



JD.COM
CORPORATE SOCIAL RESPONSIBILITY REPORT





Education Support

Poverty Alleviation

Advanced Technology Enhancing Charity Programs

Disaster Relief

Recycling of Clothing, Toys, & Other Items

01

MESSAGE FROM THE CEO



Richard Liu
Founder and CEO, JD.com

“ 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. ”

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—something we refer to as sustainable consumption—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.

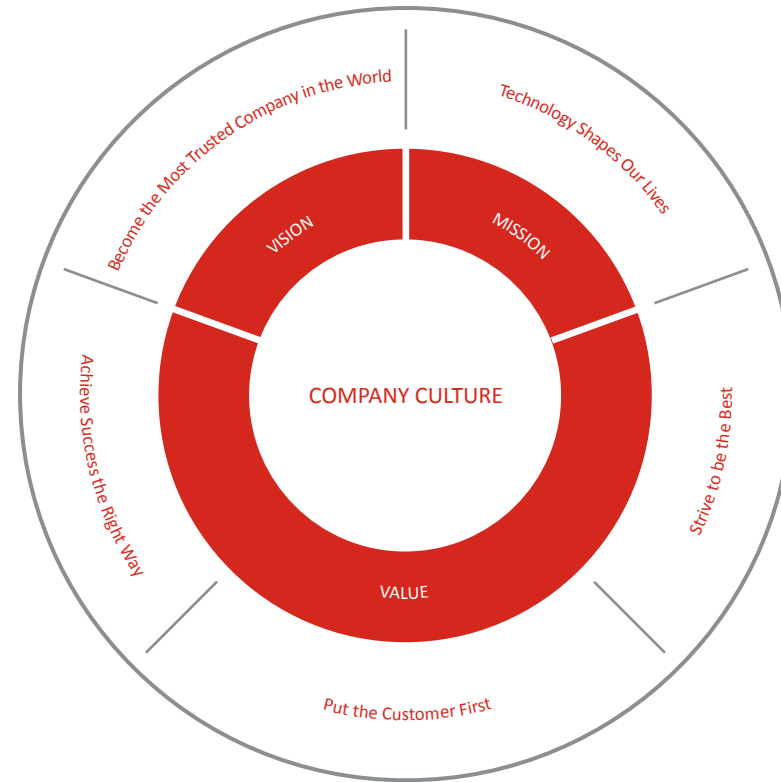
As a part of this effort, we are actively embracing the United Nations' Sustainable Development Goals (SDGs). Recognizing the possibilities and the challenges that come with globalization, we see creating a green, sustainable value chain on a global scale as an absolute priority. We also take great pride 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.

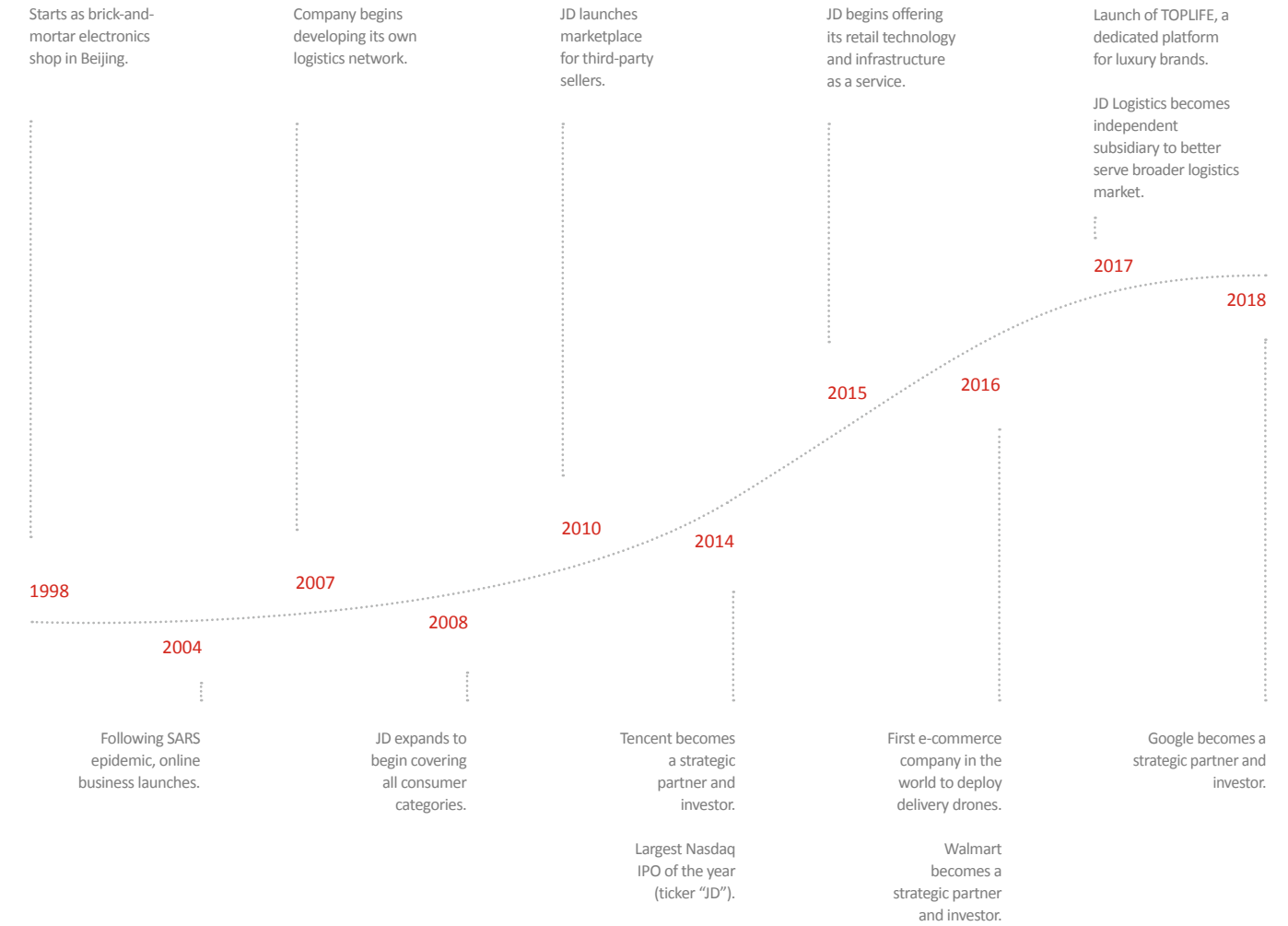
Richard Liu
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ABOUT JD

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



AT A GLANCE

RAPID GROWTH

OVERVIEW

200

200
top

First Chinese internet company to make the Fortune Global 200 list.

1

NO.1

NO.1 among companies in China according to the Deloitte Global Powers of Retailing 2018 report.

NO.1

China's largest retailer, online or offline.

USERS AND PARTNERS

1 billion

Reach more than a billion Chinese consumers by leveraging strategic cooperation with Tencent.

170,000+

170,000+ merchants on JD's online marketplace.

EMPLOYEES

170,000+

170,000+ full-time employees.

Tens of millions

Tens of millions of jobs created by JD's value chain.

CROSS-BORDER NETWORK

1000

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

CROSS-BORDER LOGISTICS

1.5 hours

Same and next-day delivery in China's major cities. Some deliveries as fast as 1.5 hours.

GLOBAL INVESTMENT

Joint ventures

Joint ventures in Indonesia, Thailand etc.

GLOBAL DEVELOPMENT

DIVERSE BUSINESS

LOGISTICS

11.6 million m²

Area of logistics infrastructure exceeds 11.6 million m² as of Q2 2018.

99 %

Largest e-commerce logistics infrastructure in China, covering 99% of the country's population.

TECHNOLOGY

20,000+ hours

Over 20,000 drone delivery runs completed.

NO.1

Launched the world's first B2C automated fulfillment center.

JD.COM PARTNERS WITH THE UNITED NATIONS

“ 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 new markets 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 is showing how this framework provides an excellent way for organizations to measure their impacts on sustainable development for all.



Agi Veres
Country Director, UNDP China

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
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<p>Help alleviate poverty through JD's e-commerce platform and infrastructure and the charity foundation.</p>	<p>Provide farmers with affordable and high-quality goods; build stable sales channels for agricultural products and food to promote sustainable agriculture.</p>	<p>Provide green, safe, high-quality products for consumers; provide comprehensive occupational safety protection, medical care and other welfare to employees.</p>	<p>JD Foundation has donated to many institutions to help low-income students complete their studies, and has carried out educational programs throughout China.</p>
GOAL 1	GOAL 2	GOAL 3	GOAL 4
<p>Provide equal opportunity for professional advancement to all employees, including through business opportunities and financial support for women who are entrepreneurs and social workers.</p>	<p>Reduce environmental pollution through initiatives such as the Green Stream Initiative, recycling programs, promotion of biodegradable plastic bags, The Forest Stewardship Council (FSC) certified paper and products, etc.</p>	<p>Build photovoltaic power generation systems for warehouses; convert transportation fleets to new energy vehicles; promote electronic invoices and receipts; promote clean energy products.</p>	
GOAL 5	GOAL 6	GOAL 7	
<p>Create jobs for tens of millions of people in JD's value chain; drive economic development by a co-created and shared business model; protect employees' rights and provide them with fair and diversified career opportunities.</p>	<p>Help the manufacturing industry become more open, inclusive and sustainable; participate in disaster relief and enhance resilience of people in disaster areas.</p>	<p>Strongly support targeted poverty alleviation programs; reduce living costs and improve quality of life for low-income and disadvantaged groups; create job opportunities in rural areas by developing logistics infrastructure.</p>	
GOAL 8	GOAL 9	GOAL 10	
<p>Create smart city solutions with big data and AI technology and improve the operational efficiency of transportation, environment, energy consumption, public safety, logistics and smart business to ensure better livelihoods.</p>	<p>Continuously improve user experience while promoting ideas of sustainable consumption; empower upstream manufacturing industry through responsible sourcing and supply chain management.</p>	<p>Strengthen energy conservation and emissions reduction; use clean energy in logistics, warehousing and other operational processes.</p>	
GOAL 11	GOAL 12	GOAL 13	
<p>Participate in marine environmental protection programs and strengthen the supply chain management of seafood.</p>	<p>Help protect land ecosystems, promote paperless operation, use electronic invoices, and promote the use of recycled packaging.</p>	<p>Strengthen supply chain management; zero tolerance for bribery and counterfeit goods; build convenient communication, appeals and relief channels to protect the interests of consumers and employees.</p>	<p>Actively communicate with customers, international organizations, industry associations, NGOs, communities, media and the public; develop global partnerships through our business and charity platform.</p>
GOAL 14	GOAL 15	GOAL 16	GOAL 17

JD.COM PARTNERS WITH THE UNITED NATIONS

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Agi Vivas
Country Director, UNDP China



GOAL 1



GOAL 2



GOAL 3



GOAL 4



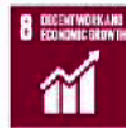
GOAL 5



GOAL 6



GOAL 7



GOAL 8



GOAL 9



GOAL 10



GOAL 11



GOAL 12



GOAL 13



GOAL 14



GOAL 15



GOAL 16



GOAL 17

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



Nancy Zhang
Honorary President, JD Foundation

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.



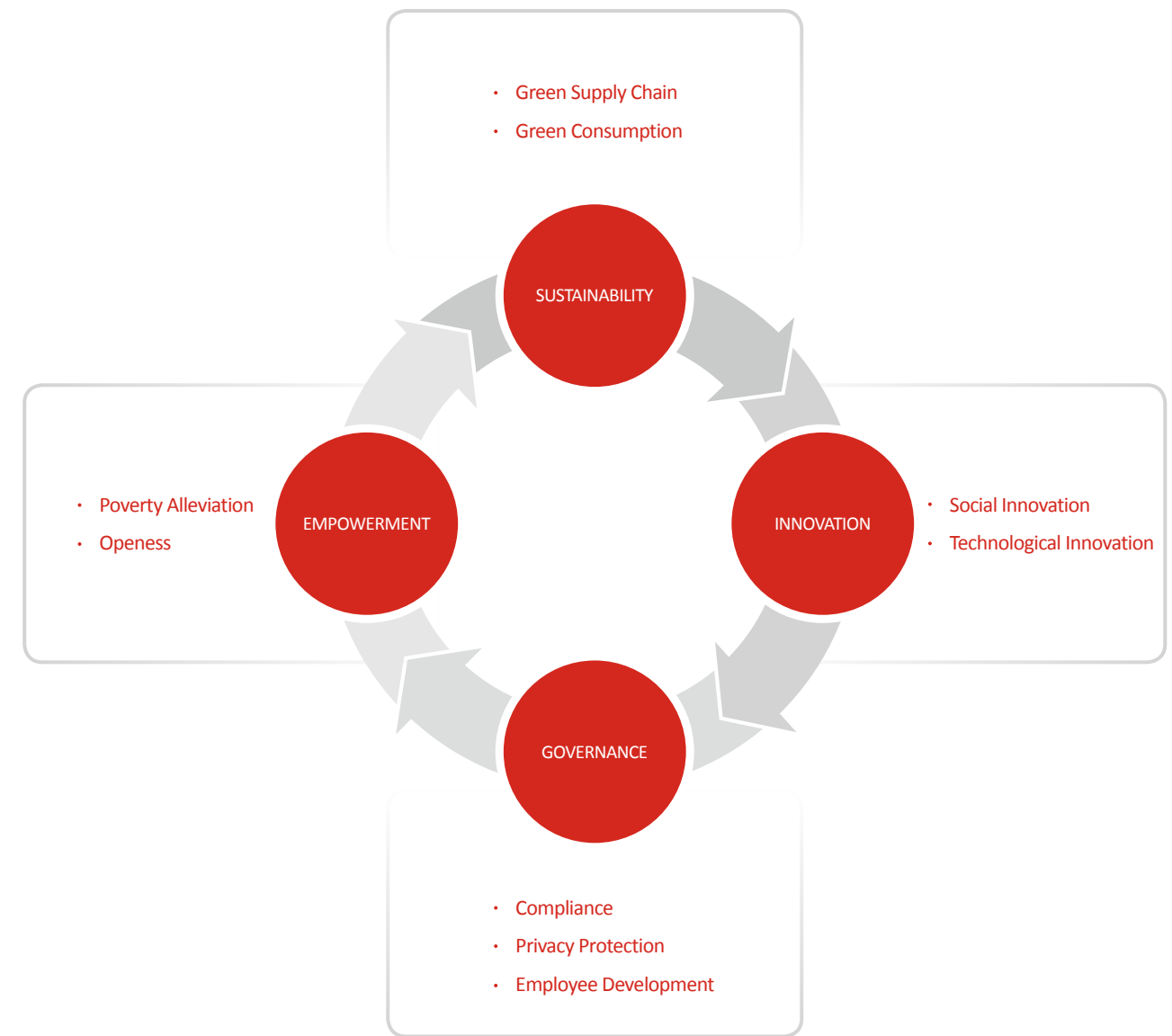
JD Foundation has collected 1.5 million items through the JD Giving Platform, and donated to poorer areas in 28 provinces, including Henan, Hunan, Sichuan and Guizhou.



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 CSR STRATEGY

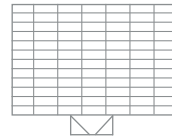


SUSTAINABILITY

GREEN
SUPPLY CHAIN

5,000+

New energy vehicles on the road



200+ million

M² photovoltaic power generation area
to be constructed by 2030

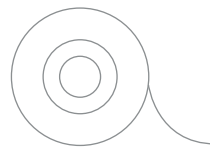
A photovoltaic power generation system that JD built and installed on the roof of its Shanghai Asia No.1 logistics park has been operational since June 2018, significantly reducing CO₂ emissions. JD plans to team up with global partners to create the world's largest ecosystem of rooftop photovoltaic 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.



250 million

Meters of packaging tapes saved

GREEN
CONSUMPTION

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

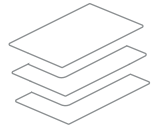
First e-commerce company to go paperless, resulting in 1,820 tons of paper saved from invoices by issuing 2.8 billion + electronic invoices in last five years, 5,000+ tons of paper saved from electronic signatures being used as delivery confirmation process in 2017.

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



2.8+ billion

Electronic invoices issued in last five years



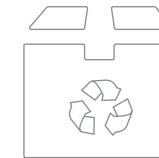
5,000+

Tons of paper saved



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.



2,400

Tons of CO₂ emission reduced**Recycling Plan**

We initiated recycling projects in several cities in China. As a result, 1 million+ items of clothing and 400,000+ toys have been collected and reused 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 professional organizations to avoid environmental pollution.

INNOVATION

SOCIAL
INNOVATION

Transparent



Efficient



Innovative

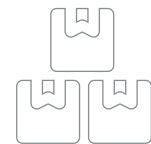


JD Giving Platform

***JD Giving Platform: One-Click
Direct Donation Model***

Through JD's official app, users can learn about various charity programs and purchase materials to help disaster victims at a fair low price. The materials are delivered directly to the charity program by JD's efficient logistics system. In this way, JD's highly-efficient business network and logistics system offers a convenient way to connect consumers with trusted charity programs, and donations can be completed with just one click.

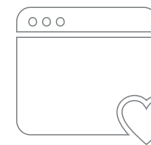
Leveraging JD's self-operated e-commerce network, we built JD's online donation platform, "JD Giving Platform", which was created to provide charity programs with integrated support. Via the platform, charity organizations can not only raise money from individual consumers but also use JD's supply chain, 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.

Nearly 2.4 million items
collected

2.4+

100+ charity organization
partners

100+

600+ charity programs on JD
Giving Platform

600+

TECHNOLOGICAL
INNOVATION***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 must climb 800 meters 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***

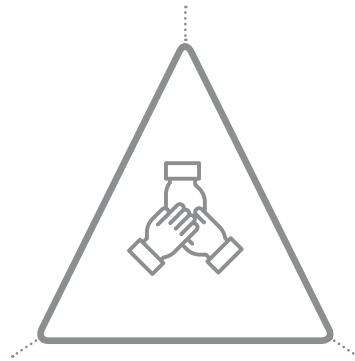
In cooperation with Teach For China in September 2017, JD.com applied blockchain technology to collect, integrate, record and display information about charity donations, building more trust into the process for donors. The approach ensures that information about the whole donation process is fully traceable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



EMPOWERMENT

Employment

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



E-commerce Platform

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.

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.

Aihua Wang, 57 years old, is from Wuyi County, Hengshui City, Hebei Province. In May 2016, JD teamed with the local government on a poverty alleviation project, providing interest-free loans to farmers from local cooperatives that raised organic, free-range chickens. Wang and 51 other farmers participated, and six months later as Single's Day approached, Wang and the villagers sold every one of the chickens online through JD.com. As a result, the farmers increased their annual income by several thousand yuan each.



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

Leveraging JD's shared resources of e-commerce, finance, logistics and insurance, JD Cloud empowers organizations through technology to achieve deep integration between traditional offline and newer online economies.

Open
Logistics

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

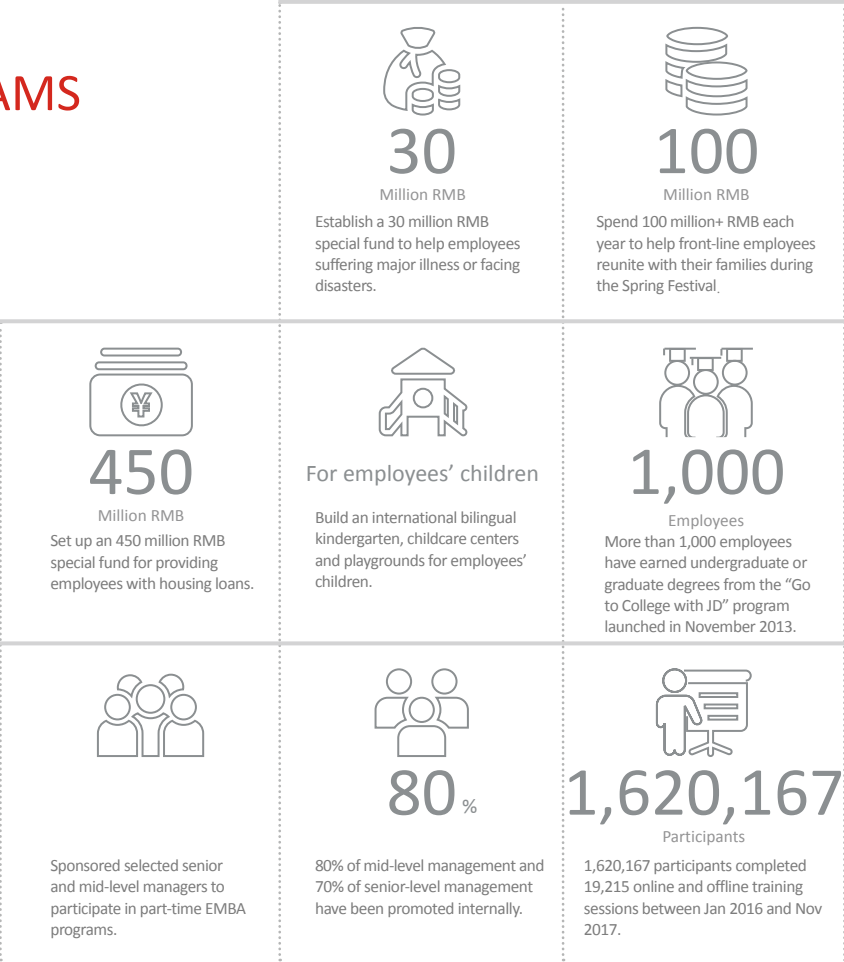
Partnerships

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

JD
Kepler

Cloud
Service

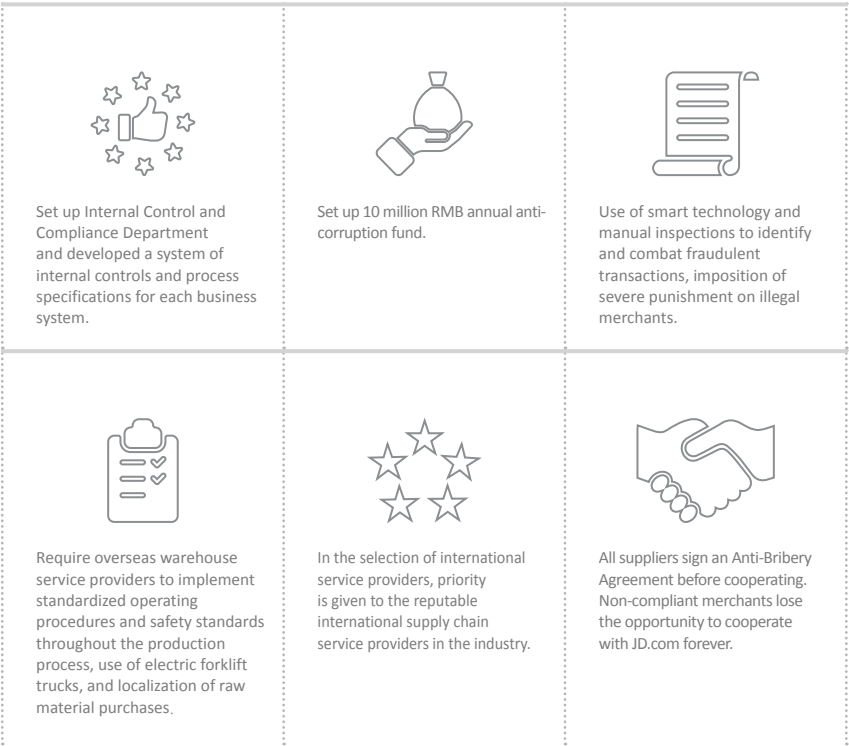
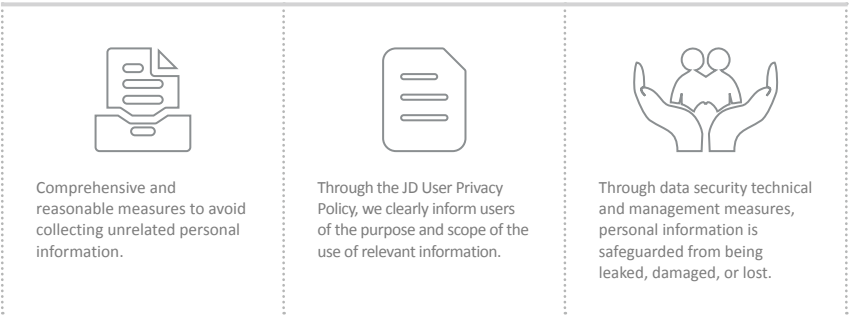
INTERNAL SOCIAL AND GOVERNANCE PROGRAMS



STAFF DEVELOPMENT

PRIVACY PROTECTION

COMPLIANCE



ABOUT THIS REPORT

REPORTING
STANDARD

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.

DATA AND
INFORMATION
DISCLOSURE

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.

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CONTACT US

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.