

Press Release

(For Immediate Release)

Connect to Cloud: Accelerate Enterprise's Mobile Internet Transformation

(30 October 2014, Hong Kong) Kingdee International Software Group Corporation Limited ("Kingdee International" or the "Group"; Stock Code: 00268.HK), a leading Cloud Management services provider in Asia Pacific region, today announced that "the 4th Annual Chinese Management World Forum" (the "Forum") was held in Beijing. Over 1,500 politics, business, and academic elites joined this event focusing on Cloud and the Internet transformation of Chinese enterprises. Attending guests including Professor Chung Siwei, Vice-Chairman of the 9th and 10th Standing Committee of the National People's Congress, Mr. Long Yongtu, Chief Negotiator of China's WTO Accession and Chairman of the Forum, Mr. Wu Hequan, Academician of the Chinese Academy of Engineering and Director of the Executive Council of Internet Society of China, Mr. Wang Shi, Chairman of China Vanke Company Limited, Mr. Xu Shaochun, Chairman of Board of Directors of Kingdee International, and Mr. Xiong Xiaoge, Founding Partner of IDG Venture Capital Fund.

The main Forum objective is to explore the innovative management during the Internet age. "The emergence of Mobile Internet will have a profound impact and will act as a great catalyst in the promotion of the methods, practices and philosophy of management," said Mr. Cheng Siwei.

"We have already put ourselves in a new era, with new economic environment and business models; the emerging new ideas of management and Internet trend will provide creative initiatives and equal opportunities for each of us." added Mr. Long Yongtu.

Connecting to Cloud is the path for enterprises to achieve Mobile Internet transformation. It helps enterprises to build up internal and external connections with the Internet, as well as commencing organizational, cultural and innovative changes and forming a new economic system with unlimited potentials. These connections can be created with end customers, communication suppliers, partners, employee without distance limitation. It can create rich value-added services, and generate a brand new revenue model.

Mr. Xu Shaochun, Chairman of Board of Directors of Kingdee International, said "In the future, enterprises should focus on different aspects of internal and external connections instead of the scale of the enterprises. Moving from B2B to B2B2C and achieving Mobile Internet transformation, under the Cloud platform, it is more important to connect and share information rather than analyze isolated islands of

information. In the era of subversion and reconstruction, connecting to Cloud enables innovations to become management “norms” and is the secret to achieve continuous growth for enterprises.”

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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 “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 four million corporate 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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