

Press Release
(For immediate release)

Kingdee Teams Up With Alibaba To Launch E-commerce Financial Management Software

Helping E-commerce Enterprises To Implement Lean Management

(20 December 2013, Hong Kong) While China's online shopping spree on 12 December generated great income to e-commerce enterprises, it also posed big management challenges. In addressing their needs, Kingdee International Software Group Company Limited ("Kingdee" or the "Group"; Stock Code: 00268.HK), a leading Cloud Management services provider in Asia Pacific region, teamed up with Alibaba to launch an e-commerce financial management software to help them implement lean management.

China's e-commerce is thriving. According to the "Views on Promoting E-commerce Applications" recently issued by the Ministry of Commerce, the government aims to make e-commerce a major channel for the provision of goods and services in the society, with e-commerce transaction value growing to over RMB 18 trillion by 2015.

However, the low informatization level of many e-commerce enterprises cannot cope with the explosive growth of e-commerce in China. And the increasing popularity of O2O (online to offline) marketing in the coming decade will further complicate their internal management. This creates strong demand for e-commerce financial management software. At present, the online portals, production facilities, warehouses and physical stores of a great number of e-commerce enterprises are not in the same place. Therefore, they find it very difficult to manage their orders, inventories and financial accounts. Professional management software can help them to improve internal management.

The e-commerce financial management software launched by Kingdee can greatly enhance the financial management of e-commerce enterprises. Through seamless integration with major systems such as Taobao, Tmall and Alipay, it can automatically generate various documents and operation analysis reports based on the information of online stores' orders, customer payment status, logistics and inventories, etc. Moreover, its built-in capabilities enable the system to show revenues, costs, expenses and profits of every store immediately.

Before the Singles Day (November 11) online shopping spree this year, Taobao introduced Kingdee's e-commerce financial management software into its seller platform, hoping to leverage on Kingdee's 20 years of market experience in enterprise management software to better serve 1 million corporate customers and to partner with Kingdee to offer e-commerce enterprises professional, customized financial management software.

Many e-commerce enterprises have used Kingdee's e-commerce accounting management software, including Shanghai Knorvay Electronic Technology Co., Ltd. Before the use of Kingdee's software, the company's daily processing error rate per two persons was 1%. After the use of the software, it dropped to zero.

In addition, the State Administration of Taxation, the Ministry of Commerce and other governmental departments have conducted surveys on a number of e-commerce enterprises. They made it clear that the government is studying to levy tax on e-commerce and related regulations are expected to be introduced in the coming decade. E-commerce financial management software will help e-commerce enterprises to implement lean management and to better prepare for the related changes.

~ End ~

About Kingdee

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 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.

Investor and Media Enquiries:

Branden Chen
Kingdee International Software Group Co., Ltd.
Tel: 852-2155 3721
Email: branden_chen@kingdee.com

Henry Chik
PRChina Limited
Tel: 852-2522 1368
Email: hchik@prchina.com.hk

Summer Gan
Kingdee International Software Group Co., Ltd.
Tel: 86-755-8607 2596
Email: summer_gan@kingdee.com

David Shiu
PRChina Limited
Tel: 852-2522 1838
Email: dshiu@prchina.com.hk

Yanni Huang
Kingdee International Software Group Co., Ltd.
Tel: 86-755-8607 2591
Email: yanni_huang@kingdee.com

Ivy Lu
PRChina Limited
Tel:
Email: ilu@prchina.com.hk