



## Highlights

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## 1. Part of the New Contracts Signed in Q1

Customer Name	Product	Sector
Beijing Kaibin Shengding Catering Co., Ltd	EAS	Social Services
Unibuit Construction Co., Ltd	EAS	Construction & Real Estate
Qingdao Shinan Region Across The Water Consultation Centre	EAS	Social Services
BNBM Suzhou Mineral Fiber Ceiling Co.,LTD	K/3 WISE	Others
Morningstar Shenzhen Ltd.	K/3 WISE	Financial services
Guangzhou SVA Group Real Estate Development Co., Ltd	K/3 WISE	Construction & Real Estate
Wuxi Baocheng Metal Products Co., Ltd	K/3 CLOUD	Manufacturing
Joyou Group Building Materials Co., Ltd	K/3 CLOUD	Manufacturing
CJ International Trading Co., Ltd	K/3	Wholesale and retail
Shandong Ankson Storage Equipment Co., Ltd.	K/3	Manufacturing

## 0268.HK Information

Closing Price (14/04/2014)	HKD2.68
52 Wk Range	HKD1.15 – 3.60
Market Cap	HKD6.80 Billion
Shares Outstanding	2.54 Billion Shares
Listing Date (Main Board)	20/07/2005

## FY2013 Annual Financial Review

	(RMB' mil)
<b>Revenue</b>	<b>1,602</b>
- Sales of software license	770
- Implementation	431
- Consulting, training and maintenance	352
- Sales of computers and related products	48
<b>Gross Profit Margin</b>	<b>75.3%</b>
<b>R&amp;D Costs of Total Revenue</b>	<b>14.5%</b>
<b>Net Profit</b>	<b>126</b>
<b>Cash and bank deposits</b>	<b>1,003</b>

## Contact Us

Kingdee International Software Group  
Investor Relations & Securities Dept.

**Branden Chen**  
General Manager  
Email: [branden\\_chen@kingdee.com](mailto:branden_chen@kingdee.com)

**Summer Gan**  
Director  
Email: [summer\\_gan@kingdee.com](mailto:summer_gan@kingdee.com)

**Yoriko Huang**  
Assistant Manager  
Email: [yanni\\_huang@kingdee.com](mailto:yanni_huang@kingdee.com)

Tel : +86 755 86072591

PRChina Limited  
Henry Chik / David Shiu / Karl Cheung  
Email: [kingdee@prchina.com.hk](mailto:kingdee@prchina.com.hk)

Tel: +852 2522 1838



**Cloud Hub (云之家)** is a secured socializing workspace. Through micro-blogs, social networks and social applications, management can enhance corporate culture and improve operation and management efficiency.



Kingdee Investor Society : <http://kdweibo.com/kingdee.com/011155>

Kingdee Analyst Society : <http://kdweibo.com/kingdee.com/011426>

Kingdee Media Society : <http://kdweibo.com/kingdee.com/012417>





## 2. Successful Case Studies

### EAS



#### Solutions:

- Establish Ebohr's Information Management Platform
- Standardize and supports several sales models
- Provide comprehensive outsourcing management
- Strictly control task management of materials production



#### Application value:

- Build integrated system covering Ebohr Headquarters, manufacturing companies and sales branches, which lays solid foundation for the Group's centralized management and control.
- Regulate Ebohr sales system and sales process, supports its various sales models and assists in control of distribution channels, thus bolstering consistent sales achievement.
- Support Ebohr various outsourcing models and helps Ebohr improve its processing efficiency of outsourcing and reinforces outsourcing progress management and cost control through overall outsourcing management.
- Strengthen production progress management through the whole process control on production task lists and also exerts materials input management according to production task form, thus helping Ebohr complete analysis and control of materials cost.

### K/3 WISE



#### Typical applications:

- Establish a stringent and orderly financial control system.
- Trace and inquire consolidated accounts
- Open up capital chain between the company and its subsidiary



#### Application value:

- Unify the corporate information platform
- Enhance the accounting efficiency
- Realize centralized capital control



#### Customer Feedback:

- Mr. Fu Jiuquan, Chief Accountant of The IRICO Group, commented, "Since the highly centralized management of financial staff being implemented, the Group always strives for establishing the corporate unified platform, highly focused financial accounting and information system in enterprise financial control so as to enhance our controllability. The successful application of Kingdee ERP System enables us to realize this goal."





## 2. Successful Case Studies (Con't)

### K/3 WISE



#### Introduction:

- Contract management system
- Project management system
- Process management system
- Cost management system
- Materials management system



#### Solution value:

- Effectively control project costs and maximize profits
- Realizes real-time monitoring of all projects
- Make enterprise's decision-making more scientific



#### Application Effects:

- The timely and adequate information exchange as well as comprehensive and thorough management of all departments and project department within the enterprise can not only meet the demands of normal business operations but also realize synchronization management of single project and multi-projects.
- Overseas projects will be under localized management system and the controllability of remote projects will be enhanced to lower the actual costs.
- The project procurement shall be carried out according to plan, thus avoiding unnecessary purchase and project expenses.
- Projects under construction are entitled expired expenses at any time while actual cost and profit can be effectively predicted. Not only will it emphasize horizontal management of different departments, but also highlight the advantages of vertical management of project department and subcontracting projects.
- The decision-making level can collect related business data as decision basis which realizes informatized and scientific company management and decision-making at a higher level.
- The management can check updates at any time for project progress, labor and materials usage, funds receipt and payment as well as costs.





## 2. Successful Case Studies (Con't)

s-HR



### Typical applications

- Human resources control of the Group is achieved in the headquarters
- Talent structure changes can be initiated through model administration of human resources
- Multi-dimensional labour cost analysis and control
- Instant provision of SASAC reports

### Application Effects:

- Achieve human resources control through establishing a centralized platform for human resources information management
- Effectively carry out talent structure changes of YTO Group through model administration of human resources
- Consolidation and real-time sharing of system information enable YTO Group to take control of the human resources condition, generate multi-dimensional labour cost analysis, as well as rapidly create statistics reports and submit SASAC reports
- Through EAS HR platform, YTO Group is able to implement various operations including organization management, employee management, capability management, performance management, salary and remuneration control, social security pension management, recruitment, training and staff development, and time management. It also helps establish a professional and comprehensive human resources management system.





## 3. Summary of Operating Activities during the Period

### Kingdee Successfully Issued RMB1 Billion Convertible Bonds for Expansion of Mobile Internet Business

Recently, Kingdee successfully issued 5-year convertible bonds with a maximum aggregate principal amount of RMB1,087 million and a coupon rate of 4.00%. Initial conversion price is HK\$3.90, representing a premium of 34% over the closing price of HK\$2.91 on the issue day. The proceeds from the issuance of the CB will be invested in strengthening the Company's enterprise internet business. With the ever-growing demand for Kingdee's Cloud Management and Mobile Internet solutions, Kingdee will invest in R&D for related technologies, expand its R&D team, as well as step up efforts in investment and acquisitions of mobile internet businesses. Meanwhile, the financing through CB will effectively lower the Group's financial costs, broaden financing channels and increase financial strength. Mr. Robert Xu, Chairman and CEO of Kingdee said, "Mobile internet leads to a major reform of the enterprise IT market. Enterprise internet will enter its golden era. Leveraging its first-mover advantages in the Mobile Internet transformation, Kingdee aspires to become the largest work and business platform in China in the next 3-5 years."

### Kingdee International Announces 2013 Annual Results, Mobile Internet Transformation Strategy Showed Significant Success

17 March, Kingdee International Software Group Corporation Limited, a leading Cloud Management services provider in Asia Pacific region, announced its audited annual results for the twelve months ended 31 December 2013 (the "Reporting Period"). During the Reporting Period, the Group recorded total revenue of approximately RMB1,602.1 million and profit attributable to equity holders of approximately RMB126.4 million. With the effective execution of 5 major strategies, the Group witnessed rapid growth in Cloud Management and significant success in a business transition toward the Internet. During the Reporting Period, total expenses decreased by approximately 24.1% year-on-year and net profit margin was 7.9%. Net operating cash flow was RMB415.1 million. With the Group having returned to profitability, the management is certain in its strategic direction and is confident regarding its future prospects.





## 3. Summary of Operating Activities during the Period (Con't)

### National Research Centre Offered Internet Supporting Service to Traditional Enterprises for Their Business Transformation

On 26 March, the working group meeting for National Enterprise Internet Service Supporting and Software Engineering Technology Research Centre ("Research Centre") was held at Kingdee's Beijing Software Park. The guests attending the event included officials from the Ministry of Science and Technology as well as members from management committee and engineering technology committee of Research Centre.

After briefed on the work of Research Centre, participating experts expressed their appreciation of the achievements made by the centre and put forth their suggestions for its future development. Mr. Cai Wenqin, Deputy Director-General of Department of Development Planning, Ministry of Science and Technology, highly appraised Kingdee's efforts to develop Research Centre and its open services. He said the centre enables domestic small and medium-sized enterprises to get access to Cloud-based software and outstanding management ideas, thereby facilitating them to drive transformation towards Internet-based operating model, which is the primary goal of the centre. Meanwhile, Professor Wu Cheng, Academician of China Engineering Academy, an enterprise should leverage on its competitive edges to develop an outstanding research centre, which can address the market's needs and enhance the efficiency of enterprises.

Dr. Zhang Liangjie, Deputy Director of Research Centre as well as Chief Scientist and Senior Vice President of Kingdee, said the centre has made certain achievements in Cloud-computing and mobile Internet. Going forward, it will continue its research and actively cooperate with tertiary institutions and research institutes, making it an open platform and a win-win for all parties. Mr. Xu Shaochun, Director of Research Centre and Chairman of Kingdee, said the Company attaches great importance to the development of this centre. Underpinned by significant progress in innovations made by the centre, the Company achieved great success in R&D over the past year as it transformed itself from an ERP business towards mobile Internet services provider. In the future, Research Centre will strive to forge a unique and open mobile platform for enterprises and deliver innovative services to them.





## 3. Summary of Operating Activities during the Period (Con't)

### Kingdee Enhanced Strategic Cooperation with Consulting Service Partners

 Kingdee has recently hosted the “2014 Sales Channel Partner Forum” in Wuhan. More partners from consulting industry, including leading players such as Allpku, Han Consulting and Lixin, joined the event this year.

During the forum, Kingdee’s Chairman Mr. Xu Shaochun announced that the Group’s future growth will rest on two core drivers as it accelerates the transformation towards mobile Internet business. The two core drivers are ERP and customers’ unique experience of mobile Internet services. In order to facilitate the transformation, more outstanding business partners are needed to mutually develop an open platform and share each other’s achievements made in business transformation.

Commenting on the ways to enhance partners’ eco-system, Mr. Sun Yan Fei, Senior Vice President of Kingdee Software (China), said the Group will lend full support to partners in 2014 for the development of consulting, settlement and Cloud-based platforms. Through the upgraded “Kingdee Partner Laboratory”, it will help and work together with them for designing and developing new business and technology solutions for enterprises’ transformation towards mobile Internet model.

Separate sessions for consulting service partners were first introduced at this year’s forum, in which Kingdee’s senior management of Kingdee held thorough discussions with them relating to the cooperation models between both sides and industry outlook. After the sessions, Kingdee’s management noted that consulting services jointly offered by the Group and its partners have experienced fascinating growth in recent years. One of its competitive edges is the Group can offer comprehensive IT solutions to enterprises in accordance to their development stages. Moreover, it possesses extensive market experience in property, automobile 4S and manufacturing sectors and proven track records of helping enterprises to complete transformation towards mobile Internet model. Going forward, it hopes to increase cooperation with partners in consulting industry and team up with each other to offer integrated and high value solutions to customers.

Commenting on the cooperation with consulting service partners, Kingdee’s Chairman Mr. Xu highlighted the Group’s target that within 3-5 years, the number of enterprises it serves will increase from millions to tens of millions, the number of customers it serves will increase from tens of millions to hundreds of millions, and the number of business partners will increase from thousands to hundreds of thousands. In 2014, Kingdee will forge a closer relationship with partners and enhance the eco-system for the cooperation through resources-sharing and joint services, thereby delivering greater value to customers.





## 3. Summary of Operating Activities during the Period (Con't)

### Kingdee Rewards Employees with BMW and Land Rovers

During the 2014 Annual Staff Meeting held at Kingdee's Shenzhen headquarters on 21 February, Mr. Robert Xu, CEO of the Group, presented a BMW series 5 to the Chief Architect of K/3 Cloud products for his remarkable contributions to the product innovation. To encourage innovation, Kingdee revealed a Land Rover Evoque as the prize of the 2014 Excellent Innovation Award. Mr. Xu indicated that Kingdee will step up efforts in rewarding and motivating its employees. Since 2011, Kingdee has been focusing on the exploring and transition to internet, and had initial success. Currently, we have accumulated 3 million clients and 20 million users. In 2014, Kingdee will made further investment in the transition to internet and plans to bring in new blood.

### Kingdee Medical Obtains Approval for HRP Service, Talks About 3 Major Trends

During the Talk on Population Healthcare Informatization of Foshan, Mr. Duke Chen, Executive Director and Senior Vice-President of Kingdee and General Manager of Kingdee Medical Software Company Limited ("Kingdee Medical"), announced that Kingdee Medical obtained approval for Hospital Resource Planning ("HRP") in Foshan. He also gave speech on Refined Management and Informatization Support of Hospitals to over 200 guests, explaining the future trends of refined management of hospitals and the differentiation advantages of Kingdee's HRP. Foshan City has been a leader in China in terms of medical and healthcare informatization. By obtaining approval, Kingdee Medical is able to rapidly pilot clients for HRP of hospitals in Foshan and will lead the development of hospital informatization in China which transform from focusing on operations instead of management, into focusing clinical management informatization and establishment.





## 4. Analyst Reports

<u>Date</u>	<u>Institutions</u>	<u>Rating</u>	<u>Target Price</u>
March 2014	First Shanghai	Buy	HKD4.00
March 2014	CCB International	Outperform	HKD3.65
March 2014	Orient Securities	Overweight	HKD3.57
March 2014	Macquarie	Outperform	HKD3.75
February 2014	Core Pacific - Yamaichi	Hold	HKD2.90
January 2014	CCB International	Outperform	HKD3.30

## 5. Investor Conferences

	<u>Date</u>	<u>Location</u>	<u>Organizer</u>
1	2014-5-20、21	Hong Kong	BNP Paribas Asia-Pacific Investor Conference
2	2014-5-14	Hong Kong	DBS Vickers Pulse of Asia Conference
3	2014-5-7、8、9	Hong Kong	Macquarie Greater China Conference
4	2014-4-2	Hong Kong	UBS Greater China Investor Conference
5	2014-3-18、19、20、21	Hong Kong	Post-2013 Annual Results Announcement Roadshow
6	2014-1-24	Hong Kong	Orient Securities (HK)
7	2014-1-23	Hong Kong	CLSA

### Company Profile:

Kingdee International Software Group Company Limited (stock code: 0268.HK) is a leading software corporation in China specialising in delivering cutting edge enterprise management software and services in the Asia Pacific region. With "Streamline your business process" as its mission, "Becoming the global leader of Cloud Management" as its vision and "Walk on ZHENGDAO (right track) and Walk by WANGDAO (noble way)" as its core values, Kingdee serves the informatisation needs of over 1 million enterprises, government and non-profit organizations around the world. Kingdee also provides innovative Cloud-management products and solutions integrating new technology of mobile Internet, social networking, and cloud computing. Kingdee was named by IDC as the leader in the SME ERP market in China for nine consecutive years in July 2013.

For additional information about Kingdee, please visit the Company's website at <http://www.kingdee.com>

Kingdee Investor Society : <http://kdweibo.com/kingdee.com/011155>

Kingdee Analyst Society : <http://kdweibo.com/kingdee.com/011426>

Kingdee Media Society : <http://kdweibo.com/kingdee.com/012417>





## Demo Apps



### 訊通 (iOS, Android)

簡介：企業級的快速溝通和協作應用可以快速查詢企業員工資訊，支援撥打電話、發送短信和郵件，並且安裝該應用的同事之間可以免費發送文字、語音和圖片信息



### 雲之家 (iOS, Android)

簡介：金蝶微博—企業內高校協作的溝通平台。以最新潮的微博形態，結合企業工作的場景設計，使得目前企業內溝通不暢、效率低下等問題得到有效的解決，同時金蝶微博擁有獨特的“小組”功能很好的模擬了企業各個部門，讓部門內部同事能分享工作心得，共用進度和知識，從而提高工作效率



### EAS 移動訂貨 (iOS, Android)

簡介：為企業經銷商、銷售員提供便捷的網上訂貨功能，全程跟蹤訂單的商流與物流進度，讓經銷商隨時隨地，根據需要想訂就訂，方便經銷商與企業進行業務協同與交流互動，減少溝通環節、降低運營成本，提高企業運營管控效率

體驗：環球演示



### KBI 移動應用 (iOS, Android)

簡介：用戶可以隨時隨地獲取實時業務數據，掌控企業運營狀態，幫助企業客戶將數據轉化為資訊，並做出高效決策，同時支持郵件、微博等社交化的在線溝通和交流

體驗帳戶：user  
密碼：kduser



### EAS 移動工作流 (iOS, Android)

簡介：針對企業管理人員經常移動辦公的特點，為管理人員提供可以在手機上審批/決策流程的功能

體驗帳號：test1  
密碼：eas20



### 移動s-HR (iOS, Android)

簡介：管理者可及時全面掌握人員全貌和各類分析，為員工可提供請假、查薪資等日常服務。

體驗帳號：13380 用戶名：Joshu  
密碼：空



### 專業老闆報表 (iOS, Android)

簡介：是為「金蝶KIS專業版」產品定制開發的移動應用，以圖形方式展現企業經營數據，是企業管理層、公司老總快速了解企業經營狀態的好幫手



### 商貿移動報表 (iOS, Android)

簡介：是為「金蝶KIS商貿版」產品定制開發的移動應用，以圖形方式展現企業經營數據，是企業管理層、公司老總快速了解企業經營狀態的好幫手



### 移動建築項目監控 (iOS, Android)

簡介：適用於建築企業管理人員的移動應用。此應用依託於金蝶EAS建築項目綜合管理系統，供已安裝金蝶EAS建築項目綜合管理系統的使用者使用

