

Press Release (For Immediate Release)

Kingdee International Announces 2012 Annual Results

Achieves Initial Success in Cloud Management Innovation Drives Improvements to Grow Cloud Business

(20 March 2013, Hong Kong) Kingdee International Software Group Corporation Limited ("Kingdee International" or the "Group"; Stock Code: 00268.HK), a leading Cloud Management service provider in Asia Pacific region, is pleased to announce its audited consolidated annual results for the year ended 31 December 2012 (the "Reporting Period"). During the Reporting Period, the Group's turnover decreased by 12.7% year-on-year to approximately RMB1,765 million due to macro-economic uncertainties and one-off costs arising from its proactive adjustment of business structure. Loss attributable to equity holders of the Company for the period was approximately RMB140 million. Nevertheless, the Group's profitability improved in the second year after it proactively carried out a series of measures. It drove cloud management innovations, stepped up efforts to enhance the competitiveness of core products, strengthened customer services and exercised stringent cost control.

Focus on Core Products Amid Changing Market Demand

In face of challenges of declining demand in small and medium-sized business market, the Group optimized the distribution business of KIS and K/3 products, thereby strengthening the core competitiveness of our distribution channels and partners. It gradually established a client-centric and partner-ecosystem model. During the Reporting Period, the Group launched China's first social Enterprise Resources Management product ERP—EASV7.5, which integrated the three major emerging technologies of Cloud Management and making major breakthroughs in enterprise management, mobile social application, personalization and performance upgrade. Meanwhile, the Group signed cooperation agreements with some famous clients, including Shandong Shiheng Special Steel Group, Ningxia Baofeng Energy Group, Hubei Changjiang Radio and Television Media Group and Shaanxi Expressway Group. Mr. Xu Zhihu, CEO of Peak Sport, which is a client of Kingdee, said, "Cloud computing has brought about the IT revolution. The "Social ERP" could help enterprises to fully meet their customized demands, driving their robust development."

Strengthen Customer Services with Robust Growth in Maintenance Revenue

During the Reporting Period, the Group's revenue from maintenance business revenue remained on the uptrend. Moreover, it pushed ahead with the strategic transformation of its maintenance business towards "Cloud + Terminals" model, a new service and operating model which use a Cloud-based platform as its backbone to deliver services to clients through their desktops. It covers tens of

thousands of clients and provides them a one-stop Internet service experience. To meet large and medium-sized enterprises' demand for customized maintenance services, the Group optimized its maintenance solutions and offered a variety of IT service solutions to provide customized services and high value-added maintenance service solutions to clients, hence driving the sustainable growth of maintenance business.

Achieved Initial Success from Cloud Management Innovation

Kingdee Cloud Hub (www.kdweibo.com) has now become China's largest enterprise social networking platform with over 350,000 enterprise users. Its average daily page view (PV) exceeded the total of similar domestic products. In addition, Software as a Service (SaaS) business experienced a strong growth, while the users of YouShang (www.youshang.com) online management services spread across Mainland China, Hong Kong, Macau and Taiwan and other Asia-Pacific regions. It is the largest online accounting SaaS service platform in China with its new paying subscribers at a stable growth of 40%. Kuaidi 100 (kuaidi100.com) product achieved a breakthrough as its single-day PV hit about 10 million times and became the largest courier and logistics information enquiry and service platform in China. It is noteworthy that a series of mobile ERP applications launched by Kingdee have received enthusiastic response from clients since their launch. These ERP allows corporate management to handle their business anytime everywhere through smart terminals. It is a complete different experience from traditional ERP as they don't need a computer or stay at office to handle their business,

Mr. Xu Shaochun, Chairman of Board of Directors of Kingdee International, said, "We believe the worst is over and the spring of the industry is coming. This year marks the 20th anniversary of the Group's establishment. We will re-imagine our business, products and services, realize the goal of "Streamline the Business Process" and create a win-win situation for clients, staff and partners, drive improvements to grow cloud business!"

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About Kingdee International Software Group Corporation Limited

Kingdee International Software Group Corporation Limited (“Kingdee International” 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 one 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.

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