



## NXP and JD.com Announce Strategic IoT Partnership in China

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*Companies combine industry-leading e-commerce expertise and resources, secure edge compute solutions and embedded AI technology to bring new products and services to market*

**SHANGHAI, CHINA, April 2, 2018** – NXP Semiconductors (NASDAQ: NXPI), a leading provider of secure edge compute and IoT (Internet of Things) solutions, today signed a strategic Memorandum of Understanding with JD.com, the largest e-commerce platform in China to collaborate on the development of IoT and AI solutions, products and services. The joint effort will leverage and combine JD.com's expertise and capabilities in e-commerce and data analysis as well as operations in finance, logistics and marketing, with innovative technologies from NXP in the field of security, IoT, artificial intelligence (AI) and edge computing to establish an integrated IoT ecosystem of products, services and operations for the China market and beyond.



The cooperation aims to bring solutions across different applications to reduce technical barriers and enable seamless connectivity and communication between smart devices, smart home or building infrastructures, smart retail and logistics applications.

"NXP's IoT products and solutions can help us further improve the retail experience through next-generation technology," said Xianglong Su, general manager of smart manufacturing at JD.com. "We see tremendous potential for the IoT to help advance our boundaryless retail efforts to make it easier to get exactly what you want, when you want it, wherever you are."

"NXP will leverage its technological advantages in the fields of artificial intelligence and Internet of Things to provide complete IoT solutions that cover the application of edge computing, gateway and cloud computing. NXP will fully support the strategic transformation of JD.com, working together to provide more users smart experiences enabled by IoT," said Zheng Li, President of NXP Greater China.

In recent years, with the rapid advancement of technology and the growing market demand, the IoT industry has developed rapidly. Data released by market analysis company Gartner shows that by 2020, the number of global connected devices will reach more than 20 billion units, and the market for IoT will reach 1.9 trillion US dollars. The partnership between NXP, the world's largest provider of automotive electronics and innovative artificial intelligence IoT solutions, and JD.com will drive the upstream and downstream enterprises in industry chain integrating superior resources and jointly energize the industry with technologies to establish a new ecosystem for the win-win development of the IoT industry.

### About NXP Semiconductors

NXP Semiconductors N.V. (NASDAQ: NXPI) enables secure connections and infrastructure for a smarter world, advancing solutions that make lives easier, better and safer. As the world leader in secure connectivity solutions for embedded applications, NXP is driving innovation in the secure connected vehicle, end-to-end security & privacy and smart connected solutions markets. Built on more than 60 years of combined experience and expertise, the company has over 30,000 employees in more than 30 countries and posted revenue of \$9.26 billion in 2017. Find out more at [www.nxp.com](http://www.nxp.com).

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