

Press Release
(For immediate release)

Kingdee Announces Mobile Internet Transformation Strategy Leveraging Rapid Industry Growth Joining Hands with over 2,000 Partners

(25 February 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, recently held the “2014 Kingdee Distributors and Partners Conference” in Wuhan, in which the Group announced its 2014 strategy: “Dual-core drivers, Accelerating transformation to Mobile Internet strategy” to more than 2,000 partners.

The “Dual-Cores” refer to ERP and users experience in the mobile internet era. Capitalizing on the solid foundation of its leading position in the ERP market, Kingdee International will seize the opportunities arising from the fast-growing mobile internet industry; whilst speeding up the upgrade of its ERP business in order to leverage the large IT markets of enterprises. The Group is also eyeing the collaboration with more partners from various segments, including development of mobile applications, consulting, sales, execution and services, so as to create an open platform for sharing remarkable results of transition of internet business.

The Group is confident about achieving the aforementioned transition via three open platforms. First, the mobile communication platform helps make businesses comprehensively mobile-ready and reform management system. Second, the social business platform of Cloud Hub encourages cultural transformation. Third, Kingdee Cloud platform has seen **Luthai Textile**, **Joyou** and others become clients of Kingdee Cloud ERP; whilst hundreds of value-added development partners provide custom-made development services for their clients through the platform, which foster transformation of business model.

Mr. Xu Shaochun, Chairman of Kingdee International, said, “Since 2011, the Group has been focusing on the exploring and transition to internet, and had initial success. Currently, we have accumulated 3 million clients and 20 million users, including some notable names of **Vanke** and **Haier**. In the next 3 to 5 years, the Group aspires to expand our corporate and organization client base from million to tens of million, increase our numbers of users from tens of million to hundreds of million, and numbers of partners from thousands to hundreds of thousands. We are committed to become the largest work and business internet platform in China.”



Mr. Xu Shaochun, Chairman of Kingdee International, announced the Group's strategy during the Distributors and Partners Conference

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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.

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