

Press release

(For Immediate Release)

Kingdee Annual Customer Conference Successfully Held Helping Enterprises to Achieve “Internet+ ” Transformation



(Xu Shaochun, the Founder and CEO of Kingdee Group attended the annual customer conference and delivered keynote speech)

(9 November 2015, Hong Kong) Kingdee International Software Group Company Limited (“Kingdee” or “Group”, Stock Code: 00268.HK), a leading provider of enterprise internet services in China, successfully held its annual customer conference in Beijing on 6 November. Kingdee also released the ‘Cloud Hub open platform strategy’ at the conference. The Strategy seamlessly integrates the concepts of ERP+ connection, intelligence, innovation, aiming at providing solutions for traditional enterprises to solve transformation issues. Long Yongtu, Chief Negotiator for China’s WTO Accession, Dong Mingzhu, President of Gree Electric Group, Zhang Chen, Vice President of JD Mall, Xu Shaochun, the Founder and CEO of Kingdee Group attended the event and delivered keynote speeches to share their views on economic development and enterprise transformations. More than 2000 entrepreneurs and executives participated in the event.

Xu Shaochun delivered his keynote based on the theme of ‘Traditional Enterprises to achieve Internet+ Transformation’. Mr. Xu said “In order for traditional enterprise to achieve transformation, they should first open up to connect users, employees and business partners. The nature of the connection is accessibility. He highlighted that enterprises need to closely connect to mass users, maintaining their users with innovative marketing and services, then convey the demands from user to internal employees to provide more innovative products and services. Enterprises should also

connect and collaborate with upstream and downstream partners to establish a win-win bilateral ecosystem and improve the efficiency of supply chain to provide products and services to customers directly.

Intelligent manufacturing is another major factor in enterprise transformations. Currently, the number of Kingdee K/3 users in intelligent manufacturing field has exceeded 15 million. The Company will strengthen the integration of intelligent software services and equipment. Mr. Xu said that the products will be the basis of automation in the future which are created through intelligent factories and management. The essence of intelligence is ultimately user data analysis. It is one of the most important characteristics of the mobile Internet era.

Innovation is the last factor of transformation. Mr. Xu believed that connection is data exchanging, intelligence is data analyzing, and innovation is data application. Enterprises can remarkably upgrade their value through the innovation of business model and management culture. Mr. Xu shared his successful and innovative business model for Kingdee. The Company set up an internet financial subsidiary in May. After obtaining the authorization from its customers, Kingdee has used the mass data resource to provide fast and efficient lending credentials.

PISEN Group, CRRC Zhuzhou, Haier Group and other Kingdee users also shared their different transformation case studies at the meeting. Zhao Guocheng, Chairman of PISEN Group demonstrated how to achieve O2O transformation by connecting with users and improve internal coordination efficiency. Zhao Guocheng said that PISEN can easily connect to their e-commerce entrepreneurs and other channel users, following up order processes swiftly and achieving closed-loop business integration with the assistance of Kingdee EAS. In the Cloud Hub light applications platform, PISEN can access business information in real-time and make decision rapidly. It has significantly improved workflow efficiency.

Looking ahead, Mr. Xu said, "Cloud Hub is the core strategy of Kingdee Cloud. Cloud Hub is not only a support platform for business innovation. It is also an open platform for connections and partnerships." At the event, Cloud Hub announced to partner with Kingsoft WPS, Didi Taxi, Agora, Coremail and other leading manufacturers to build an enterprise Internet services ecology and cooperate in the field of mobile network. The companies will help Chinese enterprises achieve the mobile Internet transformation through the integration of products, technical capacity, resources and industry experience.

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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 Create Values” as its mission, “Build the Biggest Enterprise Big Data Cloud in China” 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 belief, the Group provides software products and Cloud services for over four million corporates, hospitals and government organizations and for over fifty million users worldwide. Kingdee is currently named the leader in the SME ERP market in China for the eleventh consecutive year.

For further information about Kingdee International, please visit the Group’s website at www.kingdee.com.

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