the motivation to be the driving force in achieving the SDGs. Those that understand this challenge and take action will be a step ahead.

UNDP China is proud to be partnered with JD, who through aligning its business priorities with SDGs have contributed to a variety of sustainable initiatives. Conducting this CSR report under the framework of SDGs for the first time, JD’s sharing how this framework provides an excellent way for organizations to measure their impacts on sustainable development for all.

JD.COM PARTNERS WITH THE UNITED NATIONS

We hope to see more organizations using the SDGs to report on sustainability in the future, and I am very optimistic that by continuing to work together with JD and other private sector partners, we will be able to succeed in addressing climate challenges, eradicating poverty and fighting inequality, ensuring no one is left behind.

Agi Veres
Country Director, UNDP China
JD.COM PARTNERS WITH THE UNITED NATIONS

We hope to see more organizations using the SDGs to report sustainability in their business, and we are inspired by the commitments we have already made and other public sector partners, we will be 100% in accordance with achieving climate change, combating poverty and fighting poverty, ensuring income is not behind.
Since its launch in September 2014, JD Foundation has been committed to the goal of integrating social resources for social good, with focuses on poverty alleviation, disaster relief, education, environmental protection and social innovation.

JD Foundation consistently contributes to the education sector and has donated to more than 10 universities, including Tsinghua University, Renmin University of China, Cornell University and China Europe International Business School. The foundation supports domestic and overseas educational development and funds needy students to fulfill their dreams.

In April 2018, JD Foundation launched the Children’s Book Donation Program and delivered books to over 200 rural schools.

JD Foundation has created a disaster relief model that allows joint donation from partners, individuals and JD.com. Between 2013 and 2017, JD Foundation has responded to 20 disasters and donated nearly 4,000 tons of materials to people in the affected areas.

JD Foundation has collected 1.5 million items through the JDGiving Platform, and donated to poorer areas in 28 provinces, including Henan, Hunan, Sichuan and Guizhou.

JD Foundation and UNDP launched the “Green Planet” Sustainability Week initiative to encourage consumers to integrate sustainable consumption concepts into their daily lives and choose a healthier and better green lifestyle.

JD Foundation and UNDP launched the “Green Planet” Sustainability Week initiative to encourage consumers to integrate sustainable consumption concepts into their daily lives and choose a healthier and better green lifestyle.

Nancy Zhang
Honorary President, JD Foundation

"Technological innovation brings new vitality to charity. We need transparent, efficient, and trustworthy charities. Furthermore, an innovative, open, and empowered way of doing charity work is required. In the new age of charity, we are leveraging JD’s business advantages and core resources with many charity partners to create a platform for the furthering of public interests."

Nancy Zhang
Honorary President, JD Foundation
JD CSR STRATEGY

- Green Supply Chain
- Green Consumption

- Poverty Alleviation
- Openness

- Compliance
- Privacy Protection
- Employee Development

- Social Innovation
- Technological Innovation
A photovoltaic power generation system that JD built and installed on the roof of its Shanghai Asia No.1 logistics park has been operational since June 2018, significantly reducing CO2 emissions. JD plans to team up with global partners to create the world’s largest ecosystem of rooftop photovoltaic power generation by 2030, creating a photovoltaic power generation area of more than 200 million square meters.

Over 5,000 new energy vehicles have been deployed in several cities across China. Within two years, our nationwide fleet of direct-sale delivery trucks will be upgraded to new energy vehicles, and we will also encourage our partners to adopt the same policy. Based on our calculation, a 4.2-meter new energy van will reduce CO2 emissions by at least 20 tons per year compared with similarly sized fuel vehicles.

In June 2017, together with brand owners, manufacturers, logistics companies, packaging companies and industry associations, JD Logistics launched the Green Stream Initiative, a joint green supply chain campaign with the goal of improving the utilization rate of supply chain resources and reducing carbon emissions.

A 1 billion RMB JD Logistics Green Fund was launched in December 2017, with the goal of driving innovation for environmental protection and promoting green consumption.

100,000 recyclable Green Boxes were used to deliver goods in 2017.

The total volume of green purchases made on JD increased by 71% in 2017.

First e-commerce company to go paperless, resulting in 1,820 tons of paper saved from invoices by issuing 2.9 billion + electronic invoices in last five years, 5,000+ tons of paper saved from electronic signatures being used as delivery confirmation process in 2017.

All packaging to be provided under The Forest Stewardship Council (FSC) logo within 5 years.

Recycling Plan

We initiated recycling projects in some of cities in China. As a result, 1 million items of clothing and 400,000+ toys have been collected and recolored or donated to people in need, reducing CO2 emissions by 2,400 tons. 10,000+ expired medications have been collected and safely disposed of by pharmaceutical organizations to avoid environmental pollution.

1 million+ reusable delivery bags that are safe and environmentally friendly have been used since 2014.

"Slim" tape, saving 250 million meters of tape for packaging in last two years.
Leveraging JD’s self-operated e-commerce network, we built JD’s online donation platform, “JD Giving Platform”, which was created to provide charity programs with integrated support. Via the platform, charity organizations can not only raise money from individual consumers but also use JD’s supply chain, distribution network, technical support and customer service to guarantee the donations reach their intended recipients. More importantly, the platform has provided consumers with a transparent and reliable donation experience.

Cliff Village gets first mobile clinic thanks to JD drones

Atulieer village in Liangshan Prefecture of Sichuan Province in China is a hard-to-reach place known as the “Cliff Village.” Villagers take 200+ minutes whenever they need to leave the village for supplies. Access to medical care was poor, with six to eight hours needed to deliver medicine there. Now, thanks to JD-designed drones, deliveries can be made in only eight minutes, round trip. Villagers now have better access to health and medical services from mobile clinics supported by JD.com.

First application of blockchain technology to charity donation in China

In cooperation with Teach For China in September 2017, JD.com applied blockchain technology to collect, integrate, record and display information about charity donations, building more trust into the process for donors. The approach ensures that information about the whole donation process is fully traceable and cannot be modified, and donors can easily follow every gift they give to children in need.
EMPOWERMENT

JD.com was the first e-commerce company to set up a special platform to sell products from rural areas of China. More than 3 million products in 136 categories sourced from rural areas are available online and have achieved sales volume of 20 billion RMB, benefiting more than 300,000 people from 832 of China’s poorest counties.

JD.com has launched 188 local specialty malls on its platform, benefiting 90% of the poorest counties in China.

E-commerce Platform

Start-ups

JD.com has conducted more than 630 e-commerce training sessions, benefiting more than 100,000 people from 28 provinces and districts across China. 103 e-commerce incubators for young entrepreneurs were established.

Employment

JD.com recruited 25,000 employees from the poorest counties, in addition to nearly 60,000 village promoters in rural areas.

Staving

JD.com has helped millions of businesses reduce supply chain costs and improve circulation efficiency through opening up three major service systems: logistics and integrated supply chain services, delivery service and logistics cloud service.

To help local areas benefit from highly targeted, accurate marketing tools, JD formed strategic cooperation with companies including Tencent, Baidu, Toutiao, Qihoo 360, NetEase, Sogou, iQIYI, Sohu and iFLYTEK. So far the projects have reached nearly 100% of Chinese Internet users.

We provide customized e-commerce solutions for partners that combine nearly 100 functions such as operations, marketing, web development, trading, logistics, finance, intelligence, B2B, cloud services, and data services.

Performance

JD Logistics has helped millions of businesses return supply chain costs and improve circulation efficiency through opening up three major service systems: logistics and integrated supply chain services, delivery service and logistics cloud service.

JD.com

JD Logistics

JD Cloud

Open Logistics

Partnerships
### INTERNAL SOCIAL AND GOVERNANCE PROGRAMS

#### STAFF DEVELOPMENT

<table>
<thead>
<tr>
<th>Program</th>
<th>Amount</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>30 million RMB</td>
<td>Establish a 30 million RMB special fund to help employees suffering major illness or facing disasters.</td>
<td></td>
</tr>
<tr>
<td>100 million RMB</td>
<td>Spend 100 million RMB each year to help front-line employees reunite with their families during the Spring Festival.</td>
<td></td>
</tr>
<tr>
<td>450 million RMB</td>
<td>Set up a 450 million RMB special fund for providing employees with housing loans.</td>
<td></td>
</tr>
<tr>
<td>1,000 employees</td>
<td>Build an international bilingual kindergarten, childcare centers and playgrounds for employees' children.</td>
<td></td>
</tr>
<tr>
<td>80%</td>
<td>80% of mid-level management and 70% of senior management have been promoted internally.</td>
<td></td>
</tr>
<tr>
<td>1,620,167 participants</td>
<td>1,620,167 participants completed 19,215 online and offline training sessions between Jan 2016 and Nov 2017.</td>
<td></td>
</tr>
</tbody>
</table>

#### PRIVACY PROTECTION

- Comprehensive and reasonable measures to avoid collecting unrelated personal information.
- Through the JD User Privacy Policy, we clearly inform users of the purpose and scope of the use of relevant information.
- All suppliers sign an Anti-Bribery Agreement before cooperating.
- Non-compliant merchants lose the opportunity to cooperate with JD.com forever.
- Through data security technical and management measures, personal information is safeguarded from being leaked, damaged, or lost.
- Through the 35 million RMB annual anti-corruption fund, employee morale is improved.
- Through the JD User Privacy Policy, we clearly inform users of the purpose and scope of the use of relevant information.

#### COMPLIANCE

- Require overseas warehouse service providers to implement standardized operating procedures and safety standards throughout the production process. Use of electric forklift trucks, and localization of raw material purchases.
- In the selection of international service providers, priority is given to the reputable international supply chain service providers in the industry.
- All suppliers sign an Anti-Delivery Agreement before cooperating. Non-compliant merchants lose the opportunity to cooperate with JD.com forever.
This report is written to meet generally accepted CSR disclosure standards, and is based on the industry background, highlighting corporate characteristics. The standards referenced in this report include: Global Reporting Initiative (GRI), Sustainable Development Reporting Standards (GRI Standards); United Nations, 2030 Agenda for Sustainable Development.

The data and content disclosed in this report cover the period from June 2013 to June 2018. Data and information collection is mainly through the company’s internal data collection systems and statistical reports, as well as qualitative and quantitative information collection questionnaires based on the reporting framework.

To obtain a full version of the Corporate Social Responsibility Report in Chinese or for more information, please visit our official website (corporate.jd.com) or send an e-mail to csr@jd.com.