

**Press Release**  
**(For Immediate Release)**

## **Kingdee's Mobile Location-Based Service -- "Kuaidi 100" Achieves over 8 Billion uses in 2014**

(15 December 2014, Hong Kong) Kingdee International Software Group Company Limited (Stock Code: 00268.HK), a leading Cloud Management services provider throughout the Asia Pacific region, today announced Kuaidi 100, a mobile location-based service launched in 2010, has been downloaded more than 30 million times. Consumers have used Kuaidi 100 more than 8 billion times to connect with express delivery instantly via mobile phone in 2014. Kuaidi 100 allows users to locate and interface with the specific nearby delivery person to pickup or deliver their package.

Since the beginning of the year, the number of users has grown at an accelerating pace, resulting in improved customer satisfaction for express delivery services. Furthermore, improved functionality, such as 1-click order status check, voice order-checking and mobile phone scanning have made it even more convenient for people to use Kuaidi 100.

With one swipe, users of Kuaidi 100 can locate the ideal express delivery person nearby through Location-Based Service and Big Data technology, and have instant direct communication with the delivery person. Package information, address, agreed time and price can all be transmitted via Kuaidi 100. Users can also use their mobile phones to scan their packages, then check and monitor the delivery status after the courier staff collect the packages. Users of Kuaidi 100 can enjoy great delivery service without going anywhere. For delivery companies, Kuaidi 100 will push their information to the customers in need of their services, which help delivery firms increase orders and improve their market share.

With the boom in e-commerce, online shopping has become more and more popular. Sending and receiving packages has become an indispensable part of people's life. According to some recent statistics, each person in China, on average, will send and receive 7 packages each year and more than 10 billion packages will be received in the country annually. Kuaidi 100, the Smart Express Courier Assistant, interfaces with about 200 of the most popular domestic and international delivery services such as EMS, S.F. Express, Sto Express, YTO Express, Huitong Express, Yunda, ZJS Express, UC Express, UNI-TOP, Deppon Express, and TTKD. With its source

advantage, Kuaidi 100 is becoming the first choice of mobile application among delivery service users.

Mr. Xu Shaochun, Chairman of the Board of Directors of Kingdee International, said: “Kuaidi 100 addresses a gap in delivery service : how to effectively locate and communicate with the nearby delivery person, so that sending and receiving packages is made smart, fast and easy. Both customer and delivery service have all the information needed to reduce misunderstandings and greatly improve satisfaction on both sides. As e-commerce continues to grow, we see the demand for express delivery services growing right beside it and Kuaidi 100 will continue to be users’ top choice.”

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### **About Kingdee International Software Group Corporation Limited**

Kingdee International Software Group Company Limited (“Kingdee” 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 four million corporate 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).

## Investor and Media Enquiries:

Branden Chen  
Kingdee International Software Group Co., Ltd.  
Tel : 852-2155 3721  
Email: [branden\\_chen@kingdee.com](mailto:branden_chen@kingdee.com)

Summer Gan  
Kingdee International Software Group Co., Ltd.  
Tel : 86-755-8607 2596  
Email: [summer\\_gan@kingdee.com](mailto:summer_gan@kingdee.com)

Yanni Huang  
Kingdee International Software Group Co., Ltd.  
Tel : 86-755-8607 2591  
Email: [yanni\\_huang@kingdee.com](mailto:yanni_huang@kingdee.com)

Gina Liu  
PRChina Limited  
Tel: 852-2522 1368  
Email: [gliu@prchina.com.hk](mailto:gliu@prchina.com.hk)

Vivian Cheung  
PRChina Limited  
Tel: 852-2522 2823  
Email: [vcheung@prchina.com.hk](mailto:vcheung@prchina.com.hk)

Crystal Wang  
PRChina Limited  
Tel: 852-2522 1838  
Email: [cwang@prchina.com.hk](mailto:cwang@prchina.com.hk)