

*(For Immediate Release)*

## **Kingdee's Largest Software Park Opens in Beijing, Enhancing Its Influence in Northern China**

(22 April 2013, Hong Kong) Kingdee International Software Group Corporation Limited (“Kingdee International” or the “Group”; Stock Code: 00268.HK), a leading Cloud Management services provider in Asia Pacific region, hosted the Cloud Management Summit and the opening ceremony of Beijing Kingdee Software Park on 18 April. Honorable guests including Mr. Long Yongtu, former Chief Negotiator and Vice Minister of the Ministry of Foreign Trade and Economic Cooperation, Mr. Liu Yuting, Director General of the Ministry of Finance's state equity and corporate finance department, Mr. Sheng Deli, Deputy Head of Shunyi District in Beijing and Mr. Xu Shaochun, Chairman of Board of Directors of Kingdee International, participated in the event.

The Cloud Management Summit which featured the theme of “Re-Imagination, Create Win-Win” explored how Cloud Management could help enterprises to drive business transformation and upgrade amid a challenging environment. Meanwhile, Kingdee Cloud Management Experience Center at the software park was officially opened. It integrates various emerging technologies (Social Networking, Mobile Internet, Cloud Computing and Big Data, etc.) with management practices. In the first phase, it displayed over 30 Enterprise Cloud Management Application Solutions for Corporate Management, Human Resources and Office Automation, as well as some management information-intensive industries, such as manufacturing, medical care and property. More than 400 entrepreneurs and senior executives throughout the nation experienced the efficient management brought by Cloud Management anytime and anywhere.

Mr. Sheng Deli, Deputy Head of Shunyi District in Beijing, said, “The opening of Kingdee Software Park marks a new chapter for the development of software industry in Shunyi District and plays a significant role in enhancing the influence and competitiveness of Shunyi as well as the standards of its modern services industry.”

Mr. Song Changxiao, the Secretary of CPC in the Information Management Department of Air China, said on behalf of Kingdee's customers, “The establishment of Beijing Kingdee Software Park will attract and retain more talents and experts, providing customers with better customized services. It can also help to strengthen the long-term strategic cooperation between Air China and Kingdee.”

Mr. Xu Shaochun, Chairman of Board of Directors of Kingdee International, said, “Beijing Kingdee Software Park is our third software park following Shanghai Kingdee Software Park and Shenzhen Kingdee Software Park. It is also the largest software park of Kingdee by far. Kingdee will continue to expand its Beijing R&D Centre and develop its businesses in northern area, as well as its middleware and medical software businesses. Kingdee is hence well prepared for establishing the Group’s largest Cloud Management Experience Centre and introducing new products and businesses. Kingdee International will be more attractive to local talents by setting up the Beijing Kingdee Software Park. It will also strengthen Kingdee’s service supporting for its customers in northern area, thus increasing business vitality and overall competitiveness of Kingdee.”

Furthermore, the National Enterprise Internet Service Supporting and Software Engineering Technology Research Centre, established by Kingdee Software (China) Co., Ltd., was lately approved by the Ministry of Science and Technology. This verifies Kingdee’s strength on enterprise Internet service supporting software business and demonstrates a full recognition of its independent innovative capability. Adhering to its business concept of “Streamline Your Business Process”, Kingdee International outlines enterprises Internet sector by integrating several emerging technologies such as Social Networking, Mobile Internet, Cloud Computing and Big Data, etc. With a vision of becoming a global Cloud Management leader, Kingdee creates a number of international standards by referring to international standards of Service-Oriented Architecture (SOA) and Cloud Computing, allowing them to share the rights of international discourse of core technologies sector amongst international giants.

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### **About Kingdee International**

Kingdee International Software Group Corporation Limited (“Kingdee International” or the “Group”; Stock Code: 00268.HK) was founded in 1993 and headquartered in Shenzhen, PRC. With “Streamline Your Business Process” as its mission and “Walk on ZHENGDAO (right track) and Walk by WANGDAO (noble way)” as its core values, the Group is providing Cloud Management products and services for over one million corporates and government organizations worldwide with the aim to become the world’s leading Cloud Management service provider. The Group consists of Kingdee Software (China) Co., Ltd. with a focus on corporate management software and internet services markets, Shenzhen Kingdee Middleware Co., Ltd. with a focus on middleware business, Kingdee Medical Software Company Ltd. which provides IT integrated solutions provider for medical and health organizations, as well as Kingdee International Software Group (H.K.) Co., Ltd. which focuses on APAC ex-China and overseas markets.

For further information about Kingdee International, please visit the Group's website at [www.kingdee.com](http://www.kingdee.com).

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