The number of queries of Kingdee's Kuaidi 100 during Singles Day online shopping spree experiences explosive growth

Building a solid foundation for the Group's transformation towards "ERP + Enterprise Internet Services"

(14 November 2013, Hong Kong) Kingdee International Software Group Company Limited ("Kingdee" or the "Group"; Stock Code: 00268.HK), a leading Cloud Management services provider in Asia Pacific region, is pleased to announce that during the Singles Day (November 11) online shopping spree this year, the number of queries of its express package delivery tracking system "Kuaidi 100" on Baidu portal experienced an explosive growth, making it the users' prioritized choice to track their packages.

Online shopping in China has been thriving in recent years. During the Singles Day shopping spree this year alone, major domestic e-retailers achieved sales of more than RMB80 billion. As hundreds of millions of packages have to be processed, online shoppers may need to wait for several days to receive their parcels.

Kingdee launched "Kuaidi 100" in June 2010 to address customers' needs for tracking their packages. This system gathers information from nearly a hundred domestic and foreign major courier companies, such as UPS, TNT, FedEx and SF-Express, and provide users with comprehensive courier query services. "Kuaidi 100" services were available on Baidu portal in 2011. Users simply type in the key words of "express package delivery" on Baidu portal, then filling in the tracking numbers and clicking "Search", they can quickly find out the answers on the webpage. Therefore, they can be free from the complicated query process.

As at 11 November 2013, the number of queries of "Kuaidi 100" on Baidu portal reached 12 billion times. During the "Singles Day" shopping spree in 2012, the query number reached 230 million times, which covered 20% netizens in China.

While recommending this product to customers, Baidu's Chairman Mr. Li Yanhong said, "No matter which logistics service provider you choose to deliver your package, Kuaidi 100 can help you to track its location online."

Mr. Robert Xu, Chairman of Kingdee International, commented, "Kuaidi 100 is a stellar product for Kingdee's expansion of mobile Internet-related operations. Its success lays a solid foundation for the Group's transformation towards 'ERP + Enterprise Internet Services'. The increasing popularity of mobile Internet services and the phenomenal development of social networking, cloud-computing and Big Data technologies will accelerate business transformation of enterprises and the market as a whole. As a leading cloud management products and services provider, Kingdee will take advantage of this valuable opportunity to help more Chinese enterprises to shift towards

Internet-based business."

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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.

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