

Press Release
(For Immediate Release)

Kingdee Working with 2,000 Channel Partners to Lead the Enterprise Internet Market

(2 February 2015, Hong Kong) Kingdee International Software Group Company Limited (Stock Code: 00268.HK), reported today that some 500 channel partners attended the 2015 Kingdee Channel Partner Conference on 28th January in Kunming, the capital city of Yunnan province and known as the “city of perpetual spring”.

Mr. Xu Shaochun, founder and CEO of Kingdee, commented that the company has successfully created a market that could generate revenue up to RMB 3 billion for channel partners since the implementation of the all-distribution strategy two years ago. Mr Xu noted: “The Kingdee channel strategy is very focused on customers and becoming more open to diversified partners in consulting, sales, training, delivery and cloud platform development. The strategy is to create a stronger ecosystem by facilitating our partners’ business and helping them generate more profits. Looking ahead in 2015, Kingdee is committed to leading the enterprise Internet market and well prepared to support up to 10 million Chinese enterprises to take advantage of the Internet and the mobile Internet market.”

Mr. Sun Yanfei, Executive Vice President of Kingdee, delivered the keynote speech for the conference. He observed that the company’s all-distribution strategy has already proven successful in many ways. “Kingdee partners’ ecosystem has become highly active after we started to transfer the star products like K/3 to our partners to manage in 2013. In the past year, Kingdee has seen rapid growth in channel business and the revenue generated from our partners reached its historical high. In 2015, Kingdee is going to create more engines of growth for our partners in three areas, including O2O solutions, cloud services and internet finance. Meanwhile, we will strive to develop more value-added service partners and create even greater value for our clients.”

Mr. Luoyong, CEO of Subotaike, a partner of Kingdee for over a decade, said, “The channel strategy of Kingdee has helped us to win greater success. Kingdee has been focusing on continuous innovations in enterprise Internet technology as well as related products and services, providing us a broader market in which to operate. Last year we bought new cars and moved into a new office, but I believe this is just the beginning

of our success. The enterprise Internet market possesses huge potential for us to develop a promising future.” Subotaik is a prestigious technology service provider for more than 4,000 enterprises in Yunnan province.

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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 “Let Data Creates Values” as its mission, “Build the Biggest Enterprise Big Data Cloud in China “as its vision 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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