

*Press Release*

*(For Immediate Release)*

## **Kingdee and Kinco Jointly Release Smart Factory Solution at Hannover**

(April 25, 2016, Hannover · Germany) Kingdee International Software Group Company Limited (“Kingdee” or “Group”, Stock Code: 00268.HK) is pleased to announce that Kingdee Group and Kinco Automation jointly released their smart factory solution at Hannover Messe 2016. The launch was one of the key product debuts of the innovations of "Made in China 2025" at the world's top industrial exhibition stage. The program proposed the idea that "cutting edge smart factory can also be built in city centers", which sparked heated debate at the exhibition.



There are three core values of smart factory solution: Firstly, Super Transparent Management Model: Customer communication can be achieved through an e-commerce platform. With the application of big data and online design PLM, the factory can better understand and serve customers; Secondly, Super Flexible Production Mode: People, equipment and system are all connected in the whole process. Different cell combinations are implemented according to the needs of different orders, with automated stocking of materials, the whole system has super flexible operating capacity. Thirdly, Super-intelligent Operation Mode: With the extensive application of automation and robots, it can meet the diversified needs of customers, and provide exact quantities of materials at the precise time and place.

In contrast from the smart factory solutions released by foreign manufacturers, the smart factory solution proposed by Kingdee and Kinco is a response to China's "supply-

side reform". It analyzes the practical problems of domestic manufacturers, and aims at solving the key problems of Chinese SMEs, such as high manufacturing costs, structural surpluses, low automation and low digitalization. Compared with other solutions focused on equipment automation and equipment connectivity, it is a targeted design with wider applications.

The Chairman of Kinco Automation Tang Dong said, "Helping enterprises to build cutting edge smart factory in the city centers is the common goal of Kingdee and Kinco, and the proposed solution will significantly optimize production cycle, inventory turnover and human resource utilization, and provide small and medium-sized manufacturers with "real money" and value.

The founder of Kingdee Mr. Xu Shaochun said that the cooperation with Kinco's founder Tang Dong began with rowing. They often rowed together and discussed the mission of entrepreneurship: Why do Chinese people go overseas to buy toilet lids and rice cookers? How can we quickly upgrade "Made in China"? The smart factory solution proposed by the two companies will help small and medium-sized manufacturers to become "super transparent, super flexible and super smart", and the program will be launched at cost-effective price to help Chinese manufacturing industry to create super value.

After Hannover Messe, Kingdee and Kinco will cooperate to hold a smart factory solution tour exhibition in Beijing, Shanghai, Guangzhou, Shenzhen, Chengdu, Chongqing and Wuhan and other major cities, enabling users to experience cutting edge smart factory in downtown area.

~The End~

### ***About Kingdee***

Headquartered in Shenzhen, China, Kingdee International Software Group Company Limited ("Kingdee International" or "Group"; stock code: 00268.HK) was founded in 1993. With the aim of "enabling data driver to succeed", Kingdee strives to be "the most trustworthy big data service provider", takes "honesty and benevolence" as core values, adheres to the business philosophy of "customer comes first; small, beautiful and fast products and services", and provides software products and cloud services for more than 6 million enterprises, hospitals, government departments and organizations around the world, and more than 60 million users. It has been ranked as "No.1 market share of ERP solution for SME" for 11 consecutive years, its Cloud Products have ranked No.1 in China Mobile office market.

### ***About Kinco***

Kinco Automation is one of the leading suppliers of machine automation solutions in China. We focus on the development, production and selling of industrial automation products and total solutions. We help machine builders in Turkey, India, Italy, Germany, etc. to make machines and equipment which are better and more affordable.

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