



Kingdee IR Newsletter

Summary of Operating Activities during the Period

Kingdee Launches “A-free” Accounting & Taxation Services Platform for Small and Micro Business

On 22 December, Kingdee officially launched its “A-free” bookkeeping services platform in Shenzhen. Kingdee also announced that the company would invest at least RMB1 billion to develop “A-free” into the largest one-stop accounting & taxation services platform for small and micro enterprises based on the sharing economy business model. Accounting professionals and guests from accounting institutions including Mr. Qin Rongsheng, President of Beijing National Accounting Institute, Mr. Gao Xingguo, Secretary General of China Association of Chief Financial Officers, Mr. Bai Junjiang, China Chief Representative of Institute of Management Accountants (IMA), Mr. Gary Clark Biddle, professor of accounting from the University of Hong Kong, and hundreds of representatives from bookkeeping services firms attended the launch ceremony.



Kingdee, JD.com and Aisino Jointly Launch First Case of Electronic Invoice Bookkeeping

On 3 December, Kingdee (00268.HK), JD.com and Aisino Corporation (600271.SH) jointly organized the "State Administration of Taxation Electronic Invoicing and Reimbursement System Launch Ceremony" in Beijing. The three parties will work together to implement "Internet+ Taxation" and to achieve the first electronic invoice recordkeeping system, introducing reform to the finance and taxation sectors.

Kingdee Strategically Invests in Yichuang, Further Expand Enterprise Internet Market

In November, Kingdee International is pleased to announce that the Company has made strategic investment in Yichuang (“kf5.com”), a leading provider of SaaS cloud-based customer services in China. Through the strategic investment, Kingdee added a new strategic partner of enterprise cloud services in the fully opened enterprise Internet ecosystem.

Kingdee Gold Chain P2P to Introduces Strategic Investment

Kingdee Gold Chain (www.kdfax.com), a subsidiary of Kingdee Group, is pleased to announce on 2 November that it has signed a strategic partnership agreement with Shanghai Xishi Finance and introduced a strategic investment of RMB24 million. Mr. Cai Hao, General Operation Manager of Kingdee, said that the two parties will focus on strategic cooperation in AAA-rated supply chain bank acceptance assets (AAA-rated asset class), the highest safety assets. The market potential is significant as the products manage safe, reliable and controllable investment targets with flexible financing terms.



Kingdee and Xiamen ITG Jointly Establish Automotive Network Company

On 28 October 2015, Kingdee and Xiamen International Trade Group Corp., Ltd. (Stock Code: 600755.SH) jointly held a media briefing where the two parties signed a strategic cooperation agreement to establish Kingdee Automotive Network Technology Co., Ltd. Leveraging each other's respective strengths in technology and resources, the two parties will actively capitalize the strategic cooperation opportunities in the automotive, financial services and other relative industries.

Kingdee Xingdongliu Now Live on JD.com Seller Service Market

On 12 October, Kingdee Xingdongliu was officially launched in the JD.com Seller Service Market. It will provide e-commerce operators on JD.com with free, safe and effective marketing Cloud-based services. This is another important cooperation with JD.com after jointly providing SMEs with Cloud-based ERP integration solutions in March. Effectively immediately, users can register for free and use Xingdongliu on JD.com Seller Service Market.

Kingdee Wins Award of “Special Contribution for Management Accounting”, New EAS Products Draws Widespread Coverage

On October 16, IMA (Institute of Management Accountants) held the Second Management Accounting Summit in the Westin Hotel Beijing. More than 300 people, including department heads, industry experts, scholars, accounting elites, and media representatives attended the summit. Kingdee won the award of “Special Contribution to Management Accounting”, while the new EAS products of Kingdee drew widespread coverage.

"2015 Global China Management Forum & Kingdee Customer Conference" Held in Beijing

The "2015 Global China Management Forum & Kingdee Customer Conference" was held in the Beijing National Convention Center on 6 November. More than 2000 entrepreneurs and corporate executives participated in the event. Long Yongtu, Chairman of Global China Management Forum, Dong Mingzhu, President of Gree Electric Group, Zhang Chen, Vice President of JD.com, Xu Shaochun, the Founder and CEO of Kingdee Group attended the event. Kingdee released the “Cloud Hub open platform strategy” at the conference. The strategy seamlessly integrates the concepts of ERP+ connectivity, smart and innovation, aiming at providing solutions for traditional enterprises to solve issues of the Internet+ transformation.



Kingdee Middleware Officially Released New Generation of Software Infrastructure

The “2015 Global China Management Forum & Kingdee Customer Conference” was held in Beijing on 6 November. As the leading software infrastructure supplier and the most preferred domestic software infrastructure brand, Kingdee Middleware Co., Ltd. released its “Internet+ Next Generation Infrastructure Software”. Kingdee Middleware partnered with JD.com, Taiji Group, CCW Research, 360.com, China Aerospace Science & Industry Corporation and other well-known enterprises to demonstrate the key role “Next Generation Infrastructure Software” plays in the process of transforming to “Internet+”, how it helps the transformation of enterprises and organizations, as well as the value of the innovative technologies. More than 2,000 clients and partners attended the conference.

Kingdee Cloud Hub Partners with Kingsoft and Didi Taxi to Build Enterprise Internet Services Ecology

The “2015 Global China Management Forum & Kingdee Customer Conference” was held in Beijing on 6 November. Kingdee announced the “Cloud Hub open platform strategy” at the conference. Kingdee, Kingsoft WPS, Didi Taxi, Agora, Coremail and other leading enterprises jointly announced that they would build an enterprise Internet services ecosystem and establish partnerships in the field of mobile network. The companies will help Chinese enterprises to achieve mobile Internet transformation through the integration of products, technical capacity, resources and industry experience.

Kingdee Wins "2015 China Securities Golden Bauhinia Award"

On 13 November, the 2015 “One Belt One Road” Hong Kong Summit and China Securities “Golden Bauhinia” Award Ceremony was held in Hong Kong. Hundreds of renowned corporate executives and senior bankers attended the event. Kingdee won the “2015 China Securities Golden Bauhinia Award: The Most Innovative Listed Company”



Kingdee Partners with Advantech to Promote “Industry 4.0”

On 21 November, Kingdee and Advantech jointly announced their partnership to launch the Kingdee K/3 WISE intelligent factory solution, which includes a fully integrated Enterprise Resource Planning (ERP) and the Manufacturing Execution System (MES). The new solution connects manufacturing equipment and integrates the two systems, upgrading and transforming traditional manufacturing enterprises to "smart factories" operating on "intelligent manufacturing". The landmark partnership between Kingdee and Advantech allows both parties to leverage each other's respective advantages to provide an integrated smart manufacturing solution for enterprises.

Kingdee Hosts EAS Forum Discussing the New Trend of “Internet+ Enterprise”

On 28 November 2015, Kingdee China organized the Kingdee EAS Forum titled “ERP+ Facilitates Internet+ Enterprise” at Changbai Mountain, Jilin Province. More than 60 senior financial and Internet marketing executives from renowned enterprises across the country attended the forum. The forum discussed the motivation and ways of internet transformation for traditional enterprises and shared the extensive experiences of corporate executives during the transformation.



Kingdee Hosts K/3 Cloud Seminar in Sanya, Hainan

On 11 December, Kingdee held the K/3 Cloud Summit at the Renaissance Sanya in Haitang Bay, Hainan. Executives from more than 50 companies attended the seminar to exchange ideas on the practice of “Internet+” transformation for enterprises during the "Internet+" era. Mr. Lin Feng, Senior Vice President of Kingdee, said in his opening remarks that enterprises shall have the awareness of “sharing” resources particularly within the vertical industrial chain as well as cross-sectors. Kingdee K/3 Cloud is committed to facilitating the “Internet+” transformation of enterprises. The new concept of ERP+ is to build a new core of operations demonstrating the three concepts, namely, “connectivity”, “intelligence” and “innovation”, which, in combination with Kingdee’s infrastructure of Big Data, will support customers to achieve success.

Financial Cloud Services Platform for Small and Micro Business – (Youshang.com)

Youshang.com is a subsidiary of Kingdee Software Group. It is engaged in SaaS services. It is the largest financial cloud services platform for small and micro enterprises. It changes the installation, operation, experience and application of financial software in the desktop software era, and effectively facilitates the workflow process efficiently and simplifies all tasks.

SAAS Product:

Online Accounting + Online Purchase - Sales - Inventory (Online ERP)



Flexible Separation and Integration

Multiple Solutions: there is always a right one for you
Simple Configuration: once set up, available forever



***Online Purchase - Sales – Inventory:** Integration of Purchase, Sales, Inventory and Management of Accounts Receivable and Accounts Payable.

***Online Accounting:** Provides Companies with Internet-based Standard Accounting Application.

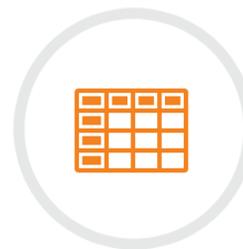
Online Accounting: Provides companies with Internet-based standard accounting applications, which enables the daily accounting practice anytime and anywhere, supporting enterprises with professional, convenient, synergetic and highly efficient accounting management and value-added services;



**Free of Installation,
Maintenance and Upgrading**



Simple and Easy



Automatic Generation of Reports

Advantages of Online Accounting

- Revolutionize traditional software and make book-keeping incredibly simple
- Network operation, multiple-location synchronization, real-time data management and control,
- Encrypted cloud storage with guaranteed data security
- Kingdee Quality: Safe and Reliable
- Purchase on demand at a low cost
- Integration of Purchase - Sales – Inventory for a complete integration of financial and business operations

Online Purchase - Sales - Inventory: Synchronization at multiple locations, multiple offices, real-time business control, simple and easy to use, supporting multiple browsers and mobile terminals, order on demand at a low cost;



Real-Time Control of Business Data



Multiple Location Synchronization



Support for Online-Shop Management

Advantages of Online Purchase - Sales – Inventory

Cloud technology, synchronization of multiple online stores, multiple storage, multiple online shops for 300 users

- Online use
- Data synchronization of mobile phone and PC
- Supporting concurrent access by multiple users
- Inventory management for multiple online stores
- Encrypted cloud storage with guaranteed data security

You can purchase any software on demand at a low cost



Starting from RMB1 yuan per day

- Pay annually and you will enjoy the minimum cost of only RMB1 yuan per day
- Free after-sales maintenance and upgrading; No need to buy additional hardware equipment
- No need to hire professional IT staff and thus low cost management



contact the public account of Youshang.com for more information



Selected New Contracts Signed in Q4

Customers	Products	Industry / Sector
Kangmei Pharmaceutical Co., Ltd.	EAS	Integrated Group
Zhejiang Dachang Investment Group Co., Ltd.	EAS	Integrated Group
Huahong Automobile Group Ltd.	EAS	Social Service
Hubei Realhom Appraisal & Consulting Co., Ltd.	EAS	Finance
Jointown Pharmaceutical Group Co., Ltd.	CLOUD HUB	Manufacturing
Kanghua Century Pharmaceuticals Ltd	K/3 WISE	Wholesale and Retail
Shanghai Colorcon Coating Technology Ltd	K/3 WISE	Manufacturing
Shenzhen Aohai Technology Co., Ltd	K/3 CLOUD	Manufacturing
China Mobile M2M Company	K/3 CLOUD	Social Service

Analyst Reports

Date	Institutions	Rating	Target Price
December 2015	CICC	Maintain Recommend	HKD4.20
October 2015	CICC	Buy	HKD4.20

Investor Conference Calendar

Time	Venue	Organizer
17 December 2015	Shenzhen	Guoyuan Securities (Hong Kong) 2016 Investment Strategies Conference
3-4 December 2015	Hong Kong	2015 Macquarie Asia Media, Entertainment and Internet Summit Forum
25-27 November 2015	Shenzhen, Guangzhou	CICC Roadshow
16-17 November 2015	Shanghai	CICC Roadshow
11-12 November 2015	Shanghai	Goldman Sachs Investor Conference 2015
10 November 2015	Hong Kong	Daiwa Securities Conference
4-5 November 2015	Beijing	CICC Investment Forum (Beijing) 2015
2 November 2015	Hong Kong	RHB Roadshow
26-30 October 2015	London	NDR

(0268.HK) Information

Closing Price (28/01/2016)	HKD 2.45
52 Wk Range	HKD 2.29 - 6.41
Market Cap	HKD 7.16 Billion
Shares Outstanding	2.91Billion Shares
Listing Date (Main Board)	20/07/2005

2015 Interim Results Review

Revenue	757.98 (RMB' mil)	% of Turnover
-ERP business	676.18	89.21%
-Cloud services business	81.80	10.79%
Gross Profit Margin	79.1%	
R&D Costs of Total Revenue	14.06%	
Net Profit	90.44	
Cash and Sash Equivalents	2294.09	

Contact Us

Kingdee International Software Group Investor Relations & Securities Dept.

Steve Zhang	General Manager	Email : szhang@kingdee.com
Summer Gan	Director	Email : summer_gan@kingdee.com
Yoriko Huang	Assistant Manager	Email : yanni_huang@kingdee.com
		Tel : +86 755 86072591
PRChina Limited		
Emma/Charles	Email : kingdee@prchina.com.hk	Tel : +852 2522 1838

 微信订阅号



 微信服务号

