

MEDIA RELEASE

JD.com, Inc. (JINGDONG) becomes UEFA Champions League official e-commerce innovation partner

Chinese retailer and its European arm sign deal through to 2027

UC3 has today announced that JD.com, Inc. (also known as JINGDONG), a global leader in online retail, has become the official e-commerce innovation partner of the UEFA Champions League.

The partnership, which has started this season and will run until the end of the 2026/27 campaign, also incorporates the company's European e-commerce brand 'ochama'. JD.com, Inc. and ochama promise to deliver exceptional access to exclusive merchandise, tickets, limited-edition prizes and innovative services to fans and consumers worldwide.

The agreement will also see JD.com, Inc. launch the official UEFA Champions League online shop in China, while its brand will also be present at other marquee UEFA events including the UEFA Super Cup, the UEFA Futsal Champions League and the UEFA Youth League.

Guy-Laurent Epstein, Co-Managing Director, UC3 said: "We are thrilled to welcome JD.com, Inc. as the official e-commerce innovation partner of the UEFA Champions League. This partnership will bring fans all over the world closer to the action by providing greater access to exclusive UEFA Champions League merchandise and creating new opportunities to celebrate their passion for the game."

James Shao, Senior Vice President of JD.com, Inc. and Head of Platform Operations and Marketing Centre at JD Retail said: "Partnering with the UEFA Champions League is an exciting milestone in JD.com, Inc.'s global expansion. As one of the most prestigious football tournaments in the world, it provides the perfect platform to introduce JD.com, Inc. to European audiences, helping them discover our brand. Through this collaboration, we are committed to delivering unparalleled access to official merchandise and innovative digital experiences to fans in Europe and China. We look forward to working with UC3 to create unforgettable moments for football enthusiasts worldwide."

About UC3

UC3 unites European football's governing body UEFA and the European Club Association (ECA), representing more than 700 top European clubs, around a new vision for managing commercial rights to UEFA club competitions (the "UCCs"). It is the commercial entity responsible for generating revenues from the UCCs and creating value for our partners. UC3 oversees the management, sales and delivery of all commercial rights (including media, sponsorship and licensing rights) for UEFA's elite men's and women's club competitions.