

Press Release
(For Immediate Release)

Kingdee Remains No.1 SME Application Software Provider For Twelve Consecutive Years

(3 August 2016, Hong Kong) Kingdee International Software Group Company Limited (“Kingdee” or the “Company”, Stock Code: 00268.HK) remained the No.1 application software provider for China’s small and medium-sized enterprises (“SME”) in 2015, according to the China Semi-annual Sub-Regional Enterprise Applications Tracker (2H 2015) released by IDC. The Company has retained its leadership in the market for twelve consecutive years since 2004. It maintained the leading position in a number of segments, including application software for enterprise resources management (“ERM”), customer relations management (“CRM”) and supply chain management (“CRM”).

IDC predicted that the business expenditure on Cloud services will account for nearly 50% of global expenditure on IT infrastructure by 2020. Kingdee has developed comprehensive plans to meet SME’s growing demand for transformation towards online-based commerce.

The Company’s Youshang.com provides a professional integrated Software-as-a Service (“SaaS”) Cloud services platform to small and micro-enterprises in China, which has served about 4 million users. As the leading online accounting software brand in China for eight consecutive years, Kingdee recorded four million E-commerce transactions with total order amount of more than RMB 500 million during the Single’s Day period last year.

According to the 2015 annual report, Kingdee outperformed other domestic business mobile Internet service providers in China, with its Cloud services business surging by 80.1% year-on-year. As a member of the Cloud Security Alliance, Kingdee Cloud service business ranked the top in the market. Moreover, it forged a strategic cooperation with Amazon Web Services for ERP operation and remained the leader in the Cloud-based ERP market. Since Kingdee’s ERP products can be used immediately after subscription with flexible pricing plan and pay-on-demand package, they have received an enthusiastic response from the market. As at the end of 2015, the number of Kingdee ERP users grew more than 2 times.

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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 ERP solution provider for SME" for twelve consecutive years.

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