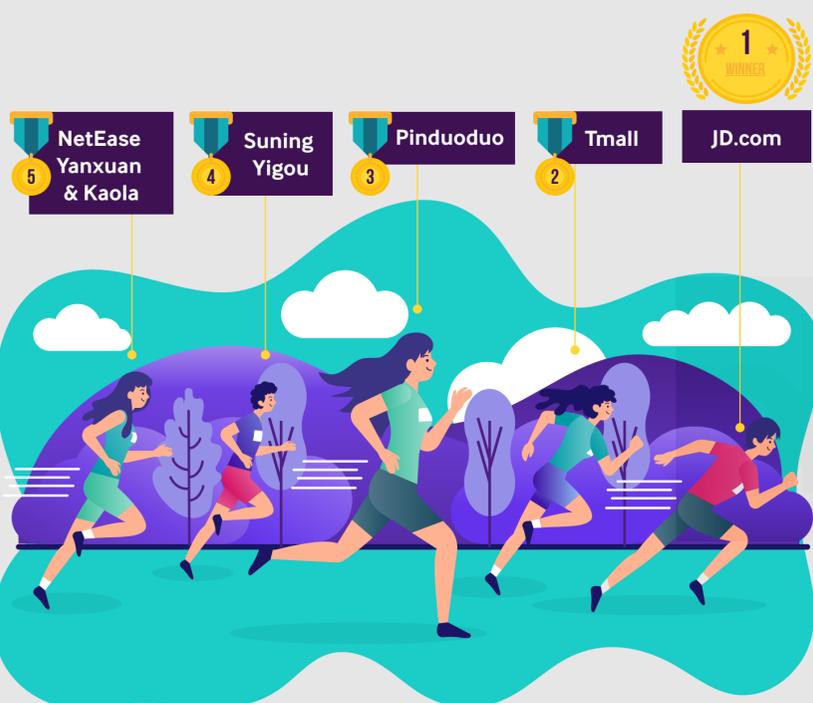


China's Largest Mid-Year eCommerce Festival 2019

AT A GLANCE

TOP-SELLING PLATFORMS



RMB 318.75b

Total estimated Gross Merchandise Volume (GMV) during 618 (Jun 1 – June 18, 2019)



JD.COM

RMB 201.5b

GMV exceeded +26% YOY

17,000

Products sold within the first hour of June 1st*, +83% YOY

*The first day of the 618 eCommerce Festival

+108% YOY

Transaction volume from lower tier* markets

*tier 4 or lower

RMB 500m

Value of mobile phones sold in 6 minutes

RMB 1b

Value of household appliances sold in 2 min 36 sec

6,700 tons

Imported fresh food sold from 1-18 June

SUNING

+133% YOY

Increase in orders

+83% YOY

Increase in house appliance orders

+172% YOY

Growth of Suning Pay users



PINDUODUO

Over 1.1b

orders with GMV growing 300% YOY



TMALL

Within 1hr

GMV exceeded 618 2018's entire first day

Over 50%

of shoppers purchased products specifically launched for 618

Over 110

Brands that joined the "RMB 100m sales club". The first one made it in 2 min 45 sec!

+130% YOY

Transaction growth in Tmall Luxury Pavilion

300m new shoppers

Bought on Juhuasuan*
*Tmall's group-buying platform

HOT & TOP

TOP BRANDS BY CATEGORY



DAIRY

- 1 Yili
- 2 Wyeth
- 3 Mengniu
- 4 Aptamil
- 5 Friso



BEVERAGES

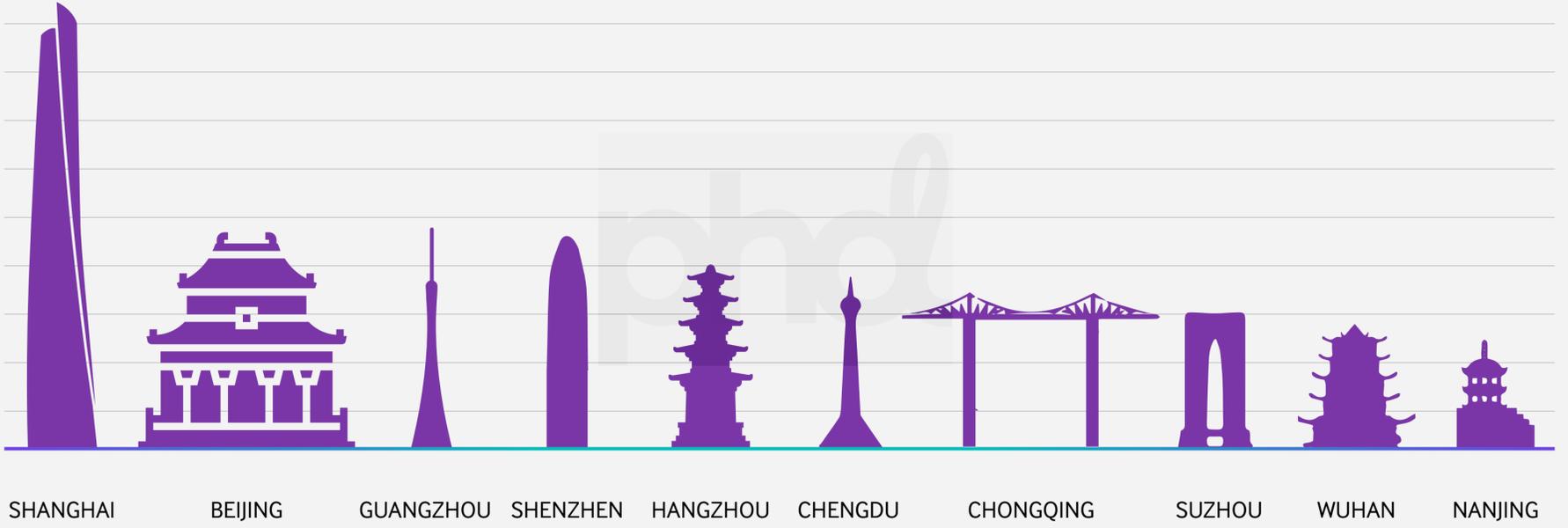
- 1 Nongfu
- 2 Coca Cola
- 3 Baby Water
- 4 Danone
- 5 Vitasoy



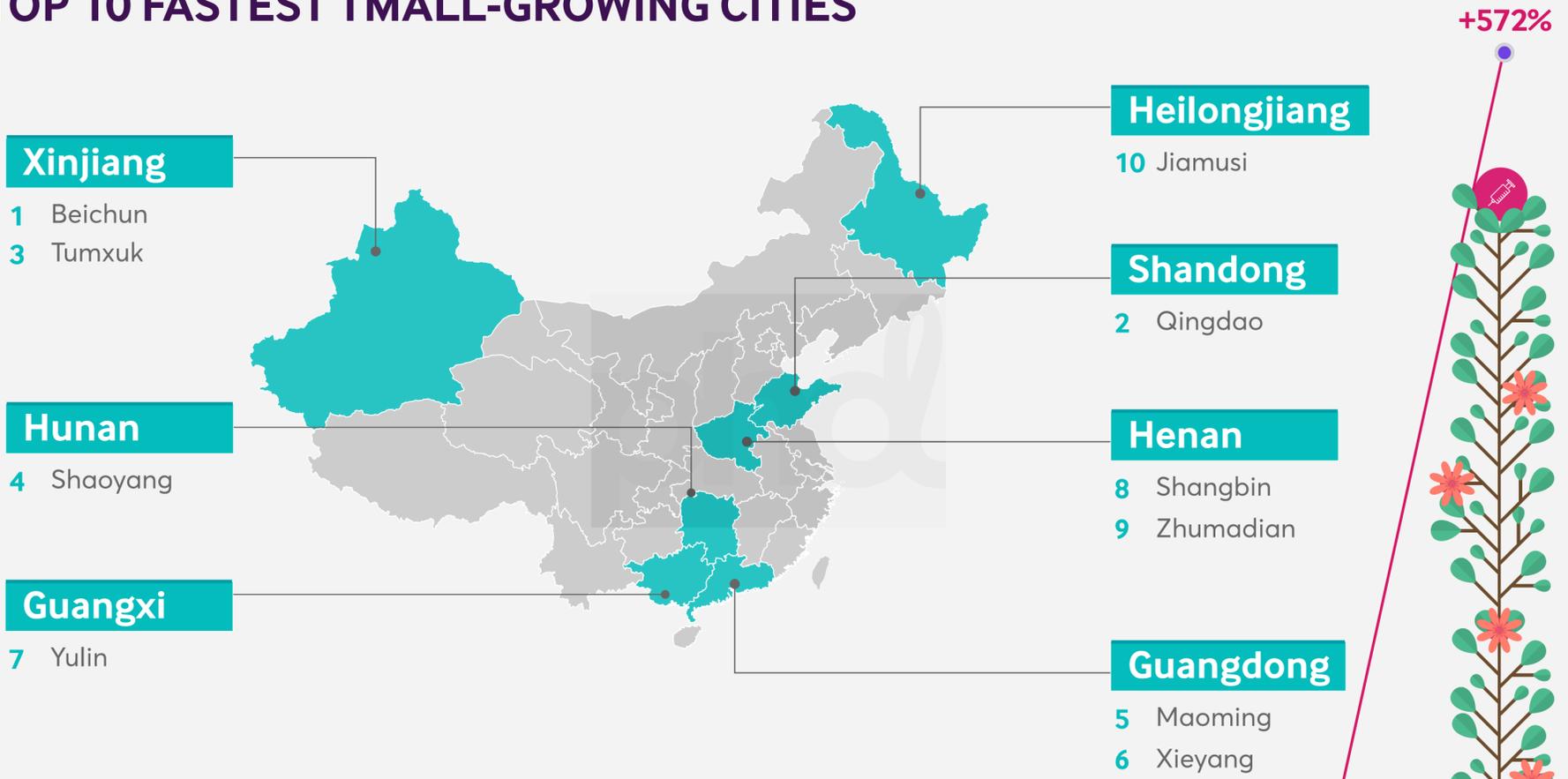
ICE CREAM

- 1 Chicecream
- 2 Walls
- 3 Zhongjie 1946
- 4 Baxi
- 5 Tianmu

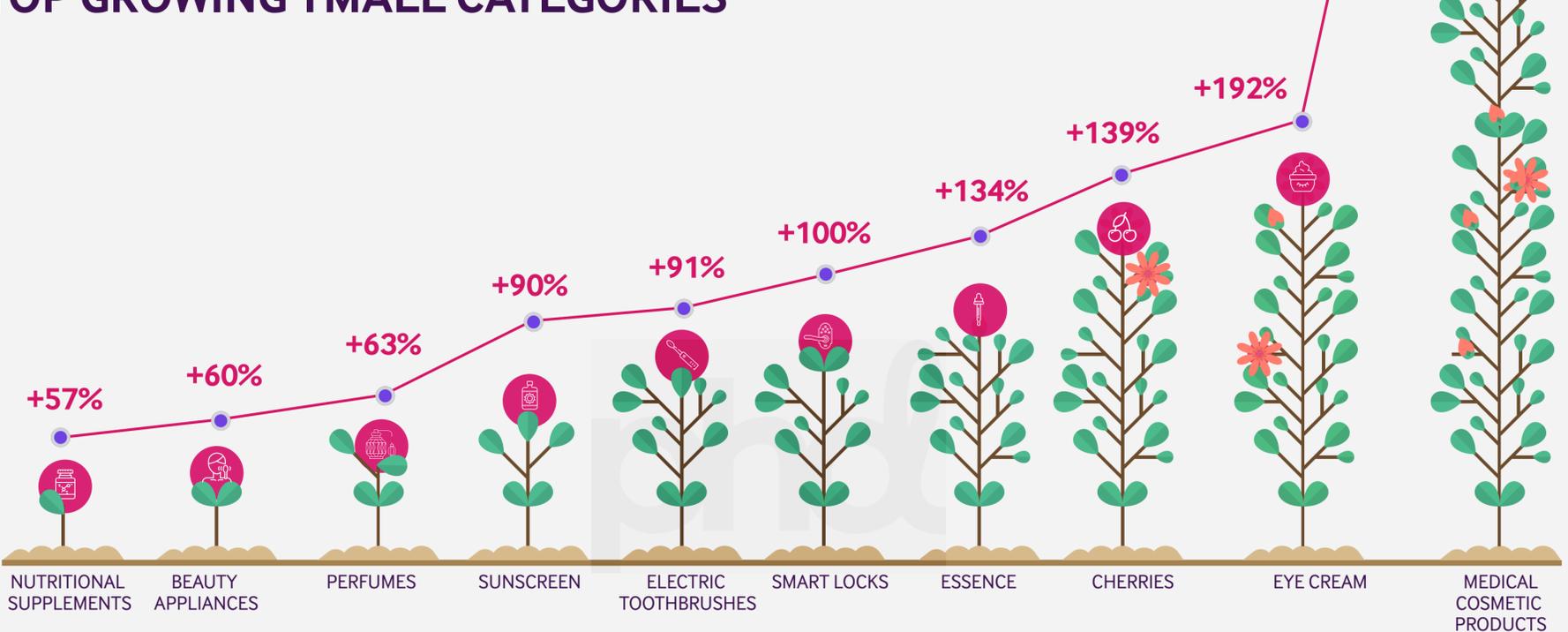
TOP 10 TMALL CITIES BY TRANSACTIONS



TOP 10 FASTEST TMALL-GROWING CITIES



TOP GROWING TMALL CATEGORIES



SOLD ON TMALL WITHIN 1 MIN!



JD TOP 5s

SMARTPHONE BRANDS

- Honor
- Xiaomi
- Huawei
- iPhone
- Vivo

COMPUTER BRANDS

- Lenovo
- Honor
- ThinkPad
- Xiaomi
- Dell

HOUSEHOLD APPLIANCE BRANDS

- Midea
- AUX
- Haier
- GREE
- Xiaomi

CASE STUDIES



TMALL

Listerine X Tmall Innovation Center: New product launch

BACKGROUND: Through big data cooperation with Tmall, Listerine discovered that many Chinese users have a habit of gargling before they go to sleep. This is why Listerine developed a new product – Listerine Night Mouthwash – that was launched on the first day of 618 on Tmall.

RESULT: 30 000 bottles of Listerine Night Mouthwash were sold within 20 minutes.



JD.COM

Dada-JD Daojia increases coverage for 618

BACKGROUND: For 618, Dada-JD Daojia brought its one-hour delivery system to more than 90 cities across China, offering full coverage of tier 1 and tier 2 cities and over 50 lower tier.

RESULT: Between June 15th and 18th 2019, sales through Dada-JD Daojia doubled compared to the same period last year.