

DIVERSITY POLICY OF THE BOARD OF DIRECTORS OF JD.COM, INC.

(Adopted by the Board of Directors of JD.com, Inc. (the “Company”) and effective on May 10th, 2023)

I. Purpose and Scope of Application

The purpose of this diversity policy shall be to state the position of the Company on the diversity of its board of directors (the “Board”) and the guidelines to be consistently adopted by the Company for such purpose.

The policy shall be applicable to the Board.

II. Policy Statement

The Company considers the diversity of the Board a key element in its maintaining good corporate governance, achieving sustainable growth and fulfilling strategic objectives.

Board diversity shall be considered from a wide range of factors, including but not limited to gender, age, cultural and educational background, ethnicity, skills, knowledge, professional experience, tenure of service and other regulatory considerations.

Appointment to the Board shall be based on relevant merits with due consideration of the diversity objectives and requirements of the Board.

III. Measurable Objectives

Selection of members of the Board shall be based on various diversity considerations, including but not limited to gender, age, cultural and educational background, ethnicity, skills, knowledge, professional experience, tenure of service and other regulatory requirements. The composition of the Board shall be disclosed in the Company’s annual report.

The Board may seek to promote and review one or more aspects of its diversity when appropriate.

IV. Monitoring and Reporting

The nomination committee of the Board shall be responsible to monitor the implementation of this policy and, when appropriate, review the policy by discussing necessary changes and submitting recommendations to the Board for adoption.

V. Effectiveness

This policy shall be effective as of the date of its approval by the Board.