



Bacardi selects JD.com to be its official Online Retailer Strategic Partner in China

(Sept. 8, Beijing) Bacardi, the world's largest privately held spirits producer, announces it has selected JD.com, Inc. (NASDAQ:JD), the largest Chinese e-commerce company by revenue, to be the drinks company's Online Retailer Strategic Partner. The two companies signed a memorandum of understanding of strategic cooperation to support Bacardi's online business development and premium spirits brand promotion on JD.com. The partnership also includes launching exclusive Bacardi products and joint promotions marking a milestone in Bacardi's online sales platform in China.

"There is great potential for the Bacardi portfolio of products in the China market," said Paul Y.H. Chin, Chief Executive Officer of Bacardi Greater China, North Asia and Oceania. "As we adapt to the changing consumption patterns in the China market with JD.com, we intend to jointly grow the Bacardi business in the e-commerce channel, thus creating a more convenient and trustworthy shopping experience for Chinese consumers for premium spirits."

With the Internet's prevalence and smartphones' rapidly spreading usage in recent years, consumers' shopping habits are turning to online from offline, with China becoming the world's biggest online shopping market. The strategic cooperation with JD.com is Bacardi's response to the shifting consumer tides in China. Through the platform, Chinese consumers will be able to buy some of the most iconic and top-selling spirits brands including BACARDÍ® rum, GREY GOOSE® vodka, DEWAR'S® blended Scotch whisky, BOMBAY SAPPHIRE® gin, MARTINI® vermouth and sparkling wines, and other leading and emerging brands in the Bacardi portfolio.

As the biggest self-operated online merchant in China, JD.com has had a phenomenal growth. The rate of growth of its spirits sales lies way ahead of its competitors. In 2016 Q1, JD had become the top-ranked liquor sales e-commerce site. Bacardi's choice of JD.com as the strategic partner amongst the many online merchants was also due to the sites similarly profiled consumers: those with visionary perspectives on shopping, emphasis on quality, well-traveled with global knowledge and always trendy.

"Bacardi looks forward to interacting with consumers on JD.com's high-volume platform. In addition to making more products available for purchase, Bacardi will also team up with JD.com to promote cocktails and consistently enhance Bacardi's leadership in cocktail globally. By utilizing the more than 150-year-history of legendary Bacardi cocktail culture, China consumers will learn how to easily make great-tasting drinks," added Mr. Chin.

"Bacardi has outstanding brand recognition, exceptional flavors and a leadership quality that drives the industry's growth," said Wang Zhiqiang, general manager of liquor sales in JD.com's consumer goods division. "As JD.com actively promotes the imported spirit culture, Bacardi's rich product portfolio and global cocktail brand assets will provide its consumers with an excellent one-stop shopping experience."

Consumers identify with brands that fit their lifestyle in culturally relevant ways. This new consumer connection makes brand experience ever more critical. As the digital tides sweep the Chinese market, Bacardi and JD.com will provide Chinese consumers greater selection of products and services, as well as brand experiences that are tailor-suited for them.

###

About Bacardi

Bacardi, the largest privately held spirits company in the world, produces and markets internationally recognized spirits and wines. The Bacardi brand portfolio comprises more than 200 brands and labels, including BACARDÍ® rum, GREY GOOSE® vodka, DEWAR'S® Blended Scotch whisky, BOMBAY SAPPHIRE® gin, MARTINI® vermouth and sparkling wines, CAZADORES® 100% blue agave tequila, and other leading and emerging brands including WILLIAM LAWSON'S® Blended Scotch whisky, ERISTOFF® vodka, and ST-GERMAIN® elderflower liqueur.

Founded 154 years ago in Santiago de Cuba on February 4, 1862, family-owned Bacardi manufactures its brands at 29 facilities and sells in more than 160 global markets. Bacardi Limited refers to the Bacardi group of companies, including Bacardi International Limited.

www.BacardiLimited.com

Media Contact

Amy Federman, +1 441-294-1110, afederman@bacardi.com

ENJOY RESPONSIBLY.