







<b>1</b>	-----	06
1.1	-----	06
1.2	-----	08
1.3	-----	11
1.4	-----	15
<b>2</b>		
	“ ” “ ” -----	16
2.1	-----	17
2.2	-----	19
<b>3</b>	-----	22
3.1	-----	22
3.2	-----	23
<b>4</b>	-----	30
4.1	-----	30
4.2	-----	32

<b>5</b>	“ ”	-----	37
5.1.1		-----	37
5.2		-----	39
5.3		-----	40
5.4		-----	41
<b>6</b>		-----	43
6.1		-----	43
6.2		-----	49
6.3		-----	51
6.4		-----	57
6.5	+	-----	63
<b>7</b>		-----	70
<b>8</b>		-----	78
8.1		-----	78
8.2		-----	80
		-----	84
		-----	84
		-----	88

---

# 1

---

## 1.1

“

”

2017

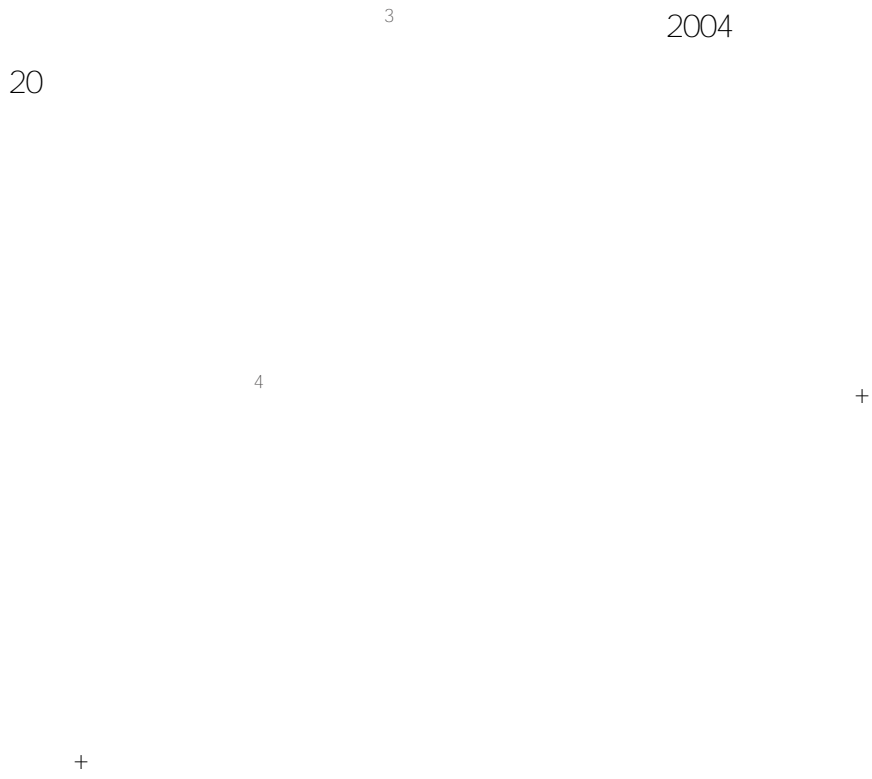
2005

2006

2014

1

2



- 
- 1.
  - 2.

2015

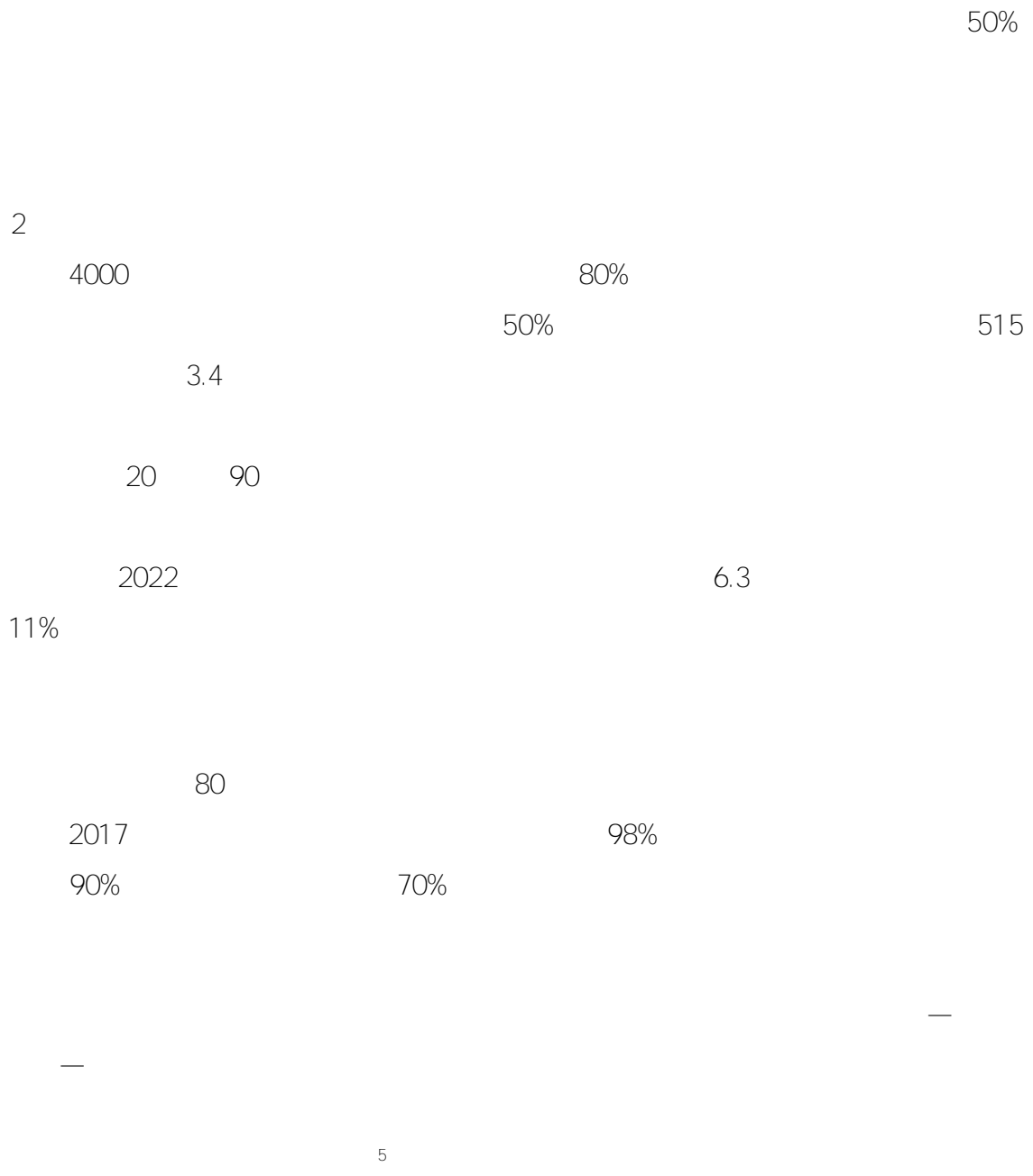
## 1.2

Anglo-Saxon

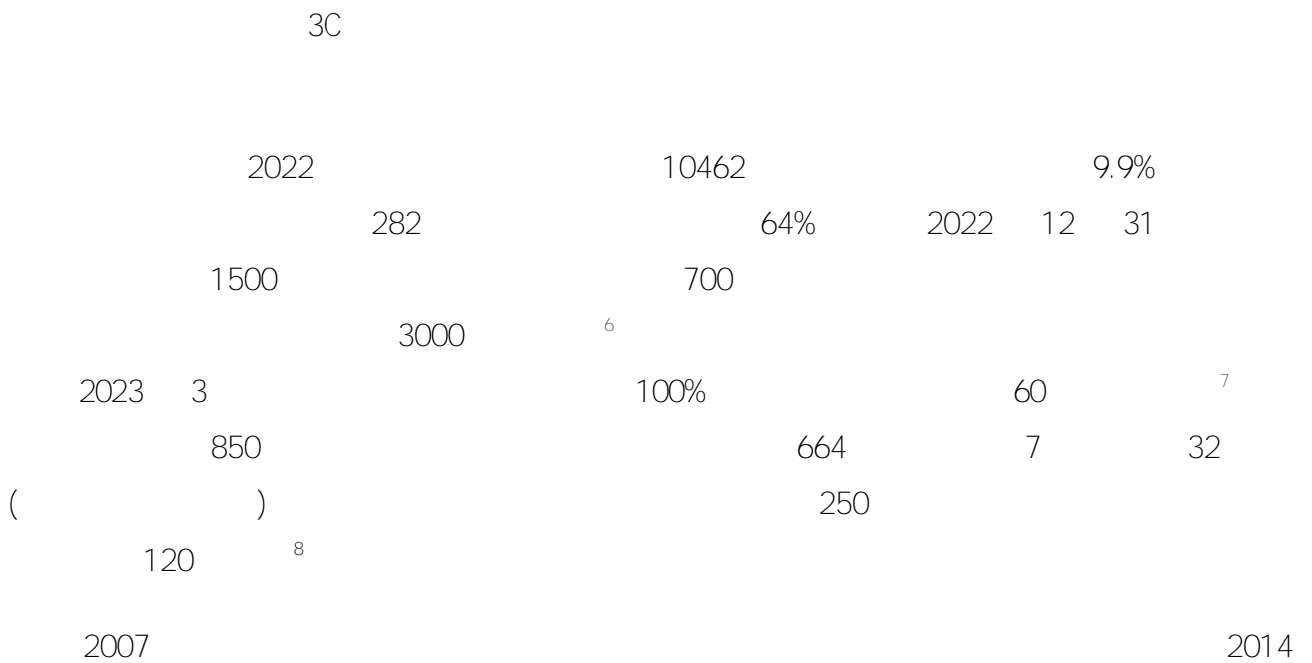
Rhein

60%

1992 1993  
3 2020 —



### 1.3



6. 2022 <https://ir.jd.com/news-releases/news-release-details/jdcom-announces-fogrtth-qgarter-and-fgll-kear-2022-resglts-and> 2023 3 9

7. % <https://baijiahao.baidu.com/s?id=1753687107905624090&fr=spider&for=pc> 2023 3 9

8. [http://jogmal.cmei.s.net/ncpscl k/2019n/d2q/gl /926905\\_20190314032536.html](http://jogmal.cmei.s.net/ncpscl k/2019n/d2q/gl /926905_20190314032536.html) 2023 3 9

## 1 “ ” 2014—2016

2014 2016

finance

3F

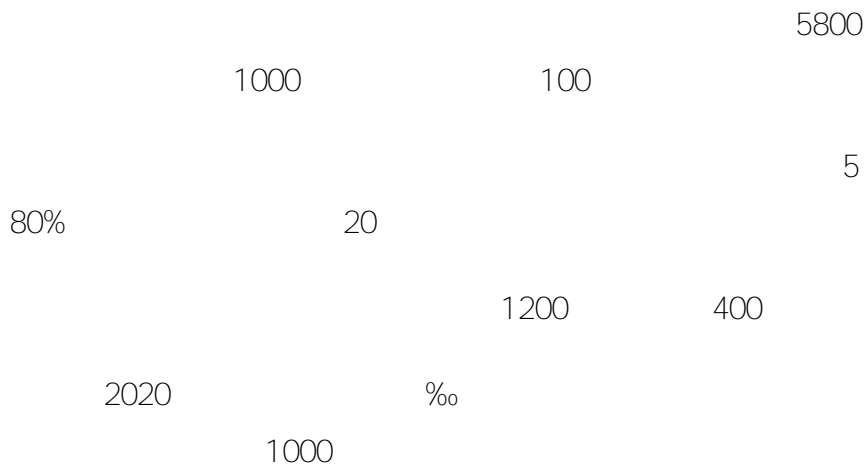
3F

fresh

factgre

## 2 “ ” 2016—2020

2016 2020



3 “ ” 2021

2021

2022 8

48

7 —

—

3C

+ +

3F

## 1.4

+ + + +

# 2

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+

+

+

+

## 2.1

### 2.1.1

+

+

+

+

## 2.1.2

+ +

## 2.1.3

—

20 80

+ + +

+

## 2.2

+ + + +

## 2.2.1

—

## 2.2.2

2.2.3

“ ”

+ + + +

---

# 3

---

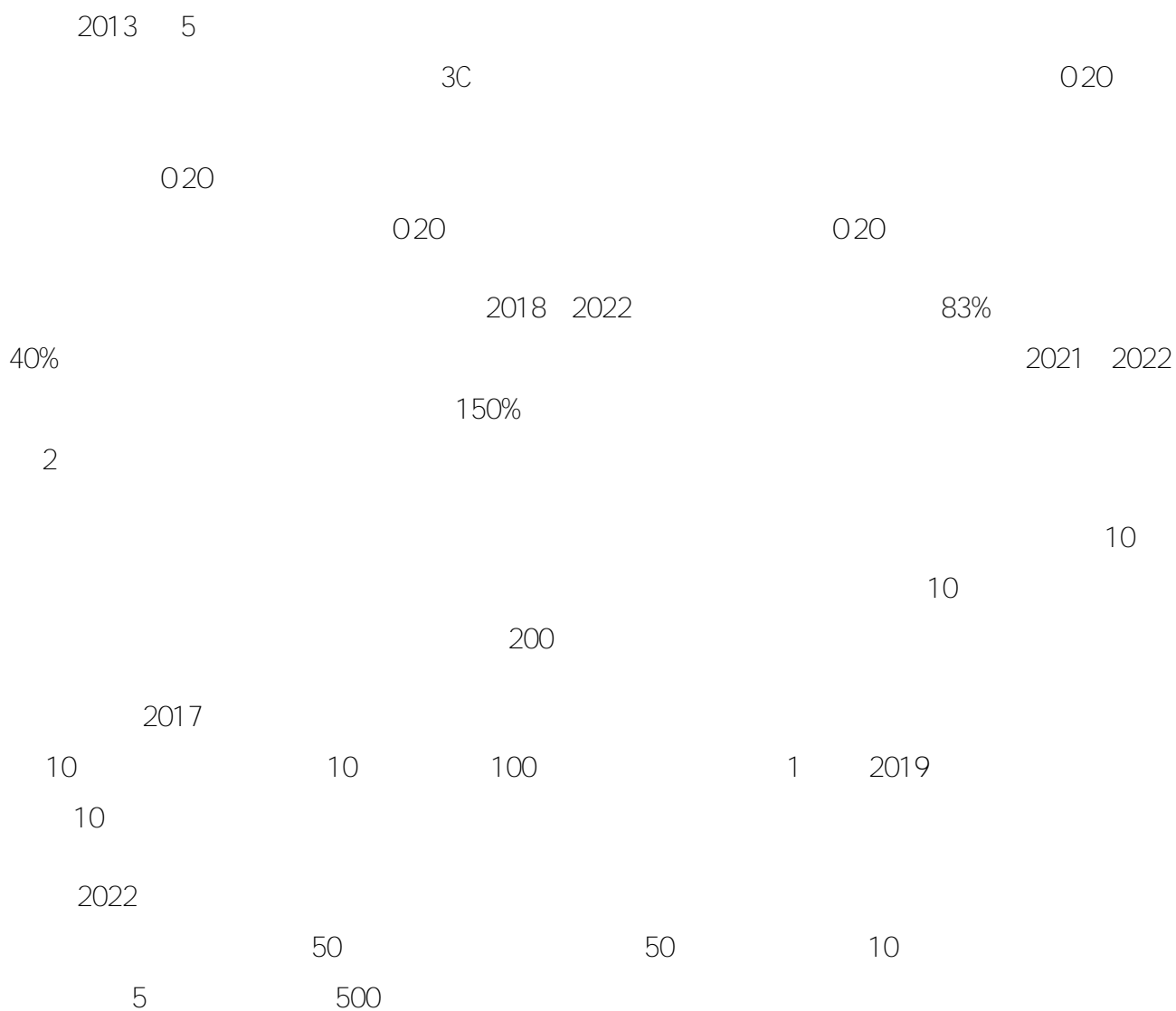
2022 9 30 12 5.883 2022 7  
Plgs 3000  
9

C2M

## 3.1

---

9. Plgs 2022 Plgs <https://ir.jd.com/node/10246/pdf> Plgs 2022 8  
23



## 3.2

### 3.2.1

1

NLP

2

“ ”

APP

10

2022 6 18

11

	<p>—</p> <p>476%</p> <p>—</p> <p>2</p> <p>—</p> <p>100%</p> <p>6</p> <p>180%</p> <p>160%</p> <p>55%</p> <p>/</p> <p>4</p> <p>/</p>
	<p>13</p> <p>7</p> <p>6</p> <p>3</p> <p>1</p>
	<p>17%</p> <p>11%</p> <p>11%</p> <p>389%</p>

11.

— 618

<https://baijiahao.baidu.com/s?id=1757078147131208064&i fr=spider&for=pc>

2023 8 26

2022 6%8



### 3.2.2

2012

ASR

NLP

2015

2018

2022

2.0

2023

7

+

1

6

2017

2022

11.11

3.2

11.11

181%

11.11

547

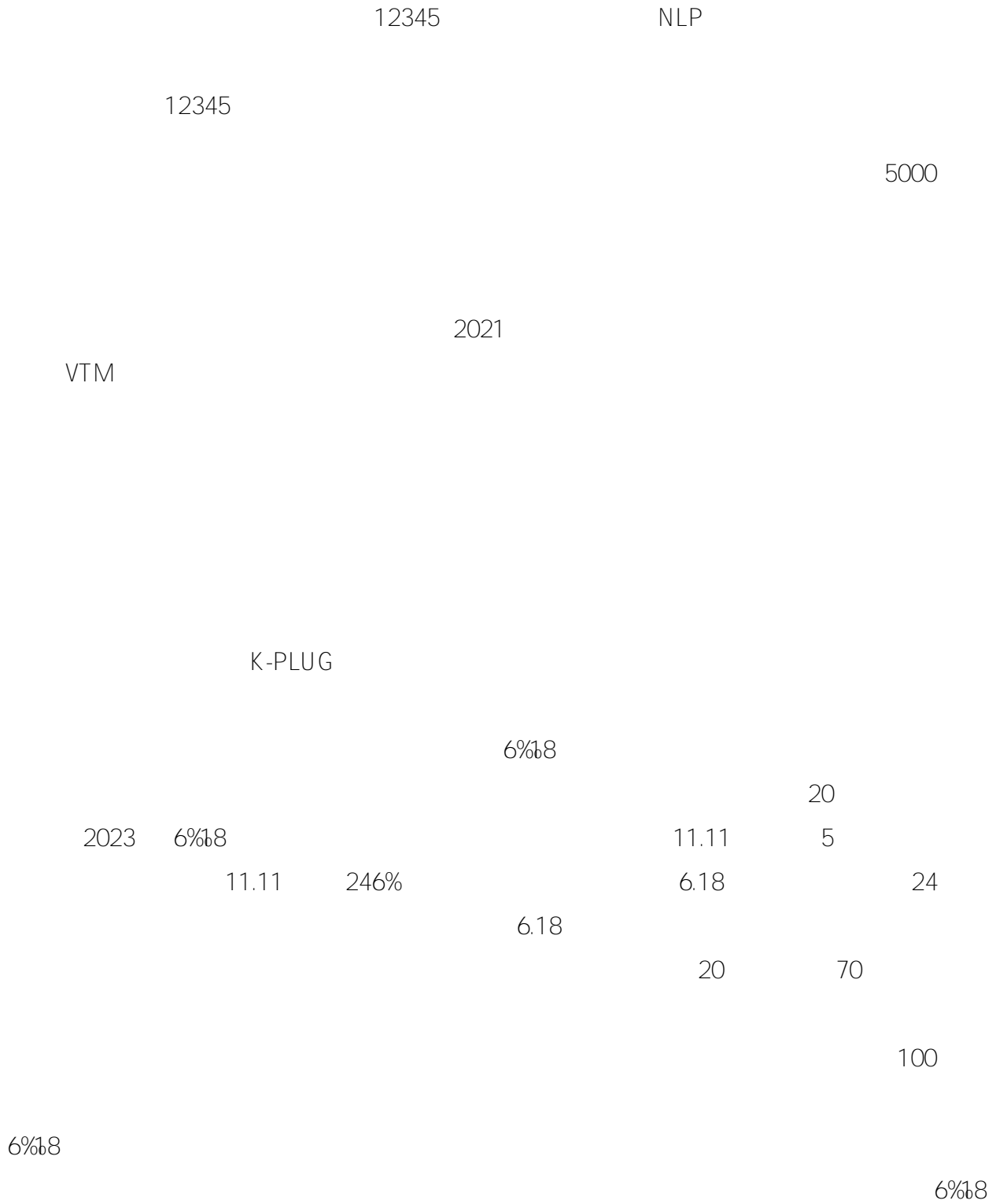
8432

11.11

200%

2023

2





---

# 4

---

2007

AI

## 4.1

### 4.1.1

2007

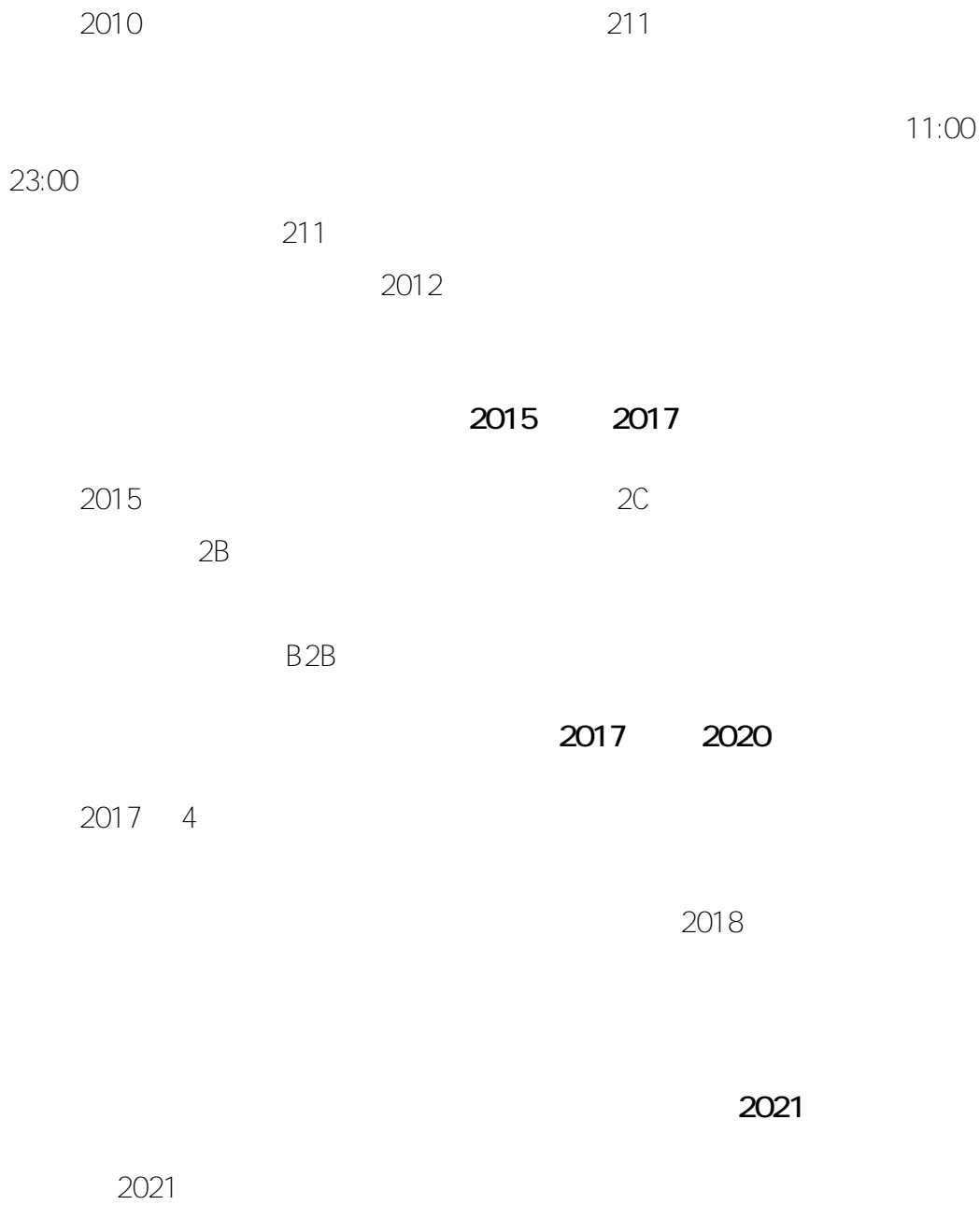
2011

2007

7

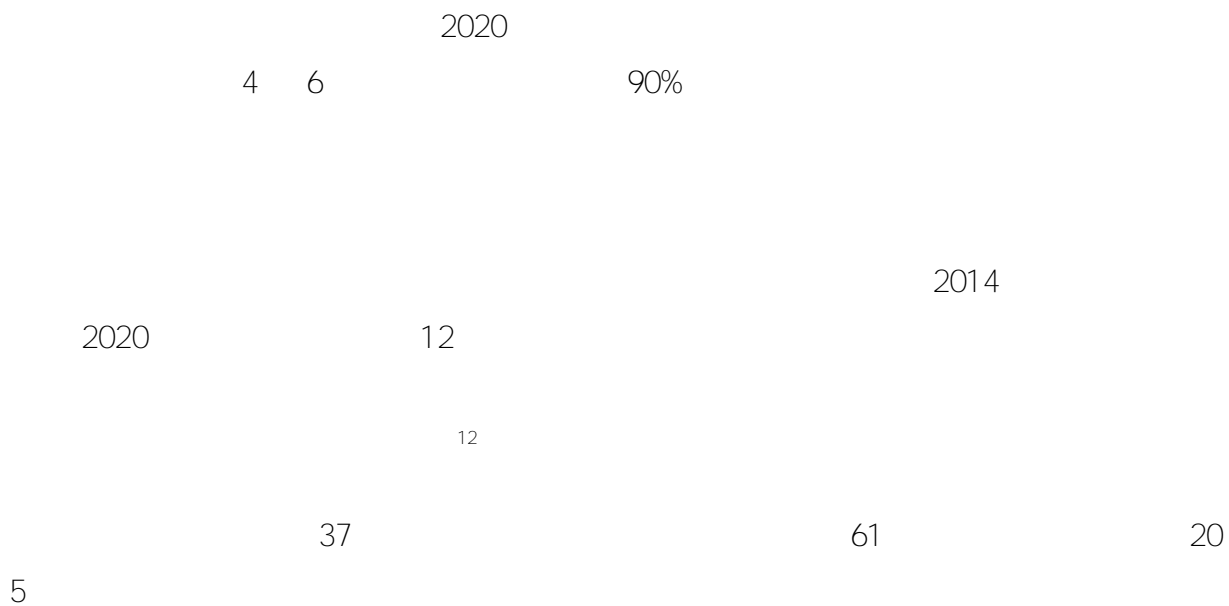
2012

2015



### 4.1.2

2023 3 31 1600 800 3200 RDC FDC , ,



## 4.2

### 4.2.1

1 3

3p6

## 4.2.2

6-8 13

AGV

14

400mm\*300mm\*200mm

5 kg

24

0.1%

600 /

15

7\*

### 4.2.3

POP Platform Open Plan

---

14.

2021

N

9

15.

<https://i i i .jdl.com/intelligentStorage/>

2022 10 23

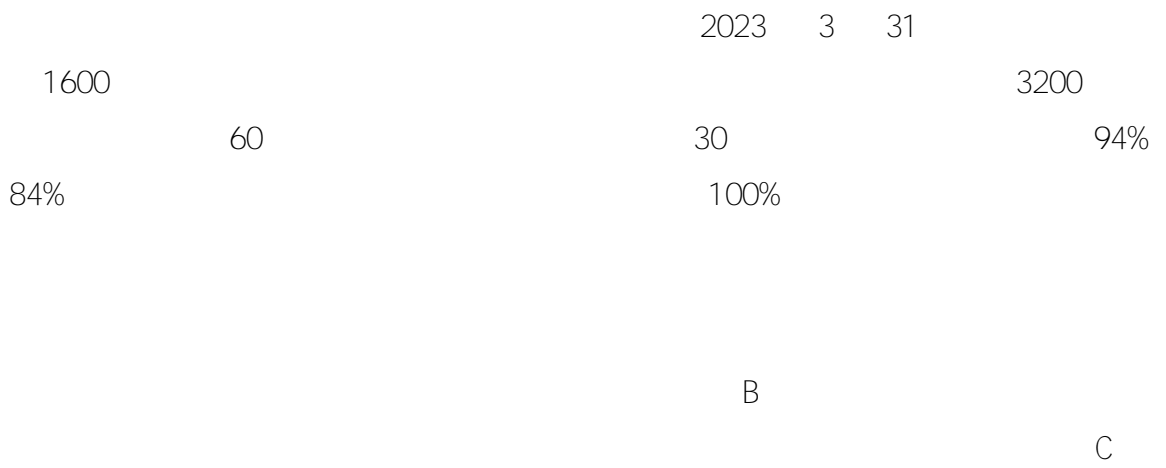
#### 4.2.4

---

# 5

---

## 5.1



## 5.2

1200

5.2.1

5.2.2

## 5.3

+ + + +

## 5.4

### 5.4.1

### 5.4.2

300

1900



---

# 6

16

---

## 6.1

“ ”

### 6.1.1

1995

10

110

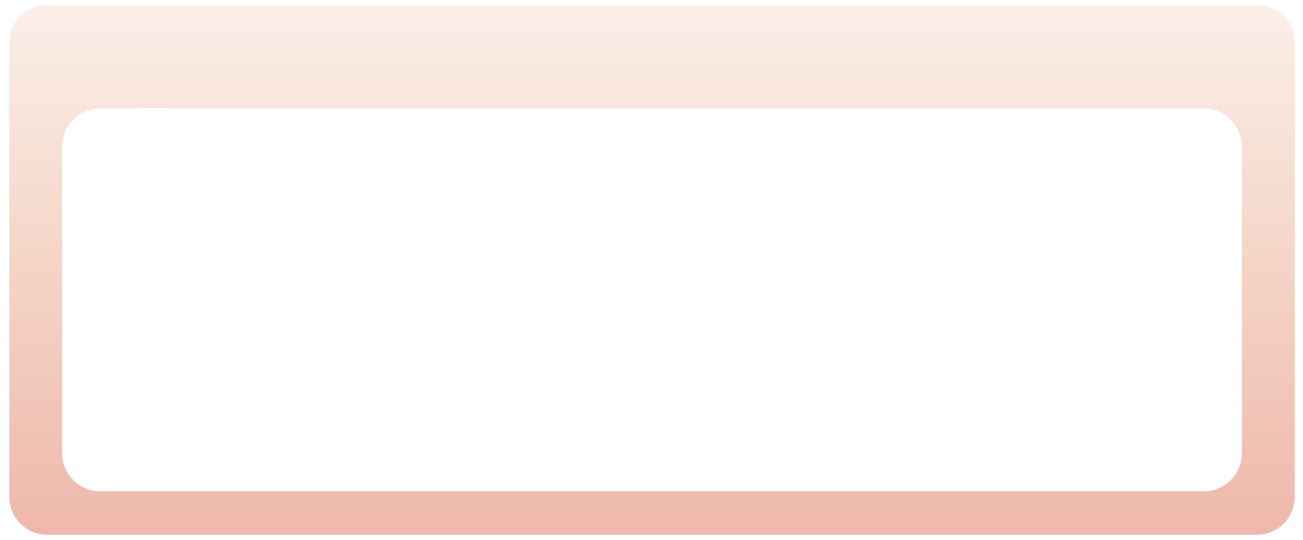
260

2022 10 22

2016 1  
2016 5  
200  
12000

### 6.1.2

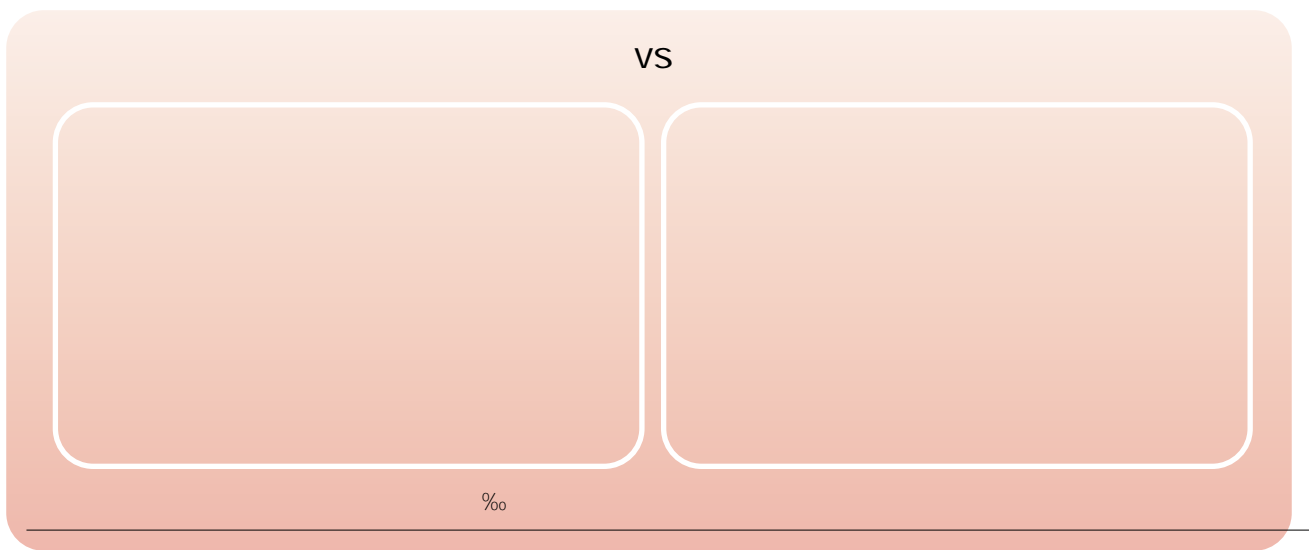
1  
2 4500  
3  
)  
(  
60 100 100 1  
100 45 15 100  
30



### 6.1.3

17

40 3  
100 150



80 /

160

—

100

22 /

#### 6.1.4



1

120

132

84

110

2

4500

30

100

3

“ ”

6.1.5

2018

5

6

114

453

100

30

3000



+ +

### 6.2.1

1610 666  
1200 1300  
16 1000 1250 269 13  
30 -3  
20 7 3  
130 6901 169 7 30  
348 2.4 60 0.77  
288 /130 b



6.2.3"

"

+

800

2020 2025

2025

1

6.3

6.3.1

37 20 70  
5.2  
61 86% 4 128  
3.8 0.5 2021 5.5 2.77 8.65

2019 12  
9 12  
‰

### 6.3.2

2021 11.11 ‰ 600  
2021

4 2022  
60%<sup>19</sup>

1

—

3

2

‰

‰

‰

‰

20

3

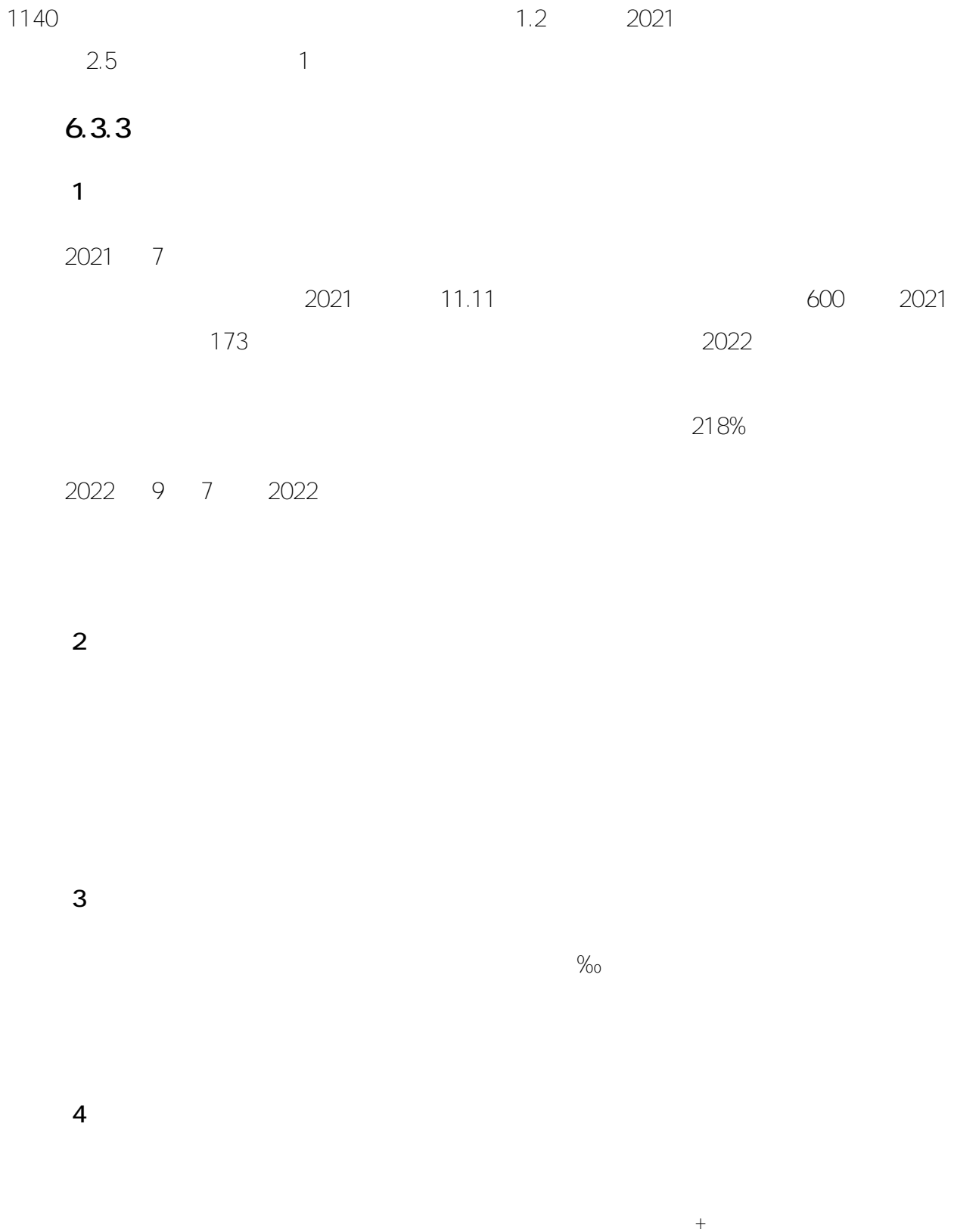
+

15

51

4







## 6.4

2021 2022

### 6.4.1

397.8		1		7		
			2019		19960.92	
4762.88	2021				21.6	2.9%
10.02		10.02		3.4%	11.6	2.6%
		9.11		5.04%	23.12	
7.33%						
					107	
	—			40	12	
		22				

2022 10 22

6715.4                      6   7   325                      46

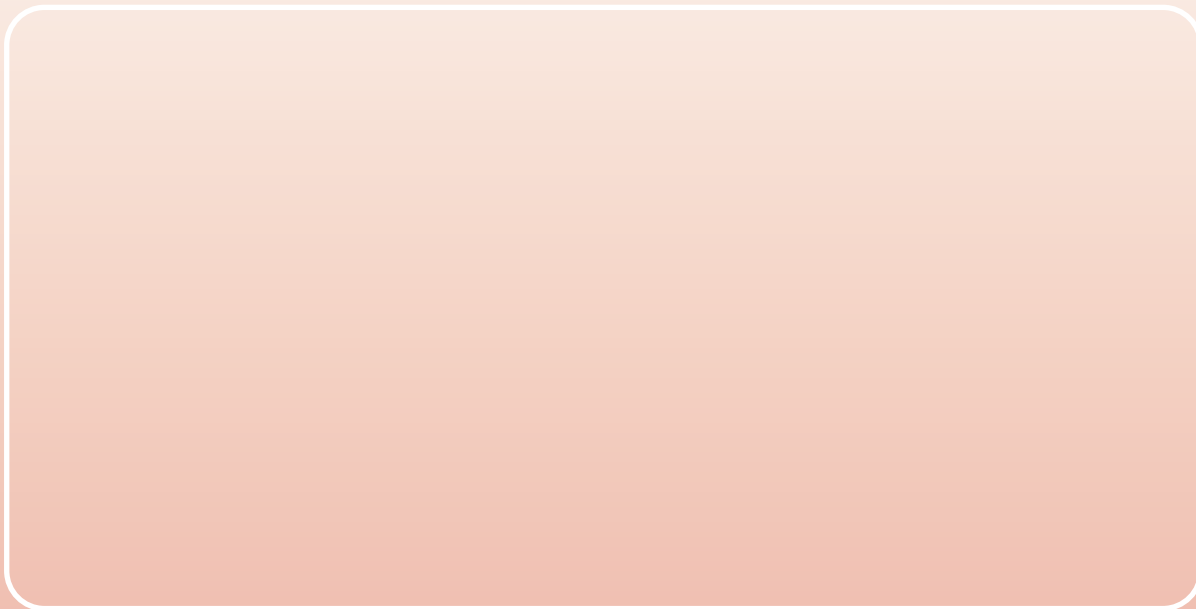
2022                      45                      23

16                      23

**6.4.2**

5

### 伽师县地理位置



2022 10 22

23.

1800

20

2020

### 6.4.3

2016

2020

POP

2021 10

4

8

9

2022 7

12

20

23

1500

1100

25

---

24. 2022 8 31

25. <http://www.jjjjsj.gov.cn/jsj/c107136/202208/9505197ae2a0467092ab1227f38c92b1.shtml>

7000 <http://www.jjjjsj.gov.cn/jsj/c107136>

5 26 27

### 6.4.4

6 8 / 12 15 / 28  
60 / 15 20 /  
80% 70 8 9  
129.9 200% 300%

1

2

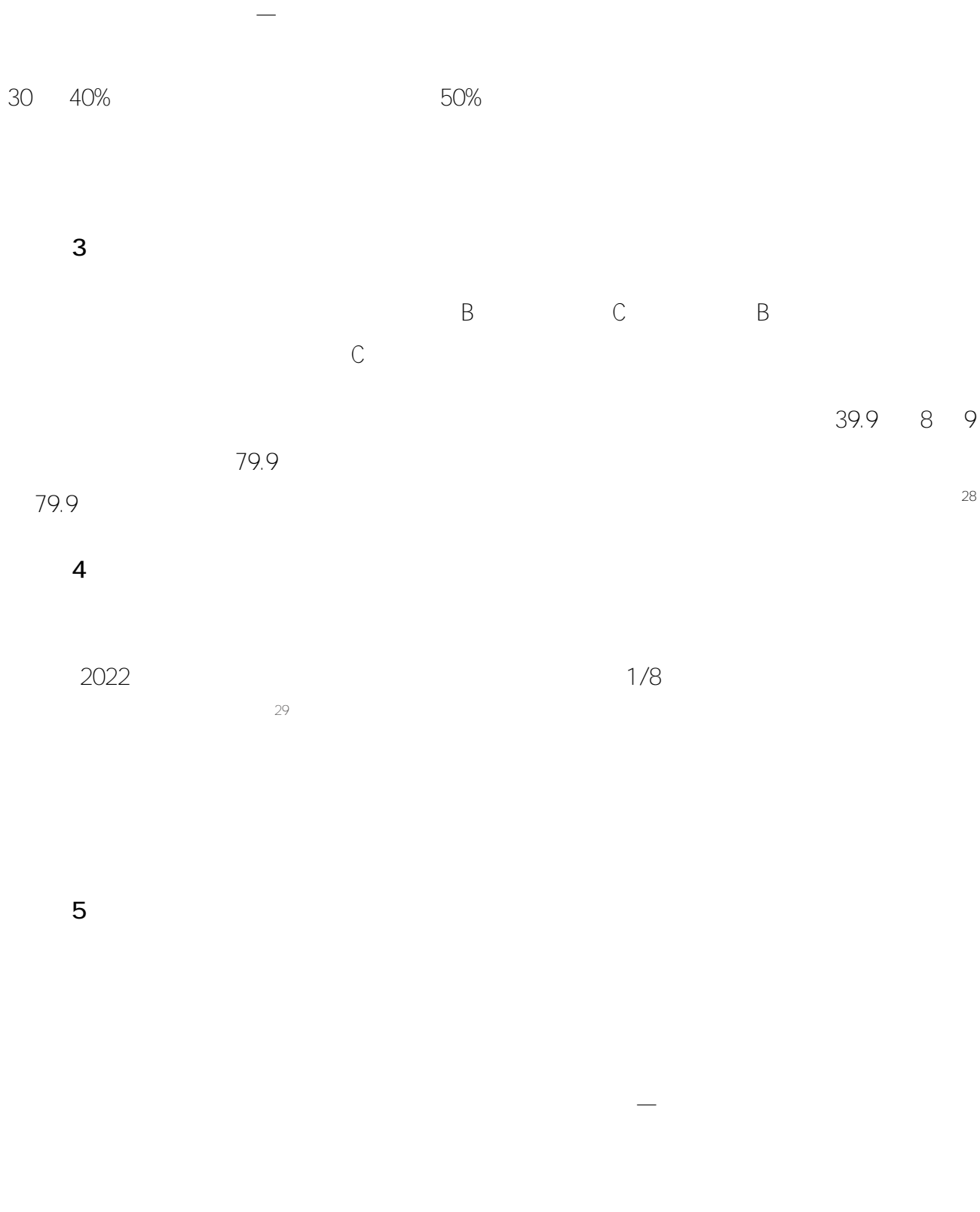
10 5 5000 6000

26.  
6/202208/02777529664e48bfaaf4afd19c43c491.shtml

http://i i .jjjsj.goh.cn/jsj /c10713  
2022 10 22

27  
10  
2022 8 31

2 2022 8 31



---

28. 2022 8 31

29.

16

1

2

2

1/8

2022 8 31

3

4

—

140

200

6.5

+

6.5.1



6.5.2

2022 11 11

12

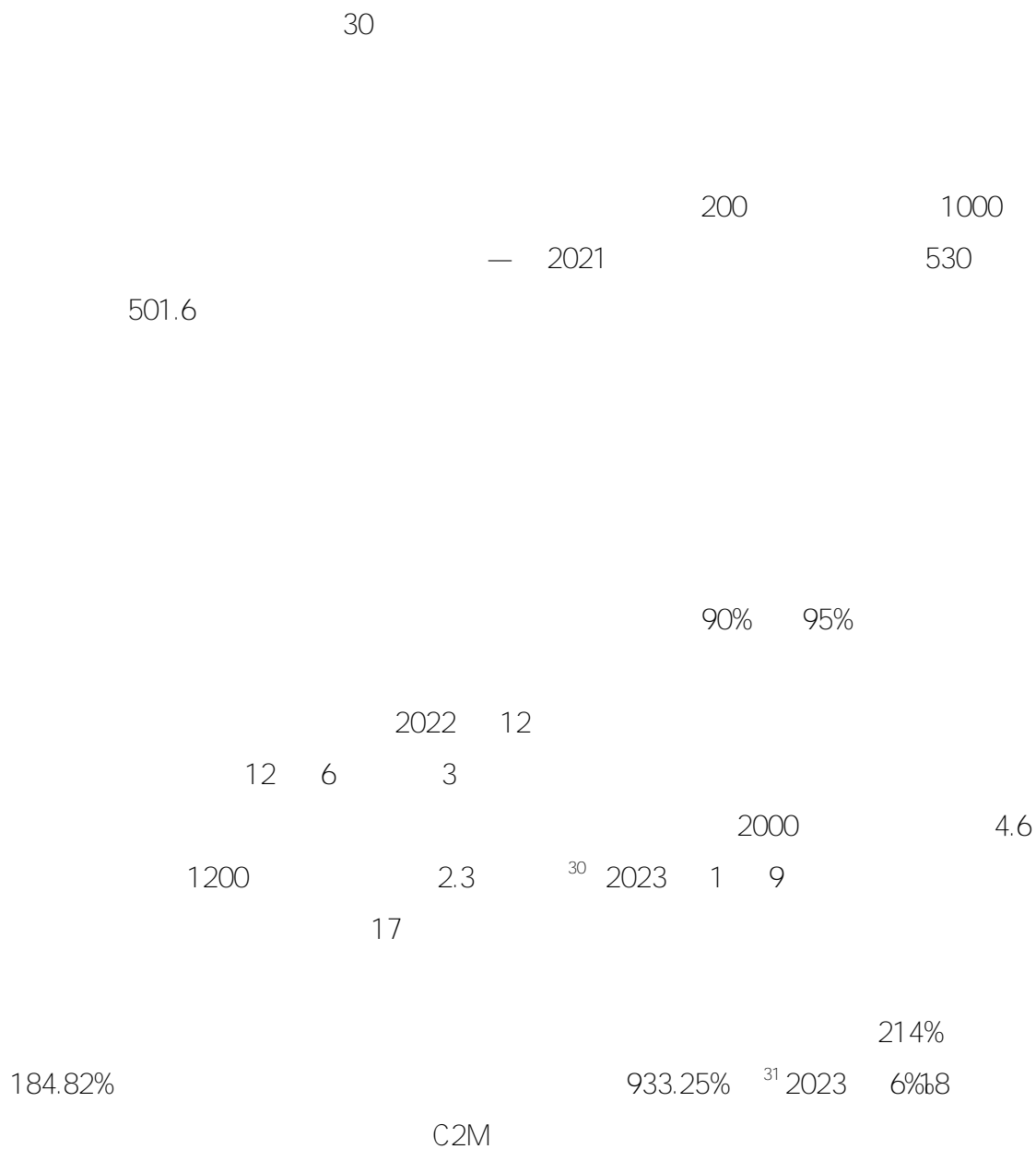
50  
36

12

48

2022 2

### 6.5.3



30.  
s?id=1751638591509765913

2023-09-07

<https://baijiahao.baidu.com/>

31  
hT84tHkpFnk6lmApacl2rQ

2023-09-07

<https://mp.weixin.qq.com/s/>

300

4000

C2M

67% <sup>32</sup>



+ 1 + +1 + +1 +7 + +

2023

6.5.4

1

30

36

30

80%

2

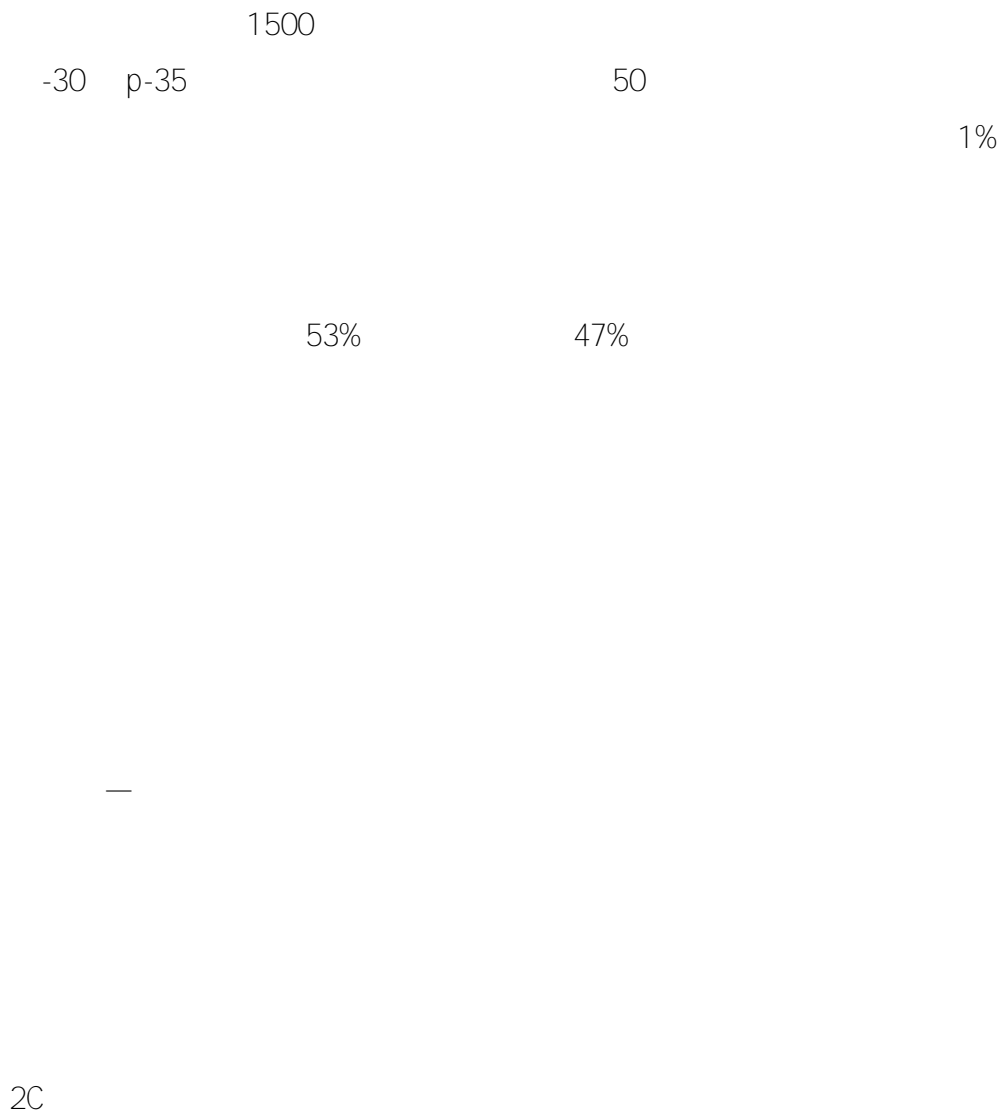
2017

1000

34.4

40

5600



C2M

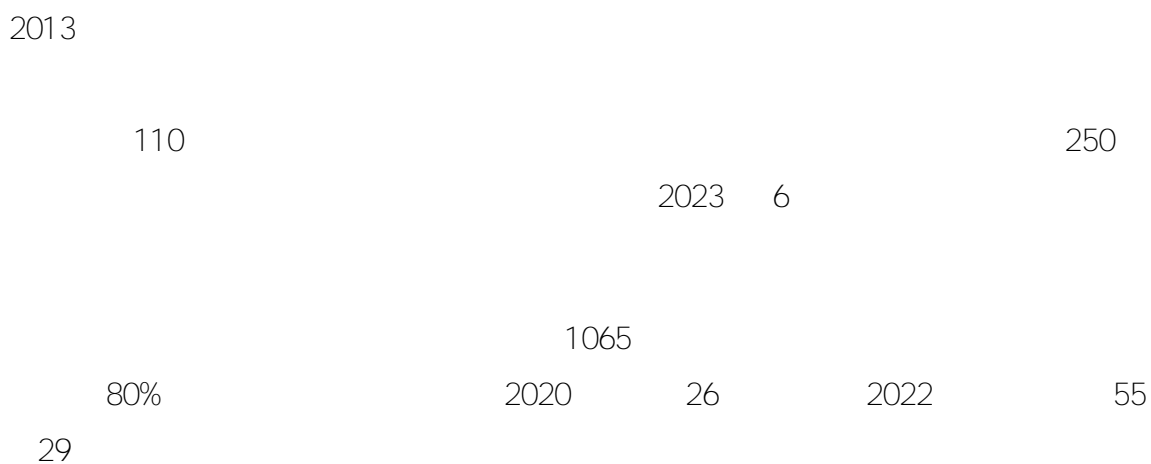
33

### 6.5.5

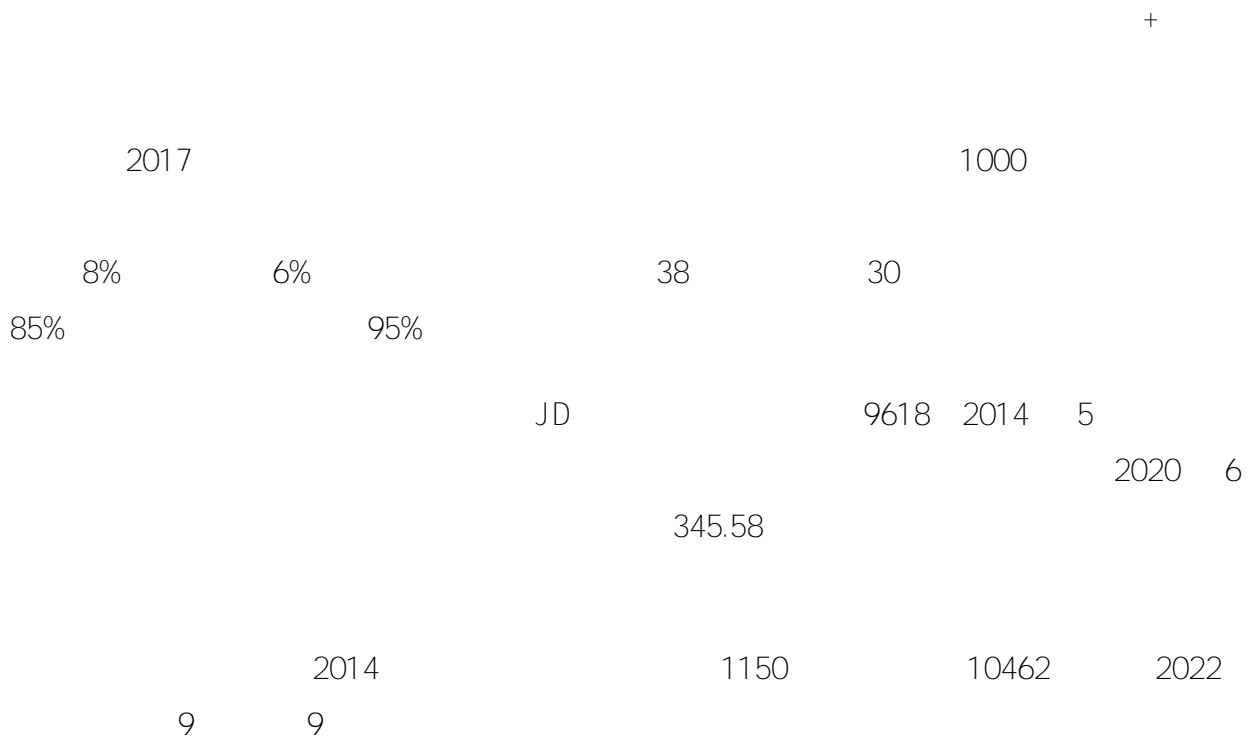
---

# 7

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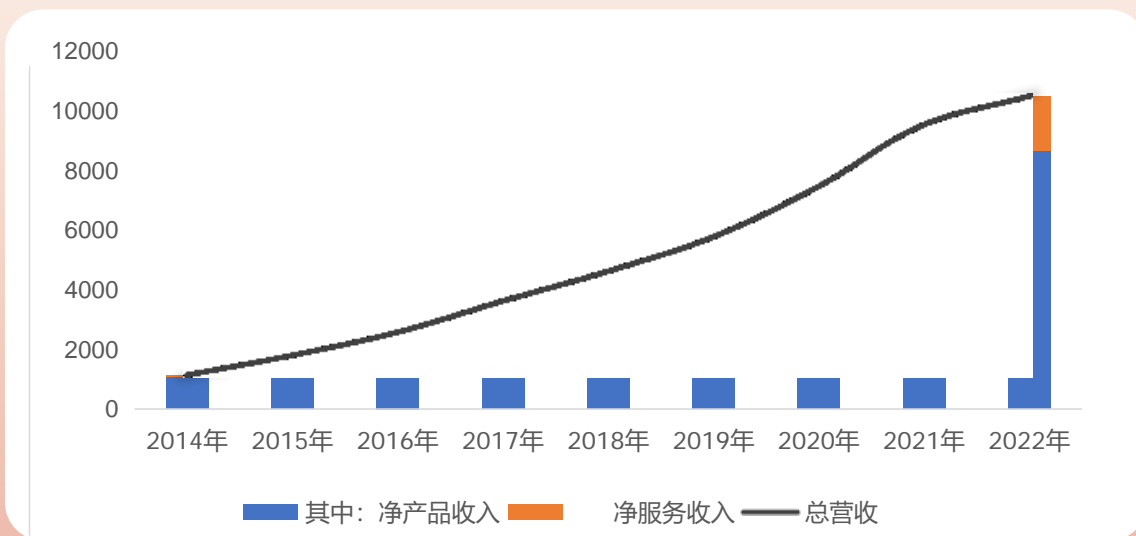
2023 6



9

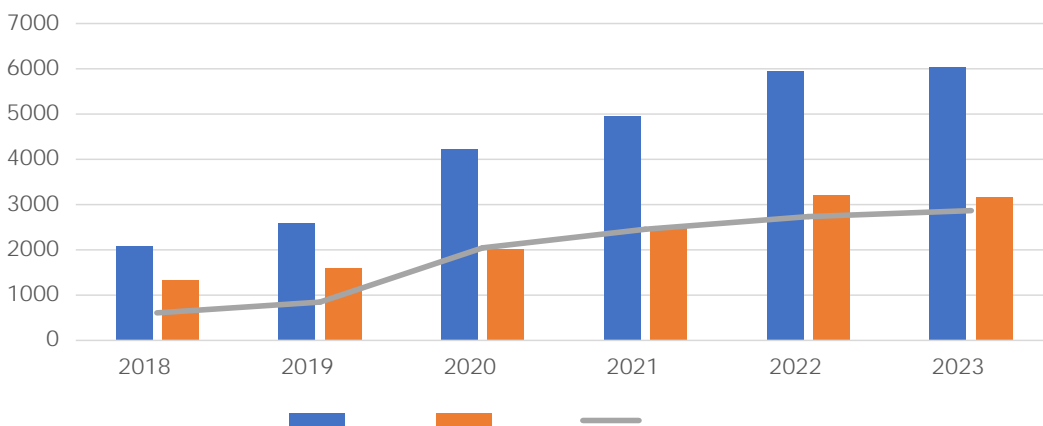
	2014	2015	2016	2017	2018	2019	2020	2021	2022
	1150	1810	2583	3623	4620	5769	7458	9516	10462
	1085	1679	2379	3318	4161	5107	6519	8157	8651
	65	131	204	305	459	662	939	1359	1811

9



1

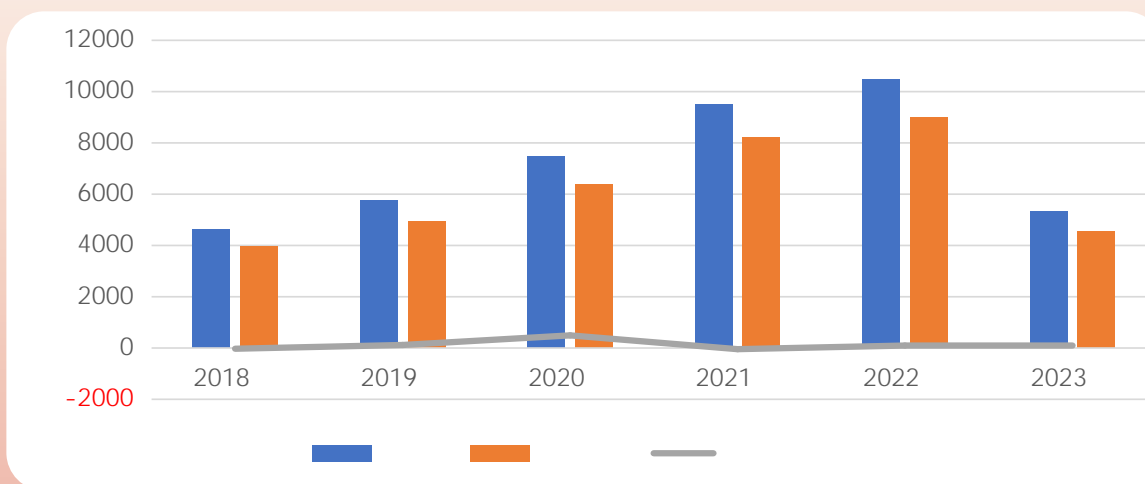
	2018	2019	2020	2021	2022	2023
	1049	1391	2348	2997	3511	3492
	1043	1206	1875	1968	2442	2547
	2092	2597	4223	4965	5953	6039
	1209	1400	1704	2216	2666	2597
	-160	-9	2	780	845	895
	115	191	267	281	546	569
	1323	1591	2007	2497	3211	3166
	598	819	1875	2089	2234	2218
	11	28	169	367	602	649
	609	847	2045	2597	2735	2867



2.

	2018	2019	2020	2021	2022	2023
	4620	5769	7458	9516	12462	5309
	-3961	-4925	-6367	-8225	-8992	-4534
	660	844	1091	1291	1471	775
	-28	119	493	-45	97	131

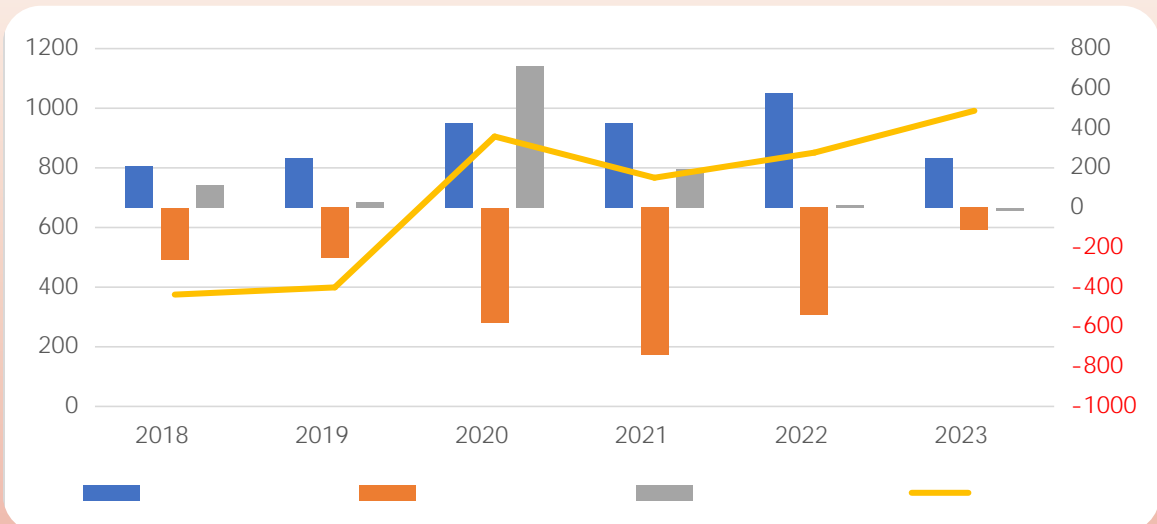
2.



3.

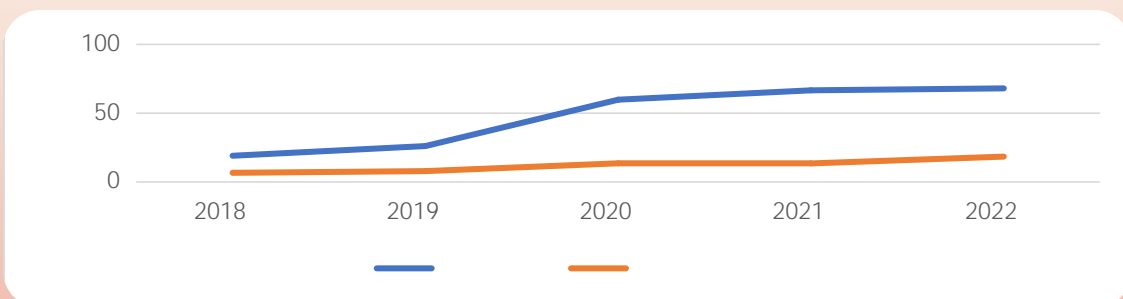
	2018	2019	2020	2021	2022	2023	
	209	248	425	423	578	249	2132
	-261	-253	-578	-742	-540	-114	-2459
	-52	-6	-153	-319	38	135	
	41	58	148	71	473	--	
	-12	-60	-167	-60	-354	--	
	195	1	320	1	10	--	
	8	66	346	277	80	--	
	112	26	711	195	12	-6	1050
	77	24	507	-139	85	140	
	298	375	399	905	767	851	
	375	399	905	767	851	991	

3.

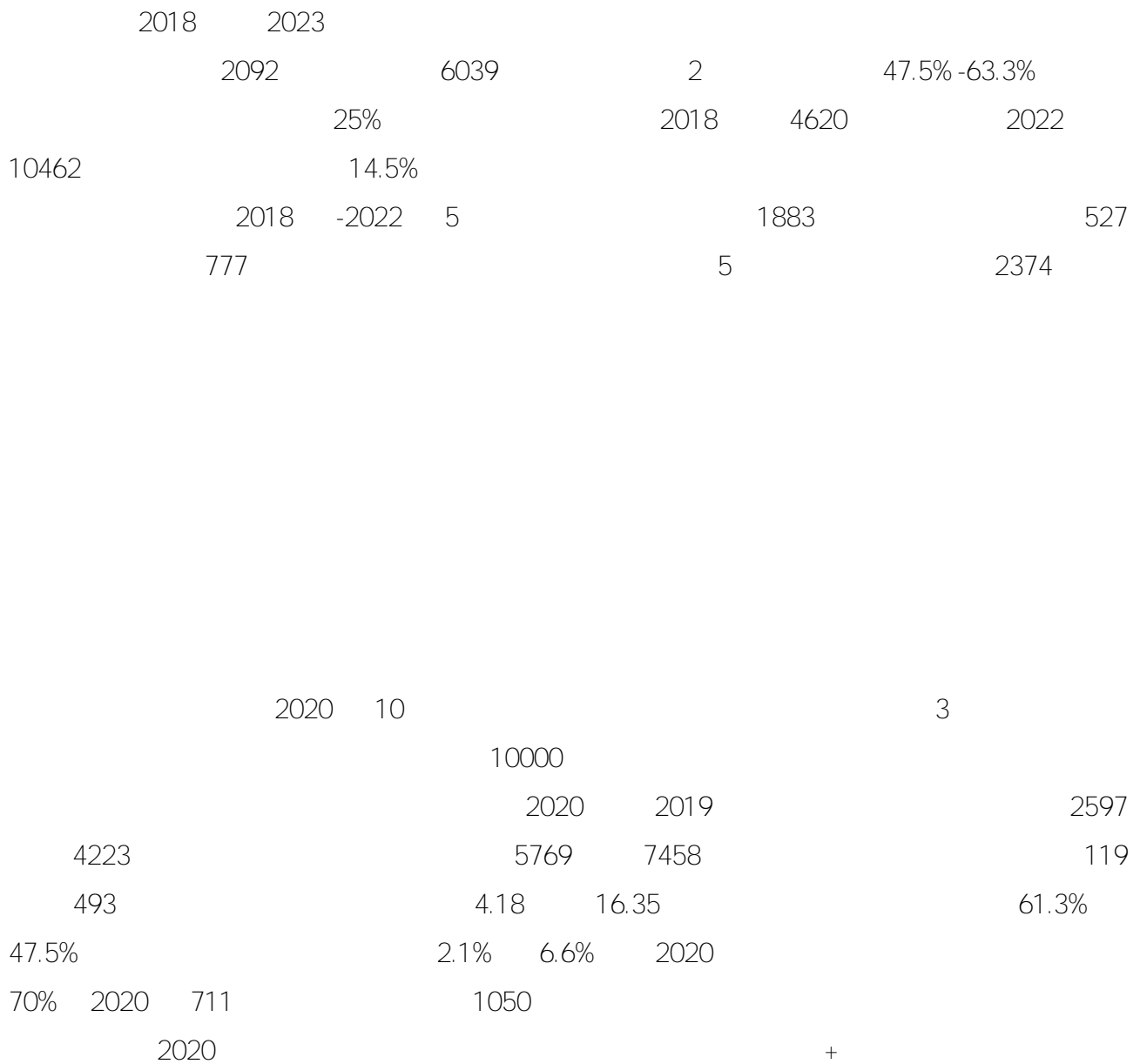


4.

	2018	2019	2020	2021	2022	2023
ROE	--	17.2%	36.7%	-1.8%	4.9%	5.9%
ROA	--	5.6%	15.2%	-0.8%	1.9%	2.1%
	-0.87	4.18	16.35	-1.15	3.32	4.09
	19.06	26.10	59.81	66.62	68.04	70.73
	14.3%	14.6%	14.6%	13.6%	14.1%	14.6%
	63.3%	61.3%	47.5%	50.3%	54.0%	52.4%
	6.66	7.90	13.57	13.49	18.44	7.94
	-0.5%	2.1%	6.6%	-0.4%	1.0%	2.4%



■ 京东参与乡村振兴专题调研报告——基于京东年报的商业可持续性评估



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# 8

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## 8.1

2007

“ ” “ ” “ ” “ ”

PPT

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## 8.2

### 8.2.1



## 8.2.2

-

1

### 8.2.3

-



70%

—

—

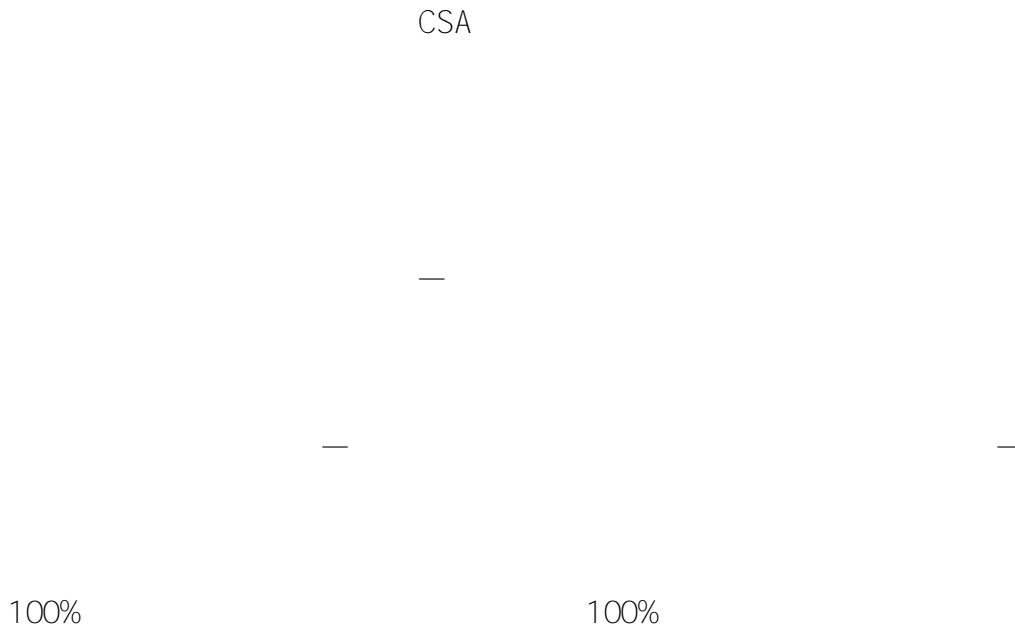
—

;



7% 8% 10%

SDG







10



NFT non-fgngible token

ehent token credit

non-fgngible





