

Press Release
(For Immediate Release)

Kingdee Launches Enterprise Internet Service “Connect 100”, Helping Overcome O2O Barrier

(8 December 2014, Hong Kong) Kingdee International Software Group Company Limited (“Kingdee International” or the “Group”; Stock Code: 00268.HK), a leading Cloud Management services provider in Asia Pacific region and China, today announced it had officially launched “Connect 100”, an enterprise Internet service that enables traditional businesses to conduct O2O (Online to Offline) Commerce. Connect 100 allows traditional companies to access online consumer information seamlessly by interfacing with online platforms such as Wechat and Alipay, as well as online retailers. Connect 100 lets users connect with their targeted consumers, which in return helps companies quickly embrace the mobile Internet market.

As traditional offline businesses have strong growing demand of converting online traffic to real-world business and responding to consumer needs for efficient processing of orders, Kingdee seizes the opportunity to launch Connect 100. The service can quickly achieve integration of online and offline commerce while handling massive amounts of orders and other data. For companies that have an Internet presence but have had difficulties responding to the pace of the online information superhighway, Connect 100 is the solution. At the same time, the platform provides real-time analysis of consumer behavior, offering support for innovative marketing strategies. In the near future, Connect 100 will expand with additional value-added services such as customization, and integration with third-party cloud-services.

Wanshili Group, a Kingdee customer and early Connect 100 adopter with annual sales nearly RMB 10 billion, used this service to access its WeChat enterprise account to transform to an O2O sales model. It credits the service with improving its sales by as much as RMB10 million.

Targeting the Mobile Internet market is a vital and growing trend, particularly among small to midsize enterprises. According to market research firm Gartner, the enterprise-class Mobile Internet market is growing at a compound rate of over 70% between 2014 and 2016. iiMedia Research projects that the market will reach RMB 70 billion in 2016.

Mr. Xu Shaochun, Chairman of the Board of Directors of Kingdee International, said: “The Mobile Internet is changing consumer behavior in every aspect of every industry, and we are well positioned to help businesses make the transition. We have accumulated 4 million business customers, and we have more than 20 million users. With our 20 year experience in the industry, we are looking forward to providing quality O2O solutions, helping companies connect with consumers, reconfiguring the Internet ecosystem, and lifting businesses profits.”

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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.

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