



DHL Group and JD.com sign Memorandum of Understanding to support German brands' growth in China and Europe

Beijing/Bonn, February 26, 2026: DHL Group, the world's largest logistics provider, and JD.com, Inc., China's largest retailer by revenue, today announced the signing of a memorandum of understanding to support German brands' growth in China and strengthen their presence in European markets through JD.com's European retail platform, Joybuy. The MoU was signed at JD.com's headquarters in Beijing.

DHL and JD.com have agreed to collaborate on innovative logistics and e-commerce initiatives, aiming to create seamless, integrated solutions that better connect brands, merchants, and consumers across both continents. Taking advantage of DHL's extensive global logistics infrastructure and JD.com's e-commerce ecosystem, the partnership creates new opportunities for German brands to expand internationally. It further strengthens DHL's position as the leading logistics partner for brands in Europe, while reinforcing JD.com's role as a trusted e-commerce gateway for global brands

Lowering Barriers for German Brands Entering the Chinese Market

Under the MoU aimed at promoting German brands, DHL will introduce them to JD.com, helping German businesses expand their presence in the Chinese market. By engaging JD.com's cross-border e-commerce business, JINGDONG Cross-border, German brands can sell directly to more than 700 million Chinese consumers on JD.com, without a physical presence or legal entity in China.

By combining the strengths of DHL and JD.com, German brands gain access to a seamless, one-stop solution for entering the Chinese market. DHL and JINGDONG Logistics, JD.com's logistics arm, will collaborate to design and provide end-to-end integrated logistics solutions, enhancing the overall fulfilment experience from Europe to China. The solution will allow merchants to benefit from a preferential customs duties and VAT scheme for direct B2C shipments, lowering such costs substantially compared to conventional importation.

In addition, JD.com also offers a full range of e-commerce capabilities, including operations, product selection, consumer insights, marketing tools, and more. Combined with DHL's decades of experience



in international shipping and trade facilitation, this creates a uniquely powerful ecosystem for brands expanding into China.

Tobias Meyer, CEO of DHL Group, said: “This partnership will enable a solution that helps DHL customers in Germany and Europe in accessing the vast China market. We combine four elements in a unique solution: the global strength of DHL, the enormous reach of the JD.com platform, a preferential import scheme for B2C shipments and the great fulfillment and delivery capabilities of JD.com in China. The combination of our logistics expertise and JD.com’s established e-commerce capabilities will provide great benefits for German brands to expand internationally through scalable pathways and innovative tools that help merchants connect with consumers in the best possible way.”

Sandy Xu, CEO of JD.com, said: “Many German enterprises have strong products and compelling brand stories. Sustained growth in China requires the right channels and operational infrastructure to directly reach Chinese consumers at scale. Through this MoU with DHL, we aim to combine logistics capabilities, digital infrastructure, and market access to help brands better understand Chinese consumer demand, optimize product positioning and improve go-to-market efficiency, enabling them to focus on long-term growth and brand building.”

As part of this joint initiative, JD.com will also support these German brands in reaching a broader base of European consumers through Joybuy, the company's new online retail business in Europe. Using its extensive e-commerce experience, Joybuy will provide German enterprises with a new sales channel and expanded retail infrastructure, enabling them to engage more European consumers. This strengthens DHL’s role as the leading enabler of European e-commerce growth, continuously supporting German brands to expand into new markets.

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You can find the press release for download as well as further information on group.dhl.com/pressreleases

Press release



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DHL – The logistics company for the world

DHL is the leading global brand in the logistics industry. Our DHL divisions offer an unrivalled portfolio of logistics services ranging from national and international parcel delivery, e-commerce shipping and fulfillment solutions, international express, road, air and ocean transport to industrial supply chain management. With approximately 400,000 employees in more than 220 countries and territories worldwide, DHL connects people and businesses securely and reliably, enabling global sustainable trade flows. With specialized solutions for growth markets and industries including technology, life sciences and healthcare, engineering, manufacturing & energy, auto-mobility and retail, DHL is decisively positioned as “The logistics company for the world”.

DHL is part of DHL Group. The Group generated revenues of approximately 84.2 billion euros in 2024. With sustainable business practices and a commitment to society and the environment, the Group makes a positive contribution to the world. DHL Group aims to achieve net-zero emissions logistics by 2050.

About JD.com, Inc.

JD.com, Inc. (NASDAQ: JD and HKEX: 9618), also known as JINGDONG, is a leading supply chain-based technology and service provider. The company’s cutting-edge retail infrastructure seeks to enable consumers to buy whatever they want, whenever and wherever they want it. The company has opened



its technology and infrastructure to partners, brands and other sectors, as part of its Retail as a Service offering to help drive productivity and innovation across a range of industries. JD.com's business has expanded across retail, technology, logistics, health, industrials, property development and international business.

JD.com is ranked 44th on the Fortune Global 500 list and is China's largest retailer by revenue. The company has been listed on NASDAQ since 2014, and on the Hong Kong Stock Exchange since 2020. Committed to the principles of customer first, innovation, dedication, ownership, gratitude, and integrity, the company's mission is to make lives better through technology, striving to be the most trusted company in the world.