

[Press Release]  
For immediate release

## Kingdee Participates in the Launch of NDRC's "Digital Transformation Partnership Action" with Policies Helping the Growth of Enterprises

(15 May 2020, Hong Kong) **Kingdee International Software Group Company Limited** ("Kingdee" or the "Company"; stock code: 00268.HK) as one of the co-proponents, together with National Development and Reform Commission (NDRC), the National Digital Economy Innovation and Development Pilot Zone, media units and industry leaders, jointly initiated the "Digital Transformation Partnership Action (2020)" online and released "Digital Transformation Partnership Action Initiative". It is Kingdee's new assistance to Small and Medium Enterprises (SMEs) since its launch of "Chinese Enterprise Growth Plan".

The partnership action aims to put effort together to promote the inclusive "Cloud Adoption with Big Data and Intelligence Transformation" and foster a new format for the digital economy. The action focuses on addressing SMEs' problem of "lack of knowledge, flexibility or courage to transform" by building a platform with internal cohesion and excellent services. It also helps promote the inclusive "Cloud Adoption with Big Data and Intelligence Transformation" in a wider and deeper scale by adopting a linkage mechanism of "government leadership-platform empowerment-industry leadership-institutional support-diversified services". As a result, there is a formation of digitalized ecological community for "collaborative innovation and fighting against epidemic, as well as mutual benefits gained from transformation".



Mr. Shen Chongfeng, President of Kingdee Software (China), spoke in the video conference for Launch Ceremony of Digital Transformation Partners Action, "Improving business capabilities through digital transformation has become an inevitable choice for Chinese enterprises. After experiencing the crisis, enterprises will enter into a round of transformation and upgrade, and good enterprises stand out from the crowd in every big change."



Almost all the industries face challenges with the advent of the epidemic, especially SMEs are struggling and under tremendous pressure. In order to speed up the implementation of "Digital Transformation Partnership Action Initiative", Kingdee performs its integrated transformation service capabilities by consolidating its strengths and foundations, enhancing its research and development on digital transformation and generic solutions, launching inclusive products and services for digital transformation, as well as exploring the way to open its resources via mutual sharing. Meanwhile, Kingdee assists SMEs' digital transformation by launching several products and nice services, providing lower costs for digital transformation, shortening the transformation cycle and improving the transformation success rate. Details as below:

1. Provide operational diagnosis for SMEs for free, which includes R&D management, financial management, supply chain management, omni-channel marketing, intelligent manufacturing, human resources management. Assist enterprises to realize the reconstruction of digital marketing ecology, value-oriented supply network and collaboration and management reconstruction. Ensure the improvement of enterprises' digital capabilities. Free Diagnosis for is up to 20,000 times each year.
2. As of 31 December 2020, for SMEs that upgrade or replace old systems and products, Kingdee Cloud will provide a reduction or exemption or a 3-month lease.

3. As of 31 December 2020, Kingdee will provide SMEs with a Kingdee Cloud (public cloud) RMB2000 voucher for cloud adoption, including but not limited to finance cloud, supply chain cloud, intelligent manufacturing cloud, omni-channel cloud and dining cloud.

4. During the COVID-19 period, Cloud-Hub, the intelligent cloud office, provides free services of Cloud-Hub to the first 10,000 customers who are newly registered and got real-name certification, 30,000 minutes of Cloud-Hub intelligent voice conference will be provided for free as well. During the epidemic, for new customers purchasing one-year public cloud services on Cloud-Hub, three-month voice conference services (according to client scale) are provided for free. There is also launch of promoted package for online top-up service for Cloud-Hub video conference.

5. As of 31 December 2020, SaaS application of Yundee industrial Internet platform can be used for 6 months for free, counting from the trial date.

6. Kingdee provides free digital transformation training courses for SMEs to help them improve management and quickly resume operations. Kingdee provided at least 100 offline trainings with more than 10,000 person-times in 30 cities to help SMEs improve digital capabilities and accelerate transformation and upgrade.

Mr. Shen Chongfeng said that, "During this special period, the only way for enterprises to resist risks is to enhance their own competitiveness and find new breakthroughs. The epidemic has raised SMEs' awareness of importance of digital transformation. Kingdee has been exploring enterprise services for 27 years and committed to co-building new businesses, new management and new platforms with Chinese enterprises which are under transformation with cloud services. At the same time, it also encouraged Kingdee to stabilize its cloud transformation continuously in 2020, strengthening platform research and development, as well as expanding customer resources. Kingdee will be committed to serve enterprises, and let the sun shine into every enterprise.

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## **About Kingdee**

Kingdee International Software Group Company Limited (“Kingdee International” or “Kingdee”) was established in 1993. It is listed on the Main Board of the Hong Kong Stock Exchange (stock code: 00268.HK) and headquartered in Shenzhen, the PRC. Adhering to the core values of “Acting in all Conscience, with Integrity and Righteousness”, the Company is committed to helping businesses achieve their growth targets and let the sun shines on every company through dedicated services. It strives to provide them with the most trusted enterprise service platform.

Through persistent efforts to explore China's cloud enterprise service market, Kingdee has retained the largest share in the enterprise application software sector for fast-growing enterprises for fourteen consecutive years, and has grasped the biggest share in the enterprise-grade SaaS ERM software market for three consecutive years. In addition, Kingdee’s diverse cloud services and products are the preferred choices of leading enterprises. They include “Kingdee Cloud· Cosmic” (a digital coexistence platform for large enterprises), “Kingdee Cloud Galaxy” (a digital innovative cloud service platform for fast-growing enterprises), “Kingdee Jingdou Cloud” (one-stop cloud services platform for micro and small-sized enterprises), “Guanyi Cloud” (cloud services for E-commerce operators) , “Cloud-Hub” (intelligent cloud office), “Cargeer” (cloud services for auto dealers) and “Wojia Cloud”(cloud services for property management industry ). With its strengths in management software and cloud services, Kingdee provides services and products to more than 6.8 million enterprises, government agencies and other organizations around the world.

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