# UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, DC 20549

<b>SCHED</b>	ULE	130	G

(Rule 13d-102)

Information to Be Included in Statements Filed Pursuant to § 240.13d-1 (b), (c) and (d) and Amendments Thereto Filed Pursuant to § 240.13d-2

Under the Securities Exchange Act of 1934

(Amendment No. 9)\*

JD.com, Inc.

(Name of Issuer)

Ordinary Shares, par value of \$0.00002 per share (Title of Class of Securities)

47215P 106 (CUSIP Number)

December 31, 2023 (Date of Event Which Requires Filing of this Statement)

☐ Rule 13d-1(b)
☐ Rule 13d-1(c)
☑ Rule 13d-1(d)

Check the appropriate box to designate the rule pursuant to which this Schedule is filed:

\* The remainder of this cover page shall be filled out for a reporting person's initial filing on this form with respect to the subject class of securities, and for any subsequent amendment containing information which would alter the disclosures provided in a prior cover page.

The information required in the remainder of this cover page shall not be deemed to be "filed" for the purpose of Section 18 of the Securities Exchange Act of 1934 ("Act") or otherwise subject to the liabilities of that section of the Act but shall be subject to all other provisions of the Act (however, see the Notes).

1	NAMESOI	C D E	EDODTING DED CONC				
1	NAMES OF REPORTING PERSONS						
	Richard Qiangdong Liu						
2	· · · ·						
	(a) $\square$ (b) $\square$						
3	3 SEC USE ONLY						
4	CITIZENSI	HIP	OR PLACE OF ORGANIZATION				
	People's Re	pub	lic of China				
	•	5	SOLE VOTING POWER				
УП	JMBER OF		357,986,674				
	SHARES	6	SHARED VOTING POWER				
	VEFICIALLY						
O.	WNED BY		0				
DI	EACH EPORTING	7	SOLE DISPOSITIVE POWER				
	PERSON		340,405,330				
	WITH:	8	SHARED DISPOSITIVE POWER				
			0				
9	AGGREGA	TE.	AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON				
	357 086 67/	1 (TI	his includes 17,581,344 shares beneficially owned by Fortune Rising Holdings Limited, which holds and administers these				
			enefit of employees of the Issuer under the Issuer's share incentive plans (excluding Mr. Richard Qiangdong Liu himself).				
	Mr. Liu can exercise the voting power with respect to these shares on behalf of Fortune Rising Holdings Limited, but does not have any						
1.0	economic interest in these shares. See Item 4.)						
10	10 CHECK IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES						
11	PERCENT	OF (	CLASS REPRESENTED BY AMOUNT IN ROW (9)				
	11.3%. *The voting power of the shares beneficially owned represent 69.9% of the total outstanding voting power. **						
12	TYPE OF R	REPO	ORTING PERSON				
	D. C.						
	IN						

- \* The percentage of voting power is calculated by dividing the voting power beneficially owned by the Reporting Person by the voting power of all of the Issuer's holders of Class A ordinary shares and Class B ordinary shares as a single class as of December 31, 2023 (taking into account the number of shares that the Reporting Person had the right to acquire upon exercise of options that shall have become vested by 60 days after December 31, 2023). Each holder of Class A ordinary shares is entitled to one vote per share and each holder of Class B Shares is entitled to twenty votes per share on all matters submitted to them for a vote.
- \*\* During the fourth quarter of 2023, Fortune Rising Holdings Limited sold an aggregate of 22,750 ADSs in the open market on behalf of certain employees of the Issuer (which do not include Mr. Richard Qiangdong Liu). Fortune Rising Holdings Limited holds the Class B ordinary shares of the Issuer for the purpose of transferring such shares to the plan participants according to awards granted by the Issuer under the Issuer's share incentive plans, and administers the awards and acts according to the Issuer's instructions. However, the logistical procedures relating to the conversion of 45,500 Class B ordinary shares held by Fortune Rising Holdings Limited into 22,750 ADSs had not been completed as of December 31, 2023. Assuming such logistics had been completed as of December 31, 2023, Mr. Liu would have beneficially owned a total of 357,941,174 ordinary shares, representing 11.3% of the total outstanding ordinary shares of the Issuer, and the voting power of the shares beneficially owned represented 69.9% of the total outstanding voting power. See Item 4.

1	1 NAMES OF REPORTING PERSONS						
	Max Smart Limited						
2							
	(a) □ (	(b) [					
3	SEC USE C	NL	Y				
4	CITIZENSI	HIP	OR PLACE OF ORGANIZATION				
	British Virg	in Is	slands				
		5	SOLE VOTING POWER				
NI	JMBER OF		328,605,330				
5	SHARES	6	SHARED VOTING POWER				
	NEFICIALLY WNED BY						
	EACH	7	SOLE DISPOSITIVE POWER				
	EPORTING PERSON		328,605,330				
	WITH:	8	SHARED DISPOSITIVE POWER				
			0				
9	AGGREGA	TE A	AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON				
	328,605,330	)					
10							
11	11 PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (9)						
11	11 TERCENT OF CLASS REFRESENTED BY AMOUNT IN ROW (7)						
	10.5%. The voting power of the shares beneficially owned represent 66.1% of the total outstanding voting power. *						
12	TYPE OF R	(EPC	ORTING PERSON				
	CO						

<sup>\*</sup> The percentage of voting power is calculated by dividing the voting power beneficially owned by the Reporting Person by the voting power of all of the Issuer's holders of Class A ordinary shares and Class B ordinary shares as a single class as of December 31, 2023. Each holder of Class A ordinary shares is entitled to one vote per share and each holder of Class B Shares is entitled to twenty votes per share on all matters submitted to them for a vote.

1	NAMES OF	FRE	EPORTING PERSONS				
	Fortune Rising Holdings Limited *						
2	2 CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP  (a) □ (b) □						
	. ,	,					
3	SEC USE C	NL	Y				
4	CITIZENSI	HIP	OR PLACE OF ORGANIZATION				
	British Virg	in Is	slands				
		5	SOLE VOTING POWER				
NU	JMBER OF		17,581,344				
	SHARES VEFICIALLY	6	SHARED VOTING POWER				
	WNED BY		0				
RI	EACH EPORTING	7	SOLE DISPOSITIVE POWER				
	PERSON WITH:		17,581,344				
	WIIII.	8	SHARED DISPOSITIVE POWER				
	. aanta		0				
9	AGGREGA	TE.	AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON				
			rtune Rising Holdings Limited holds and administers these shares for the benefit of employees of the Issuer under the Issuer's				
	behalf of Fo	rtur	plans (excluding Mr. Richard Qiangdong Liu himself). Mr. Liu can exercise the voting power with respect to these shares on the Rising Holdings Limited, but does not have any economic interest in these shares. See Item 4.)				
10	CHECK IF	TH	E AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES				
11	PERCENT	OF	CLASS REPRESENTED BY AMOUNT IN ROW (9)				
			ting power of the shares beneficially owned represent 3.8% of the total outstanding voting power. ***				
12	TYPE OF R	REPO	ORTING PERSON				
	CO						

- \* Fortune Rising Holdings Limited, a British Virgin Islands company, holds and administers the Class B ordinary shares of the Issuer for the benefit of plan participants under the Issuer's share incentive plans (excluding Mr. Richard Qiangdong Liu himself), such as transferring such shares to the plan participants according to awards granted by the Issuer under the Issuer's share incentive plans, and administers the awards and acts according to the Issuer's instructions. See Item 4.
- \*\* The percentage of voting power is calculated by dividing the voting power beneficially owned by the Reporting Person by the voting power of all of the Issuer's holders of Class A ordinary shares and Class B ordinary shares as a single class as of December 31, 2023. Each holder of Class A ordinary shares is entitled to one vote per share and each holder of Class B ordinary shares is entitled to twenty votes per share on all matters submitted to them for a vote.
- \*\*\* During the fourth quarter of 2023, Fortune Rising Holdings Limited sold an aggregate of 22,750 ADSs in the open market on behalf of certain employees of the Issuer (which do not include Mr. Richard Qiangdong Liu). Fortune Rising Holdings Limited holds the Class B ordinary shares of the Issuer for the purpose of transferring such shares to the plan participants according to awards granted by the Issuer under the Issuer's share incentive plans, and administers the awards and acts according to the Issuer's instructions. However, the logistical procedures relating to the conversion of 45,500 Class B ordinary shares held by Fortune Rising Holdings Limited into 22,750 ADSs had not been completed as of December 31, 2023. Assuming such logistics had been completed as of December 31, 2023, Fortune Rising Holdings Limited would have held 17,535,844 Class B ordinary shares, representing 0.6% of the total outstanding ordinary shares of the Issuer, and the voting power of the shares beneficially owned represented 3.8% of the total outstanding voting power. See Item 4.

#### ITEM 1(a). NAME OF ISSUER:

JD.com, Inc.

#### ITEM 1(b). ADDRESS OF ISSUER'S PRINCIPAL EXECUTIVE OFFICES:

20th Floor, Building A No. 18 Kechuang 11 Street Yizhuang Economic and Technological Development Zone Daxing District, Beijing 101111 People's Republic of China

# ITEM 2(a). NAME OF PERSON FILING:

Richard Qiangdong Liu Max Smart Limited Fortune Rising Holdings Limited

# ITEM 2(b). ADDRESS OF PRINCIPAL BUSINESS OFFICE, OR, IF NONE, RESIDENCE:

Richard Qiangdong Liu JD.com, Inc.

20th Floor, Building A No. 18 Kechuang 11 Street

Yizhuang Economic and Technological Development Zone

Daxing District, Beijing 101111 People's Republic of China

Max Smart Limited c/o Richard Qiangdong Liu JD.com, Inc.

20th Floor, Building A No. 18 Kechuang 11 Street

Yizhuang Economic and Technological Development Zone

Daxing District, Beijing 101111 People's Republic of China

Fortune Rising Holdings Limited c/o Richard Qiangdong Liu JD.com, Inc. 20th Floor, Building A No. 18 Kechuang 11 Street Yizhuang Economic and Technological Development Zone

Daxing District, Beijing 101111

People's Republic of China

# ITEM 2(c). <u>CITIZENSHIP</u>:

Richard Qiangdong Liu – People's Republic of China Max Smart Limited – British Virgin Islands Fortune Rising Holdings Limited – British Virgin Islands

#### ITEM 2(d). TITLE OF CLASS OF SECURITIES:

Ordinary shares, par value of \$0.00002 per share

The Issuer's ordinary shares consist of Class A ordinary shares and Class B ordinary shares. Holders of Class A ordinary shares and Class B ordinary shares have the same rights except for voting and conversion rights. Each Class A ordinary share is entitled to one vote, and each Class B ordinary share is entitled to twenty votes. Each Class B ordinary share is convertible at the option of the holder into one Class A ordinary share, whereas Class A ordinary shares are not convertible into Class B ordinary shares under any circumstances.

#### ITEM 2(e). CUSIP NO.:

47215P 106

This CUSIP number applies to the American Depositary Shares of the Issuer ("ADSs"), each representing two Class A ordinary shares of the Issuer, par value \$0.00002 per share. No CUSIP has been assigned to the ordinary shares.

# ITEM 3. IF THIS STATEMENT IS FILED PURSUANT TO §§ 240.13D-1(B), OR 240.13D-2(B) OR (C), CHECK WHETHER THE PERSONS FILING IS A:

Not applicable

# ITEM 4. OWNERSHIP

The following information with respect to the ownership of the ordinary shares of par value of \$0.00002 per share of JD.com, Inc. by each of the reporting persons is provided as of December 31, 2023:

Reporting Person	Amount beneficially owned:	Percent of class:	Sole power to vote or direct the vote:	Shared power to vote or to direct the vote:	Sole power to dispose or to direct the disposition of:	Shared power to dispose or to direct the disposition of:
Richard Qiangdong Liu	357,986,674	11.3	357,986,674	0	340,405,330	0
Max Smart Limited	328,605,330	10.5	328,605,330	0	328,605,330	0
Fortune Rising Holdings Limited	17.581.344	0.6	17,581,344	0	17.581.344	0

The 357,986,674 ordinary shares of the Issuer beneficially owned by Mr. Richard Qiangdong Liu consist of (i) 305,630,780 Class B ordinary shares directly held by Max Smart Limited, (ii) 11,487,275 ADSs, representing 22,974,550 Class A ordinary shares, held by Max Smart Limited, (iii) 11,800,000 Class A ordinary shares that Mr. Liu had the right to acquire upon exercise of options that shall have become vested by 60 days after December 31, 2023, and (iv) 17,581,344 Class B ordinary shares held by Fortune Rising Holdings Limited as described below.

Max Smart Limited, a British Virgin Islands company, directly holds 305,630,780 Class B ordinary shares and 11,487,275 ADSs of the Issuer. Max Smart Limited is 100% owned by UBS Nominees Limited on behalf of The Max Smart Trust, with UBS Trustees (BVI) Ltd. as the trustee, Mr. Richard Qiangdong Liu as the settlor and protector, and Mr. Liu and others designated by Mr. Liu as beneficiaries. Mr. Liu reserves the right to revoke The Max Smart Trust without the consent of another person, and Mr. Liu is the sole director of Max Smart Limited. Pursuant to Section 13(d) of the Securities Exchange Act of 1934, as amended, and the rules promulgated thereunder, Mr. Liu may be deemed to beneficially own all of the shares of the Issuer held by Max Smart Limited.

As of December 31, 2023, Fortune Rising Holdings Limited, a British Virgin Islands company, held 17,581,344 Class B ordinary shares. Fortune Rising Holdings Limited holds and administers the Class B ordinary shares of the Issuer for the benefit of plan participants under the Issuer's share incentive plans (excluding Mr. Richard Qiangdong Liu himself), such as transferring such shares to the plan participants according to awards granted by the Issuer under the Issuer's share incentive plans, and administers the awards and acts according to the Issuer's instructions.

Mr. Richard Qiangdong Liu is the sole shareholder and the sole director of Fortune Rising Holdings Limited. As the representative of Fortune Rising Holdings Limited, Mr. Liu can exercise the voting power with respect to these shares on behalf of Fortune Rising Holdings Limited, but does not have any economic interest in these shares. Pursuant to Section 13(d) of the Securities Exchange Act of 1934, as amended, and the rules promulgated thereunder, Mr. Liu may be deemed to beneficially own all of the shares of the Issuer held by Fortune Rising Holdings Limited.

The percentage of the class of securities beneficially owned by each of the reporting persons as of December 31, 2023 is based on 3,144,236,167 outstanding ordinary shares as a single class, being the sum of 2,821,024,043 Class A ordinary shares and 323,212,124 Class B ordinary shares outstanding as of December 31, 2023 assuming conversion of all Class B ordinary shares into Class A ordinary shares, and excluding the 39,243,670 Class A ordinary shares issued to the Issuer's depositary bank for bulk issuance of ADSs reserved for future issuances upon the exercising or vesting of awards granted under the Issuer's share incentive plans. In addition, the calculation of percentage of the class of securities beneficially owned by Mr. Richard Qiangdong Liu has also taken into account 11,800,000 Class A ordinary shares that Mr. Liu had the right to acquire upon exercise of options that shall have become vested by 60 days after December 31, 2023.

\* During the fourth quarter of 2023, Fortune Rising Holdings Limited sold an aggregate of 22,750 ADSs (representing 45,500 Class A ordinary shares) in the open market on behalf of certain employees of the Issuer (not including Mr. Richard Qiangdong Liu) who wished to sell the shares that they had received upon the exercising or vesting of the awards granted to them under the Issuer's share incentive plans. However, the logistics with the Issuer's Cayman registrar and depositary bank, including the conversion of 45,500 Class B ordinary shares held by Fortune Rising Holdings Limited into an equal number of Class A ordinary shares and the conversion of these Class A ordinary shares into 22,750 ADSs, had not been completed as of December 31, 2023. Assuming the aforementioned logistics had been completed as of December 31, 2023, Fortune Rising Holdings Limited would have held 17,535,844 Class B ordinary shares, and the ownership of the ordinary shares of the Issuer by each of the reporting persons would be as follows:

Reporting Person	Amount beneficially owned:	Percent of class:	Sole power to vote or direct the vote:	Shared power to vote or to direct the vote:	Sole power to dispose or to direct the disposition of:	Shared power to dispose or to direct the disposition of:
Richard Qiangdong Liu	357,941,174	11.3	357,941,174	0	340,405,330	0
Max Smart Limited	328,605,330	10.5	328,605,330	0	328,605,330	0
Fortune Rising Holdings Limited	17,535,844	0.6	17,535,844	0	17,535,844	0

#### ITEM 5. OWNERSHIP OF FIVE PERCENT OR LESS OF A CLASS

Not applicable

#### ITEM 6. OWNERSHIP OF MORE THAN FIVE PERCENT ON BEHALF OF ANOTHER PERSON

Not applicable

ITEM 7. <u>IDENTIFICATION AND CLASSIFICATION OF THE SUBSIDIARY WHICH ACQUIRED THE SECURITY BEING REPORTED ON BY THE PARENT HOLDING COMPANY OR CONTROL PERSON</u>

Not applicable

# ITEM 8. <u>IDENTIFICATION AND CLASSIFICATION OF MEMBERS OF THE GROUP</u>

Not applicable

# ITEM 9. NOTICE OF DISSOLUTION OF GROUP

Not applicable

# ITEM 10. <u>CERTIFICATIONS</u>

Not applicable

# LIST OF EXHIBITS

Exhibit No. Description

99.1 Joint Filing Agreement

# **SIGNATURE**

After reasonable inquiry and to the best of my knowledge and belief, I certify that the information set forth in this statement is true, complete and correct.

Dated: February 7, 2024

Richard Qiangdong Liu /s/ Richard Qiangdong Liu

Max Smart Limited By: /s/ Richard Qiangdong Liu

Name: Richard Qiangdong Liu

Title: Director

Fortune Rising Holdings Limited By: /s/ Richard Qiangdong Liu

Name: Richard Qiangdong Liu

Title: Director

# **Joint Filing Agreement**

In accordance with Rule 13d-1(k) promulgated under the Securities Exchange Act of 1934, as amended, the undersigned hereby agree to the joint filing with all other Reporting Persons (as such term is defined in the Schedule 13G referred to below) on behalf of each of them of a statement on Schedule 13G (including amendments thereto) with respect to the ordinary shares, par value of \$0.00002 per share, of JD.com, Inc., a Cayman Islands exempted company, and that this Agreement may be included as an Exhibit to such joint filing. This Agreement may be executed in any number of counterparts, all of which taken together shall constitute one and the same instrument.

[Signature page to follow]

# Signature Page

IN WITNESS WHEREOF, the undersigned hereby execute this Agreement as of February 7, 2024.

Richard Qiangdong Liu /s/ Richard Qiangdong Liu

Max Smart Limited By: /s/ Richard Qiangdong Liu

Name: Richard Qiangdong Liu

Title: Director

Fortune Rising Holdings Limited By: /s/ Richard Qiangdong Liu

Name: Richard Qiangdong Liu

Title: Director