

Press Release

(For Immediate Release)

## Kingdee Cloud ERP upgraded to Kingdee Cloud

***Turning the Traditional ERP Concept Upside Down  
Helping Chinese Enterprises Strive for Excellence***

(5 May 2017, Hong Kong) Kingdee International Software Group Company Limited ("Kingdee" or the "Group", stock code: 268.HK), a leading enterprise Cloud services provider, announced the launch of Kingdee Cloud on 4 May at Peking University, where the "May Fourth Movement" began. The fast-growing Kingdee Cloud ERP product line will be officially upgraded to Kingdee Cloud (<http://www.ik3cloud.com>). Kingdee Cloud provides enterprises with a more convenient and secure enterprise Big Data system, which enables enterprises to grasp more powerful data analytics capabilities. With the mantra of "The sky is the limit", Kingdee believes that everyone can think like a CEO and Kingdee Cloud can help Chinese enterprises to drive their business transformation.



At the launch ceremony, Mr. Robert Xu, the founder of Kingdee, together with Professor Chen Chunhua at the National School of Development of Peking University and other guests smashed the "ERP" and the chairs which symbolized enterprise owners and the identity of the CEO. Furthermore, representatives from some Kingdee Cloud's customers, including Mr. Lin Yeming, Vice President of Finance of Beijing Bikelock Technology Co., Ltd (ofo); Ms. Li Jinling, CEO of Top Ideal Cross-Border EC Supply Chain Services Co., Ltd. and Mr. Li Ran, Vice President of Makeblock Co., Ltd. shared with participants their visionary views at the event on the ways to revitalize enterprises.

At the ceremony, Professor Chen Chunhua shed her insights into the latest developments of organizational environments and functions of enterprises. Her topics covered the following areas: collaboration replacing of division of work, motivation replacing assessments, empowerment replacing control. In the new environment, enterprises have to choose between transformation and elimination. "Change" is the most important asset for enterprises and "willingness to take on challenges" is crucial to them.

According to Mr. Robert Xu, traditional ERP is a complicated process management system. For more than 30 years, ERP vendors around the world have made continuous efforts to revamp this process system in order to enhance its agility. Nevertheless, the operating efficiency and adaptability of ERP has decreased due to increased complexity and redundancy. Therefore, Kingdee believes that the core concepts of ERP should be restructured. With greater decentralization and mobility coupled with enterprise social networking applications and Cloud computing technology, ERP software can provide enterprises with more scalable and economical information services.

The new Kingdee Cloud services incorporate financial Cloud, supply chain Cloud, human resources Cloud, omni-channel marketing Cloud, manufacturing Cloud and Big Data Cloud. Clients can gain access to all of these Cloud services through CloudHub, thereby achieving the mobility, decentralization and socialization of these services. Kingdee Cloud is no longer a complicated process system. Instead, it has become convenient and safe to use, similar to how water and electricity are consumed. It is an enterprise Big Data system which helps enterprises to greatly enhance their data analytics capabilities.

Since 2007, Kingdee has vigorously explored the development of Jingdou Cloud accounting services (formerly known as Youshang.com). On 4 May 2014, Mr. Robert Xu smashed his office computer and announced the launch of CloudHub Mobile Cloud Office to promote the use of mobile office services. On 8 August 2014, he smashed a client's server and announced the launch of Cloud ERP to promote the use of Enterprise Development Cloud Computing and Big Data services.

After three years of business transformation, contribution from Cloud services to Kingdee's total revenue increased to 18%, with the retention rate of Kingdee Cloud customers staying above 90% for two consecutive years. A number of well-known international brands such as Huawei, Tencent and Coca-Cola have signed cooperation agreements with the Group. Moreover, its Cloud services are widely recognized by various innovative companies including bike-sharing company ofo, EHang Ghostdrone, Makeblock, Chaihuo Maker Space and Top Ideal. Kingdee Cloud services not only help traditional enterprises to carry out

Internet businesses and innovate their operating models, but also enable Internet startups to closely link their business systems to the Cloud for rapid business expansion and enhancing their service quality and customer satisfaction.

Mr. Robert Xu said, “Chinese enterprises are digitalizing their operations and redefining their management. In order to adjust to the new work style and lifestyle brought about the digitalization process in the Mobile Internet Age, we have to take up our historical responsibility and take bold steps to accelerate the digitalization process so as to help our clients to discard their obsolete management philosophy, models and tools, and to innovate and reshape their management systems. As a promoter of new management models for Chinese enterprises and a leading enterprise Cloud services provider, Kingdee dares to think and act, dares to be the pioneer in the industry to challenge ourselves, overthrow ourselves, innovate ourselves and vitalize ourselves. The market is ready to embrace Kingdee Cloud services. Let everyone be his own CEO, helping Chinese enterprises to eliminate asymmetric competition, create new management models and systems and strive for excellence.”

~ The End ~

### **About Kingdee**

Kingdee International Software Group Company Limited ("Kingdee International" or "Kingdee") was established in 1993 and is listed on the Main Board of Hong Kong Stock Exchange (stock code: 268.HK). Headquartered in Shenzhen, the PRC, it is committed to the core values of “acting in all conscience, with integrity and righteousness”. Kingdee strives to be the most trustworthy Big Data service provider.

As a leading enterprise Cloud services provider in China, Kingdee retains leadership in ERP sector and has been named the “No.1 ERP solutions provider for SMEs” for twelve consecutive years. Its Cloud services and products are the most preferred choices in the market: Kingdee Cloud (Cloud services for medium and large-sized enterprises), Kingdee Jingdou Cloud (one-stop Cloud services platform for micro and small-sized enterprises), CloudHub (a mobile office platform), Guanyi Cloud (Cloud services for E-commerce). With its strengths in management software and Cloud services, Kingdee provides services to more than 6 million enterprises, government agencies and other organizations around the world. The users of Kingdee products exceed 200 million.

**Investor and Media Enquiries:**

Steve Zhang  
Kingdee International Software Group Co., Ltd.  
Tel: 852-2155 3721  
Email: [szhang@kingdee.com](mailto:szhang@kingdee.com)

Charles Chan  
PRChina Limited  
Tel: 852-2522 1368  
Email: [ckchan@prchina.com.hk](mailto:ckchan@prchina.com.hk)

Summer Gan  
Kingdee International Software Group Co., Ltd.  
Tel: 86-21-61625518  
Email: [summer\\_gan@kingdee.com](mailto:summer_gan@kingdee.com)

Emma Liang  
PRChina Limited  
Tel: 852-2522 1838  
Email: [eliang@prchina.com.hk](mailto:eliang@prchina.com.hk)

Yoriko Huang  
Kingdee International Software Group Co., Ltd.  
Tel: 86-755-8607 2591  
Email: [yanni\\_huang@kingdee.com](mailto:yanni_huang@kingdee.com)

Henry Chik  
PRChina Limited  
Tel: 852-2522 1838  
Email: [hchik@prchina.com.hk](mailto:hchik@prchina.com.hk)