

【For Immediate Release 】

Kingdee Launches Cloud Hub Mobile Office Platform for New Work Model

(29 May 2014, Hong Kong) Kingdee International Software Group Company Limited (“Kingdee International” or the “Group”; Stock Code: 00268.HK), a leading Cloud Management services provider in Asia Pacific region, is pleased to announce that the Company’s “Cloud Hub Tour 2014” has been successfully launched on 28 May at the headquarters of Vanke Group in Shenzhen, joined by over 300 corporate executives . Mr. Wang Shi, Chairman of Vanke Group has also sent from London his congratulations for the successfully launch of the new version of Cloud Hub.

Robert Xu, Founder of Kingdee, said: “It took 3 years for the Cloud Hub to transform from a social working space to a mobile office platform. It is not only an important new version upgrade, but also a dual-core action to the internet sector, which will bring user a new experience and a new work model.”

Song Kai, Director of Cloud Hub said: “We are focusing on three aspects of development, namely Mobile Priority, Connecting Office and Eco-platform.”

Mobile First: Initiate interaction with relevant team members for external communication, business and service anytime and anywhere through mobile terminals to achieve the five office scenarios: mobile office, social office, cloud office, elastic office, and robot office.

Connecting Office: Easier start up and setting is allowed under the new version of Cloud Hub’s complete structure. The new version also allows users to start conversation in different group chats, share internal accounts for real-time business information, and instantly share ERP business information through applications, connecting with customers, businesses and services.

Eco-platform : Extend uses of mobile applications according to characteristic of customers, business partners.

The 5 attractive characteristics of New Cloud Hub:

User-friendly : Similar Experience to Wechat, easy start up without training.

Security: Cloud Hub provides remotely erase data and lock-up applications automatically

when losing mobile phones to secure corporate information safety.

Corporate: Allows companies to manage their own applications effectively by business lines and departments for accurate and refined operations, enabling a smarter and agile management.

Connectivity: Provides unified identity certification, simple application module, openAPI and Wechat to make it more convenient for clients to connect with their clients and businesses.

Platform: Adopt APPstore model, integrate third-party simple applications, and allow instant search and usage.

Vanke is one of the first clients of Cloud Hub. According to the personnel in charge of Vanke's IT system, the Vanke WeiV developed based on the new version of Cloud Hub has switched various management services from PC to mobile phones, thus gradually replaces the traditional information portal. Such product not only fosters communication similar to that of Wechat, but also allows uses of simple applications through subscription. Vanke will continue to extend WeiV's applications to project management and construction management, enabling the WeiV platform to become the new production tool and unleashing employees' potential.

Mr. Robert Xu said, "Since its launch in 2011, Cloud Hub has accumulated over 1.5 million corporate users. If Wechat represents a new lifestyle, Cloud Hub is a new work model. *Entering Vanke* is the first stop of the 20 events of *Cloud Hub China Tour* for the year and we expect more Chinese enterprises, which follows the latest trend of internet transformation, to join us for this revolution of work model. Reputable enterprises such as Vanke, Haier and New World Group demonstrate how excellent companies cannot survive without mobile internet. Kingdee's integration of ERP transformation and mobile internet experience has fostered a successful transformation of Chinese enterprises in the internet era.

About Cloud Hub (kdweibo.com)

Cloud Hub, a mobile work platform developed by Kingdee Group for enterprises, creates a new work model which provides an organized corporate wechat and corporate weibo, integrates third-party simple office applications, and helps enterprises connect all employees with business information. Please download for demo:





Mr. Robert Xu (middle), Founder of Kingdee, to light the cauldron

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 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.

Investor and Media Enquiries:

Branden Chen
Kingdee International Software Group Co., Ltd.
Tel: 852-2155 3721
Email: branden_chen@kingdee.com

Terence Wong
PRChina Limited
Tel: 852-2522 1368
Email: twong@prchina.com.hk

Summer Gan
Kingdee International Software Group Co., Ltd.
Tel: 86-755-8607 2596
Email: summer_gan@kingdee.com

Henry Chik
PRChina Limited
Tel: 852-2522 2823
Email: hchik@prchina.com.hk

Yanni Huang
Kingdee International Software Group Co., Ltd.
Tel: 86-755-8607 2591
Email: yanni.huang@kingdee.com

Ivy Lu
PRChina Limited
Tel: 852-2522 1838
Email: ilu@prchina.com.hk