

GLOSSARY OF TECHNICAL TERMS

The following is a glossary of certain terms used in this document in connection with us and/or our business. As such, these terms and their meanings may not correspond to standard industry meanings or usage of these terms.

“618 Mid Year campaign”	an online sales promotions event initiated by JD.com to celebrate its founding day on 18 June each year
“AI”	artificial intelligence
“AIGC”	artificial intelligence generated content based on information extracted by generative AI models
“API”	application programming interface
“app(s)”	computer programme(s) designed to run on a mobile device such as a phone/tablet or watch
“BI”	business intelligence
“CAGR”	compound annual growth rate
“CDP”	customer data platform
“CGI”	computer-generated imagery
“cold chain warehouse(s)”	temperature-controlled storage facility designed to maintain the quality and safety of perishable goods
“CRM”	customer relationship management
“DCMM”	data management capability maturity assessment model
“DMS”	database management service
“Double 11 Day”	a large promotional event initiated by Alibaba and held by various online shopping platforms on 11 November each year
“DWD”	data warehouse details
“DWS”	data warehouse system
“ETL”	extract, transform, load, which is a three-phase computing process where data is extracted from an input source, transformed (including cleaning), and loaded into an output data container
“ERP”	enterprise resource planning, a business process management software that allows an organisation to use a system of integrated applications to manage the business and digitalise back-office functions relating to technology, services, and human resources
“FMCG”	fast-moving consumer goods
“GDP”	gross domestic product
“GFA”	gross floor area

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“GMV”	gross merchandise volume, and when used in connection with our business, includes (i) the full value of all purchases transacted and settled on the stores operated by us, and (ii) the full value of purchases for which consumers have placed orders and paid deposits on such stores and which have been settled offline. Our calculation of GMV includes value added tax and excludes (i) shipping charges, (ii) surcharges and other taxes, (iii) value of the goods that are returned and (iv) deposits for purchases that have not been settled
“H5”	a type of HTML markup used to structure and organise content on a webpage
“HTML”	Hypertext Markup Language
“HTTP”	hypertext transfer protocol
“IP”	intellectual property
“ISV”	independent software vendor
“IT”	information technology
“KOC”	key opinion consumer
“KOL(s)”	key opinion leader(s)
“KPI(s)”	key performance indicator(s)
“MCN”	multi-channel network
“MWh”	megawatt-hour, a unit of measure of electric energy
“O2O”	online-to-offline commerce, a hybrid retail model that leverages the internet and digital tools to drive online traffic, facilitate reservations and payments, and ultimately complete product consumption or service delivery through offline channels. Typical formats include local lifestyle services (such as food delivery, group buying, and in-store services), community-based e-commerce, and online-to-offline fulfilment models
“OA”	office automation
“ODS”	operational data store
“OMS”	order management system
“PC”	personal computer
“PDA”	personal digital assistant
“R&D”	research and development
“RAG”	retrieval augmented generation
“REST”	representational state transfer
“RPA”	robotic process automation
“RPC”	remote procedure call

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“ROE”	return on equity
“ROI”	return on investment
“sales volume”	number of products sold in the sales of goods business line
“SCM”	supply chain management
“SKU”	stock keeping unit
“sq.m.”	square metre
“to-B”	business-to-business, a type of commerce involving the exchange of products, services or information between businesses
“to-C”	business-to-consumer, a business model that involves sales between businesses and consumers
“tCO ₂ e”	tonne(s) of carbon dioxide equivalent
“tonne(s) ”	a unit of weight in the metric system, equal to 1,000 kilogrammes
“URL(s) ”	uniform resource locator(s)
“WMS”	warehouse management system