



Kingdee IR Newsletter

Summary of Operating Activities during the Period

Kingdee seals strategic partnership with Huazhi IMT

On 28 June 2016, Kingdee and Huazhi IMT signed a strategic cooperation agreement. Pursuant to it, both parties will jointly provide smart production solutions to manufacturers in China. Huazhi IMT is a leading domestic smart production solutions provider, in particular top-level design consulting for smart production and lean manufacturing. Kingdee and Huazhi IMT will leverage their respective market experiences, product and service strengths to offer clients comprehensive smart factory solutions, which range from top-level design to project implementation. They will join forces to provide complete smart production solutions to manufacturers.



“Kingdee EAS Realize ‘Internet+Enterprise’ Forum” successfully held in Yading, Chengdu

Kingdee successfully held a summit on the theme of “Managing Businesses with Cloud: Realize ‘Internet+Enterprise’ with Kingdee EAS” in Yading, Chengdu. Senior management from finance, Internet marketing and equipment manufacturing departments of more than 60 companies throughout the country gathered together to explore ways to help traditional enterprises drive business transformation through the Internet, and freely shared their experiences in with each other. Mr. Zhao Yanxi, Assistant President of Kingdee and General Manager of EAS Products Division, said that information technology has reshaped all aspects of the economy. The Chinese industry is entering the "Industrial Internet" era, with Internet being a new driver to enhance the productivity of traditional enterprises.

Kingdee Tianyan shines with ADP release at 20th International Soft China

Kingdee Tianyan Middleware ("Kingdee Tianyan"), China's leading infrastructure software provider, launched its innovative ADP big data platform product ("ADP") at the 20th China International Software Expo ("International Soft China"), which began in Beijing on 26 May. It marks an important step forward for Kingdee Tianyan's strategic development of infrastructure software. As an integral part of the new version of its infrastructure software released in October 2015, ADP received enthusiastic response at the expo.

Kingdee formally joins Cloud Security Alliance

Kingdee International Software Group Company Limited ("Kingdee") has officially become a Chinese corporate member of the Cloud Security Alliance ("CSA") on 20 May. On behalf of the Company, Dr. Zhang Liangjie, Chief Scientist and Senior Vice President of Kingdee, received the certification from the authoritative international organization for Cloud computing. CSA is committed to providing the best secure solutions for the Cloud computing industry. CSA comprises of 10 working groups and has released various research reports, including “Security Guidance for Critical Areas of Focus in Cloud Computing”, "Cloud Control Matrix", “Security Guidance for Critical Key Areas of Focus in Cloud Computing”, and "CSA Cloud Control Model", etc., which have become generally-accepted standards and criteria in the industry. It is committed to helping companies stand out in an increasingly competitive Cloud-based environment.

Kingdee helps colleges to achieve transformation on applied personnel training

Recently, Higher Education Press and Kingdee jointly hosted “Foreseeing Internet + Education - High School Cloud Management Applied Talents and Practical Teaching Seminar” at the Southwest Jiaotong University Hope College Chengdu Faculty. Liu Qingtian, president of Economics and Management Office of Higher Education Press, Professor Chen Yemei, the party secretary and president of Hope College, Sun Hongru, general manager of Kingdee (China) and over 100 experts and scholars from colleges and universities around the country attended the event. They shared the experience of talent cultivation for economic and management application in the Internet+ era, and discussed the establishment of the Cloud management teaching curriculum system.



Kingdee Cloud ERP Boosts the Enterprise Transformation in the Innovation Era

Recently, Kingdee partnered with Amazon and JD.com to host a conference in Guangzhou with the theme “The Future is Here: ‘Managing Business with Cloud’, Enterprise Transformation in the Innovation Era and Kingdee cloud ERP conference”. Sun Yanfei, president of Kingdee (China), delivered a speech about the trend of enterprise transformation in the innovation era, “The future is already here-it’s just not very evenly distributed.” Through the application of THINGS (CloudHub), SERVICES (Kingdee Cloud Service), PEOPLE (Kingdee Cloud ERP), Kingdee is able to help enterprises achieve interconnection and interworking with Cloud.



CloudHub Beats Traditional Office Models with Wang Shi

Kingdee CloudHub 2016 Strategy Conference was held in Beijing on 30 May releasing “CloudHub V7”, which is positioned as a professional mobile office application. Mr. Wang Shi, Chairman of the Board of China Vanke Co., Ltd., attended the ceremony as the spokesperson for CloudHub, embracing the transition from traditional office operation to CloudHub. Mr. Xu Shaochun, the founder of Kingdee Group and Chairman of CloudHub Network Co., said at the launch ceremony that the most important factor of corporate development lies in human resources and corporate culture. Mr. Xu believed that management should promote hassle free communication, sharing, and high-efficient collaboration among employees to beat the traditional office models with new working culture.



Kingdee Cloud ERP helps Coca-Cola enter into the healthy beverages market

Recently, Tencent Technology Company Ltd, one of the largest Internet service portal in China, and China Culiangwang Beverages Holdings Limited, a wholly-owned subsidiary of the world's largest beverage company Coca-Cola, both signed up as customers for Kingdee's Cloud ERP system. After comprehensive internal assessment in February, 2016, Coca-Cola chose Kingdee Cloud ERP, Kingdee's strategic ERP product based on the most advanced mobile Internet technology, in order to establish an asset-light information management platform and achieve a rapid breakthrough in the botanic protein beverage business.

Kingdee and Aisino Establish Strategic Partnership

(May 9, 2016, Shenzhen · China) Kingdee International Software Group Company Limited (“Kingdee”, Stock Code: 00268.HK) is pleased to announce that Kingdee and Aisino Corporation (“Aisino”, Stock Code: 600271.SH) jointly held a press conference and signed a strategic cooperation agreement. The two companies will leverage their advantages in technology and resources and actively explore multi-channel innovative value-added services in the informatization of enterprise taxation management, big data application in taxation, mobile office, shared finance management services, and internet finance.

According to the agreement, the partnership will take advantage of the comprehensive business solutions of invoice management and e-invoicing technology from Aisino, as well as the extensive experience of Kingdee in financial cloud services and big data. The two companies will integrate both ERP and tax management products, providing integrated taxation, finance, risk management and other value-added services to enterprise and business users. Recently, the companies have been focusing on making breakthroughs in tax management and electronic invoicing for the hospitality and real estate leasing sectors, helping users to achieve safe, convenient and efficient taxation information management.



Tencent has signed up for Kingdee Cloud ERP

Recently, Tencent Technology (Shenzhen) Co., Ltd and Kingdee Software (China) Co., Ltd signed a Cloud ERP project agreement. Tencent will build enterprise informationization management platforms through Kingdee Cloud ERP, Kingdee's brand new ERP management software based on the most advanced mobile Internet and Cloud computing technology. The procurement from Tencent involved in a wide scope of businesses including financial, supply chain and e-commerce. It mainly provides management support platforms for the rapid growth of Tencent's innovation business.

Kingdee and Kinco Jointly Release Smart Factory Solution at Hannover

(April 25, 2016, Hannover · Germany) Kingdee Group and Kinco Automation jointly released their smart factory solution at Hannover Messe 2016. The launch was one of the key product debuts of the innovations of "Made in China 2025" at the world's top industrial exhibition stage. The program proposed the idea that "cutting edge smart factory can also be built in city centers", which sparked heated debate at the exhibition. After Hannover Messe, Kingdee and Kinco will cooperate to hold a smart factory solution tour exhibition in Beijing, Shanghai, Guangzhou, Shenzhen, Chengdu, Chongqing and Wuhan and other major cities, enabling users to experience cutting edge smart factory in downtown area.



Selected New Contracts Signed in Q2

Customers	Products	Industry / Sector
Shenzhen Road & Bridge Construction Group Co., Ltd.	EAS	Others
Tianan Cyber Park Group Co., Ltd.	EAS	Construction & Real Estate
Huajing Securities Co., Ltd.	EAS	Conglomerate
Beijing Tianzhu Airport Economic Development Company	EAS	Construction & Real Estate
Hebei Zenyo Building Materials CO., Ltd	Cloud ERP	Construction & Real Estate
Shenzhen Pindao Catering Management Co., Ltd	Cloud ERP	Social Service
Gold Dragon Jewelry Co., Ltd	K/3 WISE	Others
Zhejiang Songtian Automotive Motor System Co.,Ltd	K/3 WISE	Manufacturing
SNC-LAVALIN (SHANGHAI) INTERNATIONAL TRADING CO.,LTD.	K/3 WISE	Social Service

Analyst Reports

Time	Institutions	Rating	Target Price
June, 2016	Nomura Securities	Neutral	HKD2.80
April, 2016	Everbright Securities	Buy	HKD3.71

Investor Conference Calendar

Time	Organizer	Venue
2016/4/11	Everbright Securities Roadshow	Shenzhen
2016/4/12	Everbright Securities Roadshow	Guangzhou
2016/4/13	Everbright Securities Roadshow	Beijing
2016/4/14-15	Everbright Securities Roadshow	Shanghai
2016/4/21	DBS Investor Conference	Hong Kong
2016/5/4	Macquarie Greater China Investor Forum	Hong Kong
2016/5/16-17	BNP TMT Investor Conference	Hong Kong
2016/5/24-26	Morgan Stanley Second Annual China Summit	Beijing
2016/5/27	Shenwan Hongyuan Investor Conference	Xiamen
2016/6/15-16	Macquarie Asia Internet and Media Conference	Beijing
2016/6/29	Essence Securities Investor Conference	Shenzhen

(0268.HK) Information

Closing Price (18/07/2016)	HKD 2.42
52 Wk Range	HKD 2.32 – 4.26
Market Cap	HKD 7.12 Billion
Shares Outstanding	2.91Billion Shares
Listing Date (Main Board)	20/07/2005

2015 Annual Results Review

Revenue (RMB' mil)	1,586.22	% of Turnover
-ERP business	1,395.25	87.96%
-Cloud services business	190.97	12.04%
Gross Profit Margin	81.5%	
R&D Costs of Total Revenue	14.8%	
Net Profit	105.77	
Cash and Cash Equivalents	1,527.61	

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