

Press Release

(For Immediate Release)

Kingdee Launched “A-Free” – An One-stop Accounting & Tax Services Platform for Small and Micro Business

(23 December 2015, Hong Kong) Kingdee International Software Group Company Limited (“Kingdee”, Stock Code: 00268.HK), a leading Enterprise Internet service provider in China, officially launched its “A-Free” bookkeeping services platform in Shenzhen. Kingdee announced that the company will invest at least RMB 1 billion to develop “A-Free” into the largest integrated accounting & taxation services platform for small and micro businesses based on the sharing economy business model. Accounting professionals and guests from professional accounting organizations including the China Association of Chief Financial Officers, Beijing National Accounting Institute, the Institute of Management Accountants (IMA) and representatives of over 1000 bookkeeping services firms attended the launch ceremony.

Kingdee “A-Free” was developed based Kingdee’s 22 plus years of business management experience and 8 plus years of financial cloud services experience through Youshang.com. The company has established partnerships with more than 2000 professional bookkeeping service firms. It will also provide payment guarantees for bookkeeping services and aims to become a mobile “Accounting Valet” with significant advantages over comparable services. Zhu Jinhua, General Manager of “A-Free”, commented that the “A-Free App”, aims to offer the most essential bookkeeping services for small and micro business, with the philosophy of “Press one Key, Hassle Free”.

As one of the first “A-Free” users, Wei Bo, CEO of Shouhuiv.Com, shared his experience as an user at the “A-Free” launch event. He highlighted that ““A-Free” provides users a new experience of “Internet + Finance”, and solves the problems of accounting and taxation for startup entrepreneurs by shifting a range of professional and administrative work to third-party professional services firms on the platform. All I need to do is press the keys on a mobile phone to handle the accounting and taxation work. It has greatly improved operating efficiency.”

Sun Zailiang, the Executive President of the Bookkeeping Association of Shenzhen, said that “A-Free” takes full advantage of “Internet +” by providing users with a

platform of professional, reliable and secure services, and solves the major issues in the bookkeeping sector, including high labor cost, low operating efficiency and high rate of customer turnover. Bookkeeping firms can use the bookkeeping and accounting products offered by Kingdee's Youshang.com to standardize accounting working practices and processes. They can also use the mobile APP to manage the complete customer management process with one-touch operation, and explore business opportunities via social media to promote industry development through "Internet + Finance".

Mr. Xu Shaochun, the founder and CEO of Kingdee Group, said, "A-Free" not only helps small and micro businesses make the tasks of bookkeeping and taxation hassle-free, and the bookkeeping services industry make business management hassle-free, but also helps make the concept of "Mass Entrepreneurship and Innovation" more hassle-free. "A-Free" is an important part of the company's mobile Internet transformation strategy and Kingdee will leverage the sharing economy business model and invest at least RMB 1 billion to develop Kingdee "A-Free" platform and its ecosystem. "A-Free" aims to be a completely open and innovative Internet platform and Kingdee looks forward to the support of bookkeeping firms, accounting and tax service partners to join together to promote the "Internet + Taxation".

~The End~

About "A-Free"

"A-Free" was founded by Shenzhen Kingdee A-Free Internet Technology Co., Ltd (深圳金蝶賬無憂網絡科技有限公司), a subsidiary of Kingdee for the internet bookkeeping service platform. "A-Free" follows the philosophy of "Press one Key, Hassle Free" and was developed based Kingdee's 22 plus years of business management experience and 8 plus years of financial cloud services experience through Youshang.com. The platform has consolidated the resources of more than 2,000 bookkeeping firms to provide small and micro businesses with access to professional bookkeeping services, and to provide full payment guarantees for the bookkeeping services. "A-Free" is committed to becoming one of the most popular platforms for "Internet + Enterprise Services" platform in China.

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 "Let Data Drive Success" as its mission, "The Most Reliable Big Data Service Provider" as its vision and "Walk on ZHENGDAO (right track) and Walk by WANGDAO (noble way)" as its

core values, “User-first, Small, Beauty, Fast” product and service philosophy, the Group provides software products and Cloud services to over four million corporates, hospitals and government organizations and over fifty million users worldwide. Kingdee International has been ranked by IDC as the leader in the SME ERP market in China for 11 consecutive years.

For further information about Kingdee International, please visit the Group’s website at www.kingdee.com.

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