



JD.com began offering fresh food in 2012, then launched JD Fresh, an independent fresh food business unit, in January 2016. With nationwide cold chain logistics reach, JD Fresh is able to offer rapid delivery of tens of thousands of high-quality fresh fruits, vegetables, seafood, meat and frozen products sourced from over 2,000 partners.

FRESH PRODUCTS, SOURCED FROM AROUND THE WORLD

- Over 20,000 tons of fresh food including 500,000 **Thai black tiger shrimp** sold during Singles Day 2017
- Nearly 2 million **hairy crabs** sold in just 24 hours during September 2017 "Super Hairy Crab Day" sales promotion
- Over 140,000 live **Canadian lobsters** sold in just 24 hours during July 14, 2017 Canadian brands sales promotion
- Over 185 tons of **American cherries** sold on July 7, 2017 "Super American Cherries Day" sales promotion
- Over 160 tons of **Zespri kiwis** sold during April 14, 2017 sales promotion

OTHER TOP PRODUCTS

- U.S. pork
- Australian beef
- Chilean cherries & salmon
- Argentina premium prawns
- Mexican avocado
- German sausage and ice-cream
- Thai durian

COLD CHAIN LOGISTICS

China's largest frozen and chilled e-commerce warehousing and delivery network

- 11 Frozen food warehouses covering 300 cities
- Ability to monitor temperature and humidity in every step of the process
- Products sold directly by JD are guaranteed to arrive as advertised, or customers get their money back



ADVANCED TRACEABILITY TECHNOLOGY TO ENSURE QUALITY

JD is working with a growing number of partners to use blockchain for tracking every step in the supply chain, from production to delivery, giving consumers confidence in the safety and authenticity of products.

JD.com partnered with Inner Mongolia-based beef and dairy company Kerchin to track where any cow was raised for Kerchin beef, all vital information, and how resulting beef was handled, checked for quality, and transported to the eventual customer.

