

Impacts of COVID-19 on E-Commerce – Perspective from JD Fresh

Feng Yu

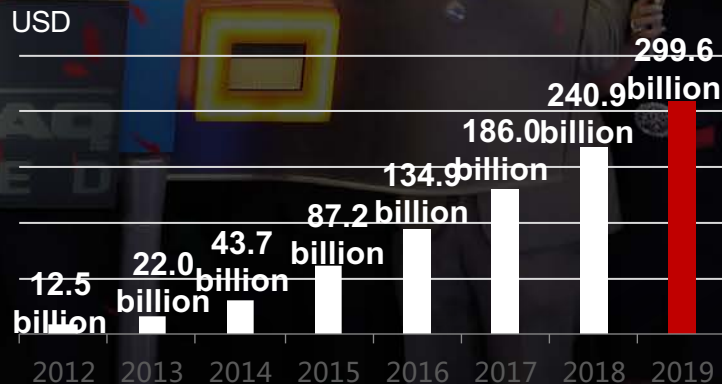
Fortune Global 500

▲ Listed on Fortune Global 500 as the top-ranking Chinese internet & E-commerce company.

Strict “zero-tolerance” policy toward counterfeit goods. Customers trust JD because the brand is a guarantee of authenticity

China's Largest Retailer Online or Offline

▲ GMV researched USD 299.6 billion in 2019, China's No.1 retailer, online or offline



Rapid Growth in GMV in Last Seven Years*

JD.COM

Over 400 million users in China

China's largest retailer of consumer electronics and home appliances

The preferred shopping platform for home and life – providing the highest quality home furnishings, household products and services

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



JD Fresh

Founded in 2016, the annual compound growth rate of JD Fresh is over 100% in the past 4 years.

The annual sales has reached 30 billion RMB (around 4.4 billion USD) in 2019.

JD is dedicated to provide fresh food to Chinese consumer. Behind our goal is our strong cold chain system and the internet technology that are supporting us to provide thousands of SKUs.

JD Fresh's Categories



Seafood

Shrimp, Fish, Crab,
Shellfish, etc.



Fruits &

Vegetables

Apple, Durian, Kiwi,
etc.



Meat

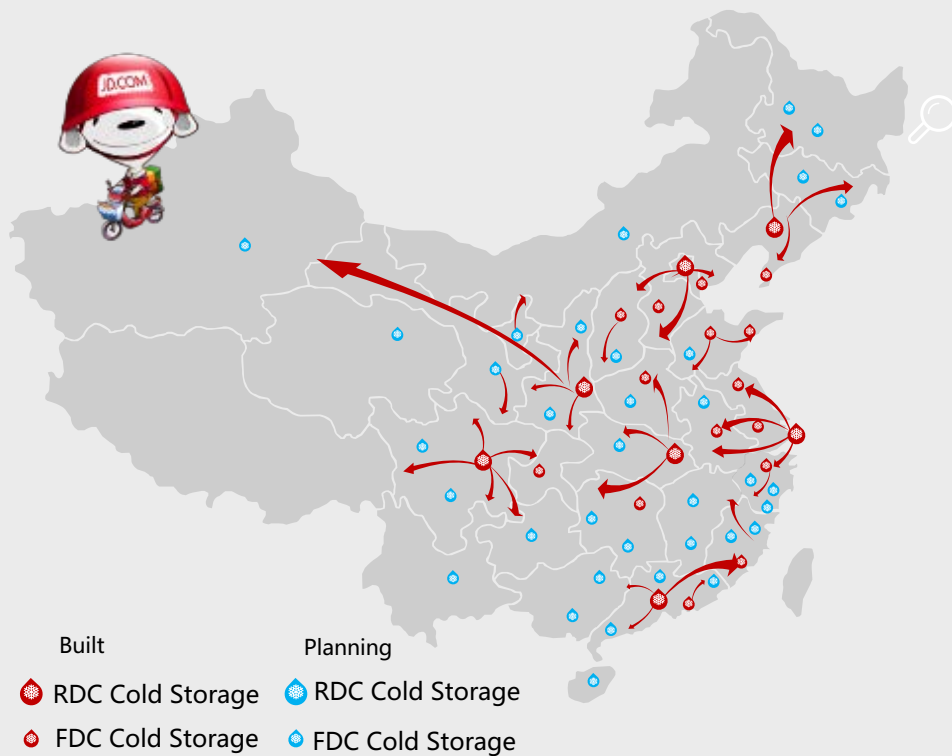
Beef, Pork, Poultry,
Lamb, Sausage, etc.



Chilled & Frozen

Yogurt, Ice Cream,
Butter, Dumpling,
etc.

Unparalleled Cold Chain Logistics



Advanced Cold Chain

17

Build 17 Cold Chain Distribution Centers

300

Cover 300 major Cities

3000

Support more than 3000 delivery stations

Online Seafood Retail in China

Online retail consumption of seafood in China is growing rapidly.

Consumer prefers seafood growing in a pure and natural environment.

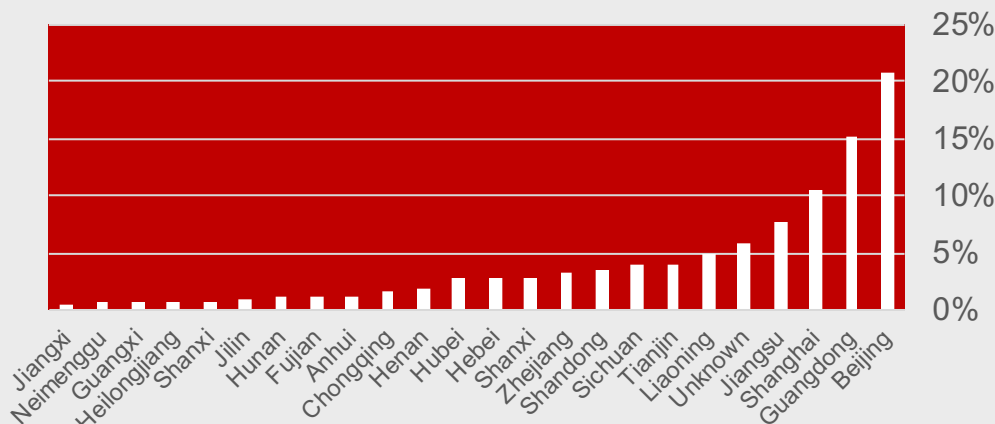
More consumers in 3rd or 4th tier cities starting to try more seafood.

Consumers from the 1st and 2nd tier cities are growing expectation on high quality and sustainable seafood.

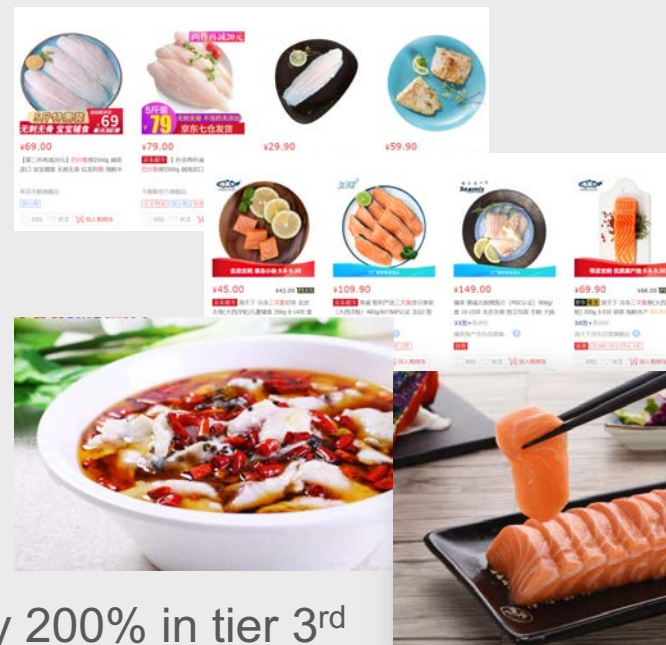


Popular products

SEAFOOD CONSUMER DISTRIBUTION on JD.COM

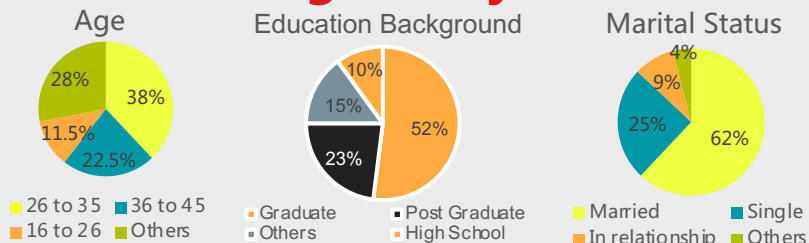


The sales of Pangasius and Atlantic Salmon grew by 200% in tier 3rd cities due to influence of Chinese and Japanese cuisine.



01

Highly-Educated Young Working Family



Pursuit of Quality Life

Top 6 Issues of JD Fresh Users



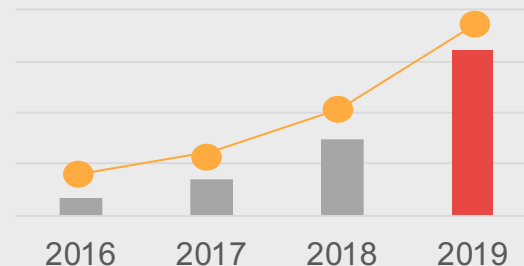
02

High Positive Feedback Rate



03

Rapid Growth of Active Users

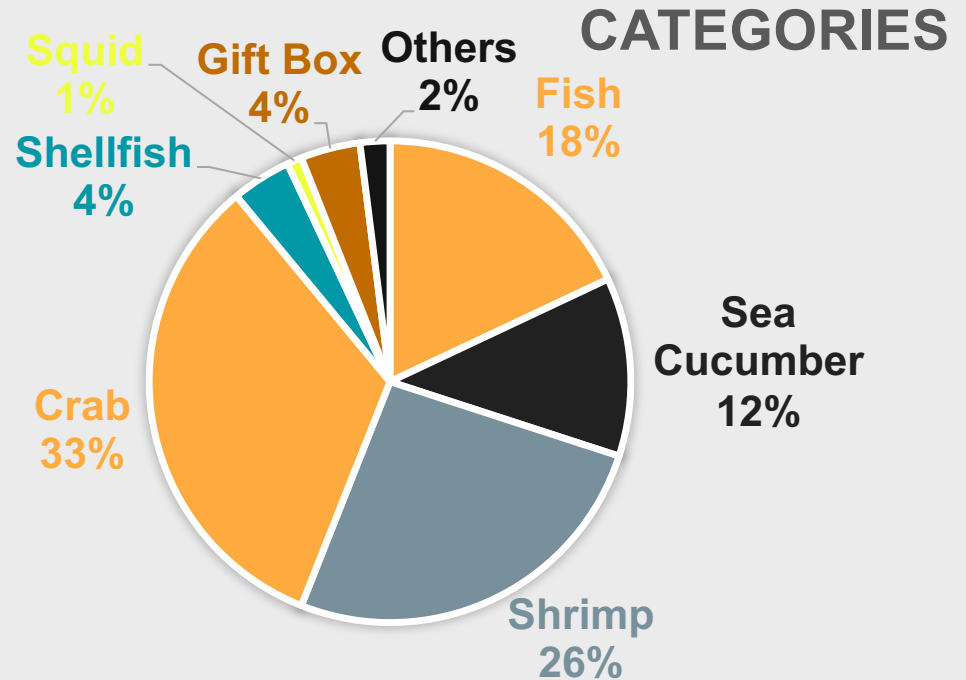


04

Seafood in JD Fresh

Imported
39%

Domestic
61%



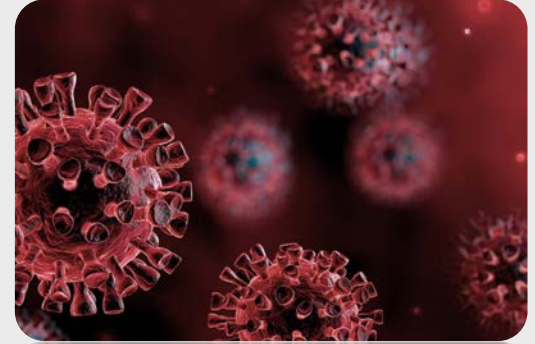
Seafood Brands in JD Fresh



Crisis & Innovation

During the outbreak of COVID-19

- Quarantine caused panic and influenced daily activities negatively.
- Import, wholesale and food service channel suffered big trouble.
- Food supply system was seriously affected.



Crisis & Innovation

- JD played a critical role base on its solid distribution capability.
- JD Fresh supplied more than 88,000 MT fresh food from Jan 20th to Feb 18th , 2020. Seafood online sales doubled in the first half of 2020 .
- JD Fresh helped restaurants to sell their dishes online as ready to cook product.
- On June 18th, JD Fresh sold more than 8,500 MT fresh product for the big promotion.



Seafood under COVID-19

When the epidemic bounced back in the middle of the year

- JD enhanced the control of cold chain.
- All frozen products entering JD's warehouse are taken nucleic acid test.
- The testing reports are published on the detail page of product and shown as main figure to enhance consumer confidence.



TEST REPORT
检测报告

CTI 华测检测
MEDLAB PRECISION RESEARCH

上海华测艾普医学检验所
临床检验报告单

20200624004-B
序列: 20200620000066

送检单位: 江苏东恒信息技术有限公司 采样时间: 检测时间: 2020/06/23
样品名称: 冻品·海味食品 冻品黑虎虾(虾) SKI: 02050027
样品类型: 拭子+组织

项目	检测项目	结果
1. 新型冠状病毒核酸检测	阴性	

解释与建议: 本次检测采用实时荧光定量PCR法, 检测结果为阴性, 说明该样品中未检测到新型冠状病毒核酸。检测结果不能完全排除新型冠状病毒感染的可能性, 仅供参考。

检验者: 张青 审核者: 张青 报告时间: 2020/06/24
地址: 上海市静安区南京西路1266号 网址: www.cti.cn.cn 客服电话: 400-000-2118 1/1

Social Responsibility

- Secure the supply of fresh food to people during the outbreak
- Provide efficient sales channel to seafood companies
- Make efforts to improve people's dietary structure of seafood
- Promote the development of the seafood industry

Responsible seafood producers around the world

Welcome!