

**Press Release**  
**(For Immediate Release)**

**Kingdee maintains No.1 market share for SME applications**  
**for 11 consecutive years**

(9 June 2015, Hong Kong) Kingdee International Software Group Company Limited (Stock Code: 00268.HK) is pleased to announce Kingdee's market share for the applications for SMEs keeps No.1 in 2014, which means the Company has maintained the leading position for 11 consecutive years. This is another encouraging news after the partnership with JD.com.

International well-known third-party research institute IDC recently released PRC Semiannual Enterprise Applications Tracker (2H2014), which shows that Kingdee maintains the largest market share in the SMEs applications market, extending its leading position for 11 consecutive years. The SMEs applications include Enterprise Resource Management (ERM), Customer Relations Management (CRM) and Supply Chain Management (SCM).

Mr. Xu Shaochun, founder of Kingdee Group said: "it is a great encouragement and recognition as Kingdee successfully maintains the largest market share in the SMEs applications in China. This is attributable to the joint efforts from both the management and the employees. It is also attributable to the solid support from our customers. We will continue to improve services for our customers and continuously expand our market share."

Besides its strong standing in the market for SMEs, Kingdee has also made steady progress in the market for large enterprises. To leverage the new opportunities arising from the "Internet+" policy, Kingdee has formed strategic partnerships with many enterprises including Kingsoft, Amazon and JD.com to accelerate the business transformation to mobile internet. The Company has been ranked one of the top three consulting firms in the fusion of industrialization and informationization promoted by the Ministry of Industry and Information Technology. In 2014, the profit generated from ERP business increased substantially and the revenue from Cloud services rose 86%. Today, Kingdee is providing software products and Cloud services for more than 4 million institutions, including enterprises, hospitals and government departments. The number of users has exceeded 50 million.

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## **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 Creates 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 was named as 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](http://www.kingdee.com).

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