

**Press Release**  
**(For Immediate Release)**

## **Kingdee Strategically Invests in Yichuang**

### **Further Expand Enterprise Internet Market**

(16 November 2015, Hong Kong) Kingdee International Software Group Company Limited (“Kingdee Software” or “the Company”, Stock Code: 00268.HK) is pleased to announce that the Company has made strategic investment in Yichuang (“kf5.com”), a leading provider of SaaS cloud customer services in China. Through the strategic investment, Kingdee will continue to expand its reach in the enterprise Internet ecosystem. The two parties will leverage each other’s respective strengths to enhance market competitiveness.

Yichuang Cloud Customer Service ([www.kf5.com](http://www.kf5.com)), available online since June 2012, is the pioneer provider of SaaS customer services in China. Yichuang Cloud platform enables the connection to customers via online channels, including WeChat, Weibo, telephone and email, as well as traditional channels. It can collect and provide real-time customer feedback, as well as automatically generates orders and improve the internal coordination and efficient tracking, which collectively would help improve the overall working efficiency by more than 60%. As of today, Yichuang has provided cloud customer services for more than 25,000 enterprises, including Baidu.com, Netease.com, China Telecom and China Mobile.

Yichuang will be an important strategic partner of Kingdee’s “Cloud Hub” platform. The two parties will jointly help more traditional Chinese enterprises complete their Internet+ transformation. Yang Jian, CFO of Kingdee, said, “As more and more enterprises extend their business to the Internet, the mode and content of corporate customer services will change substantially. The functions of marketing, sales and after-sales services will be gradually transformed to be cloud-based. Looking ahead, we will focus on 2B businesses and continue to look for more enterprise cloud service partners like Yichuang to support in a variety of ways the growth of Chinese enterprises, facilitate their complete transformation for the Internet+ era. ”

~The End~

## **About Kingdee International Software Group Corporation Limited**

Kingdee International Software Group Company Limited (“Kingdee” or the “Group”; Stock Code: 00268.HK) was founded in 1993 and headquartered in Shenzhen, PRC. With “Let Data Drive Success” as its mission, “The Most Reliable Big Data Service Provider” as its vision and “Walk on ZHENGDAO (right track) and Walk by WANGDAO (noble way)” as its core values, “User-first, Small, Beauty, Fast” product and service philosophy, the Group provides software products and Cloud services to over four million corporates, hospitals and government organizations and over fifty million users worldwide. Kingdee International has been ranked by IDC as the leader in the SME ERP market in China for 11 consecutive years.

For further information about Kingdee International, please visit the Group’s website at [www.kingdee.com](http://www.kingdee.com).

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