

---

---

**UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION**

Washington D.C. 20549

---

**FORM 6-K**

---

**REPORT OF FOREIGN PRIVATE ISSUER  
PURSUANT TO RULE 13a-16 OR 15d-16 UNDER THE  
SECURITIES EXCHANGE ACT OF 1934**

For the month of July 2017

Commission File Number: 001-36442

---

**JUMEI INTERNATIONAL HOLDING  
LIMITED**

---

20th Floor, Tower B, Zhonghui Plaza  
11 Dongzhimen South Road, Dongcheng District  
Beijing 100007

The People's Republic of China

Tel: +86 10-5676-6999

(Address of principal executive offices)

---

Indicate by check mark whether the registrant files or will file annual reports under cover Form 20-F or Form 40-F.

Form 20-F



Form 40-F



Indicate by check mark if the registrant is submitting the Form 6-K in paper as permitted by Regulation S-T Rule 101(b)(1):

Indicate by check mark if the registrant is submitting the Form 6-K in paper as permitted by Regulation S-T Rule 101(b)(7):

---

---

**SIGNATURE**

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned, thereunto duly authorized.

**JUMEI INTERNATIONAL HOLDING LIMITED**

By: /s/Leo Ou Chen

Name: Leo Ou Chen  
Title: Chief Executive Officer

Date: July 27, 2017

**EXHIBIT INDEX**

Exhibit 99.1 — Press Release

## Jumei Announces Resignation of Director

BEIJING, July 26, 2017 (GLOBE NEWSWIRE) — Jumei International Holding Limited (NYSE:JMEI) (“Jumei” or the “Company”), China’s leading online retailer of beauty products, today announced that Mr. Yusen Dai, the co-founder of the Company, has tendered his resignation from his position as a director and the vice president of products of the Company for personal reasons. The resignation of Mr. Dai has taken effect immediately.

Mr. Leo Ou Chen, founder, chairman and CEO of Jumei, stated, “We greatly appreciate the contributions Yusen made since the inception of our Company. We respect his decision and wish him the very best in his future pursuits.”

### About Jumei

Jumei (NYSE:JMEI) is China’s leading online retailer of beauty products. Jumei’s internet platform is a trusted destination for consumers to discover and purchase branded beauty products, baby, children and maternity products, light luxury products, health supplements and other products through the Company’s [jumei.com](http://jumei.com) and [jumeiglobal.com](http://jumeiglobal.com) websites and mobile application. Leveraging its deep understanding of customer needs and preferences, as well as its strong merchandizing capabilities, Jumei has adopted multiple effective sales formats to encourage product purchases on its platform, including curated sales, online shopping mall and flash sales. More information about Jumei can be found at <http://ir.jumei.com>.

For investor and media inquiries, please contact:

Jumei International Holding Limited  
Ms. Cindy Cao  
Senior Reporting Manager  
Phone: +86-10-5676-6824  
Email: [chunyanc@jumei.com](mailto:chunyanc@jumei.com)

Christensen  
In China  
Mr. Christian Amell  
Phone: +86-10-5900-1548  
Email: [camell@christensenir.com](mailto:camell@christensenir.com)

In US  
Ms. Linda Bergkamp  
Phone: +1-480-614-3004  
Email: [lbergkamp@ChristensenIR.com](mailto:lbergkamp@ChristensenIR.com)

---