

*(For Immediate Release)*

## **Kingdee International Tops in SME Market Share for a Decade**

(5 June 2014, Hong Kong) Kingdee International Software Group Corporation Limited (“Kingdee International” or the “Group”; Stock Code: 00268.HK), a leading Cloud Management services provider in the Asia Pacific region, is pleased to announce that, according to the latest Sub-regional Semi-annual Report on China’s Enterprises Software Applications issued by International Data Corporation (“IDC”), an authoritative international research institution, Kingdee’s 2013 market share of Chinese small to medium enterprises (“SME”) software application market ranked No.1 for the 10<sup>th</sup> consecutive year. As a leading brand in the ERP market, Kingdee has always maintained its leading position in China’s SME software applications market since 2004, including enterprise resource management (ERM), customer relationship management (CRM) and supply chain management software (SCM). Currently, there are over 4 million Chinese enterprisers using Kingdee’s products and services.

As a leading Cloud Management services provider in the Asia Pacific region, Kingdee began to grasp the industry trends of Cloud Computing in 2011, by conducting research and development for Cloud Management products and services. More importantly, it also gained first-mover advantages in the enterprise Internet business. Currently, Kingdee Cloud Hub ([www.kdweibo.com](http://www.kdweibo.com)), as China’s largest mobile work platform, now recorded over 1.52 million users among 100,000 enterprise customers, maintaining its leading position in China enterprise social networking market. Besides, the new version of Cloud Hub has been unveiled successfully on 28th May at Vanke’s headquarter in Shenzhen and going to bring user a new experience and a new work model.

At the same time, Kingdee has formed a strong and strategic footprint in the enterprises ERP market by relying 60 plus direct managed branch offices and over 2600 sales channel partners. It also continues to strengthen its market penetration in second- and third- tier cites and to enhance service capabilities of its branches and distribution partners. By 2013, Kingdee has over 1 million ERP customers, based on which the Company is accelerating its innovation in mobile internet ERP products. Wise note and Youshang, two products designed for small and micro businesses, recorded over 2.2 million and 0.7 million clients respectively.

Mr. Xu Shaochun, Chairman of Kingdee International, said, “It is good news to Kingdee, and we are very proud to top in SME market share leader for a decade. The launch of first stop 「Cloud Hub Tour」 in Vanke Group last month has also verified our mission of ‘Streamline Your Business Process’ that we have been adhering to and our business strategy of integrating emerging technologies such as Social Networks, Mobile Internet, Cloud Computing and Big Data. With the vision of becoming the world’s leading Cloud Management service provider, Kingdee is proactively facilitating transformation and achieving breakthroughs for more Chinese enterprises in this Cloud era.”

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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 four 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](http://www.kingdee.com).

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