



Joybuy launches in Europe

- Joybuy is the European online retailer of JD.com
- Joybuy is now available in the United Kingdom, Germany, the Netherlands, France, Belgium and Luxembourg
- Win at shopping with Joybuy - "Don't just buy, Joybuy"



About JD.com

- JD.com - the largest retailer by revenue in China
- Listed on Nasdaq since 2014 and the Hong Kong Stock Exchange since 2020
- 2025 revenue: US\$ 187 billion
- 44th largest company on the Fortune Global 500



Joybuy offers high-quality brands you know and trust

- One-stop online retailer with full-range of categories including: electronics, home appliances, beauty, home, grocery and everyday essentials
- A brand-led platform for leading international and local brands, with direct sourcing from reputable global partners
- Joybuy features dedicated UK brand stores including L'Oréal Paris, Braun, Emma, De'Longhi, BRITA, The Pink Stuff, DJI and Bodum
- Product pages are designed to be interactive, with features such as 3D view on selected products



Speedy and reliable — delivered by JoyExpress

- Same-day delivery available to over 17 million people (4.5 million households), with unique "Double 11" ultra-fast delivery service available in Greater London, Birmingham, Leicester, Nottingham, Oxford and Cambridge
- Double 11 ultra-fast delivery service is offered by our express delivery service, JoyExpress: Order by 11am, orders will arrive before 11pm the same day. Order before 11pm and it arrives the next day*
- More than 60 warehouses and depots across Europe
- Three self-operated warehouses with a combined footprint of 90,000 sqm in Milton Keynes and Luton
- Over 11,000 pick-up points including 400 locker locations in the UK



Great value every day from Joybuy

- Delivering competitive pricing, with 'Lightning Offers' giving regular daily limited-time deals
- No speed tax or extra costs for faster delivery. Free delivery for orders over £ 29, and just £ 3.99 otherwise
- "JoyPlus" membership offers unlimited free delivery and exclusive offers with an introductory price for launch of £ 3.99 a month, or £ 2.99 for students
- JoyPlus members earn Joybuy Points that can be used for future purchases



24/7 friendly customer service

- Real-person 24/7 customer service on the phone, live chat and email
- One-stop service for large appliances: Delivery, installation, disconnection and recycling of old appliances are handled in a single visit
- As of March 2026, early customers have rated Joybuy.co.uk 4.7 out of 5 on Trustpilot (4,600+ reviews)

