

Press Release
(For Immediate Release)

Kingdee Joins Hands with SF Express for New O2O Business Mode and SF-Kingdee E-commerce Solutions



(21 July 2015, Hong Kong) Kingdee International Software Group Company Limited (“Kingdee” or “the Company”, Stock Code: 00268.HK) , a leading Enterprise Internet service provider in China, is pleased to announce that the Company hosted a grand ceremony in Shanghai on 10 July to launch its new KIS Flagship V4.0 that enables small and medium-sized enterprises (SMEs) to expand their marketing channels. During the ceremony, Kingdee also announced that the Company will join force with SF Express to launch the “SF-Kingdee E-commerce Solutions” with the goal of providing e-commerce companies with a more stable and efficient software system as well as logistics solutions.

Using “Without KIS, There is No O2O” as the theme, the new KIS Flagship V4.0 was the highlight of the launch ceremony. It seamlessly integrates mobile internet technology, connecting online e-commerce with offline retail stores networks. The new product also helps SMEs to broaden marketing channels and enhance operational efficiency supported by the powerful Cloud Hub Office Platform. Another feature announced during the ceremony was the official launch of “SF-Kingdee E-commerce Solutions”. The new solutions fully integrate the strengths of Kingdee’s KIS Flagship version and SF Express’s



warehousing and smart logistics business, allowing enterprises to connect operational, logistics and workflow management, and reduce transportation and management costs and to conduct e-businesses efficiently.

Mr Xu Shaochun, Founder of Group Kingdee, said: "In the age of logistics informatization driven by Big Data, e-commerce is a vital and growing trend for economic development. The e-commerce solutions developed by Kingdee and SF Express will bring opportunities for the companies to enter the e-commerce market. We will leverage on our respective resources and strengths to provide clients with an integrated smart service in addition to helping e-commerce companies tackle issues such as marketing and warehouse logistics. We are confident that "SF-Kingdee E-commerce Solutions" are well positioned for the growth with all e-commerce businesses."

The End

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 Create 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, "User-first, Small, Beauty, Fast" product and service belief, the Group provides software products and Cloud services for over four million corporates, hospitals and government organizations and for over fifty million users worldwide. Kingdee is currently named the leader in the SME ERP market in China for the eleventh consecutive year.

For further information about Kingdee International, please visit the Group's website at www.kingdee.com.

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