

(For Immediate Release)

Kingdee KIS Flagship Version V3.0 Is Launched to Help Small-sized Enterprises to Enhance Competitiveness in an All-Round Way

(15 September 2014, Hong Kong) Kingdee International Software Group Company Limited (“Kingdee International” or the “Group”; Stock Code: 00268.HK), a leading Cloud Management services provider in Asia Pacific region and China, announces that Kingdee KIS flagship V3.0 has been grandly launched recently in terms of Kingdee KIS product line with focuses on optimizing and enhancing product structure, e-commerce and mobile application. Carrying on the philosophy of “All-round • Fine • Efficient • Stronger Profitability”, Kingdee KIS flagship V3.0 aims to provide small-sized enterprises with information management tools covering enterprise synergy, e-commerce, supply chain, finance, manufacturing, human resource, which means those small-sized enterprises are speeding up to develop an operating management platform featuring multi-channel distribution, multi-workinglocations, multi-enterprise synergy and multi-terminal application.

Integrated Financial Operating Online to Offline

Although most small-sized enterprises used to rely on conventional offline marketing, the rising cost and falling profit are driving those enterprises to set up their online stores, giving rise to a new problem of unsmooth operating management as a result of the separationbetween those online stores and EPR system.

In response to the problem, Kingdee KIS flagship version has integrated the e-commerce management system with major e-commerce platforms such as Tmall (天貓), Taobao (淘寶), JD (京東商城), Yihaodian (1 號店), Dangdang (當當網), VIP (唯品會), Amazon (亞馬遜), Taobao Distribution (淘寶分銷) and 1688, therefore offering seamless integration of foreground e-commerce with background ERP, realizing integrated financial and supply chain management online to offline and helping those small-sized enterprises to swiftly and smoothly shift from conventional offline marketing to online marketing.

The e-commerce management system for Kingdee KIS flagship version provides stronger e-commerce operating support from pre-sales, sales and after-sales period to financial accounting analysis by backing e-commerce enterprises with over 10,000 daily orders, integrating e-commerce key features such as promotion strategy, delivery strategy, integrated weighing, selected goods inspecting, electronic waybills, inventory synchronization, smart replenishment, logistics and reconciliation to cater to varied demands of more customers.

“Kingdee KIS flagship V3.0 has benefited us in two aspects. The first is about weighing. Now the reading of a product’ weight can be precisely identifiedonce it is well packed on a scale and its waybill is scanned; the second is about signing for return of a product. It is more efficient and convenient that return of quality and inferior-quality products can be signed at the same time

after the processes are optimized. Those improved aspects have made our work online more efficient and more accurate.” expressed by Taiyuan Yingze Rudy Marilyn Apparel Shop (太原迎澤露迪瑪莉蓮服飾店).

Easy Mobile Working Anytime

Over the past, working has been tied to the particular environment where an office and desktop computers are a must. Once out of the office, an employee cannot carry out his work. It is usually very time and labor consuming for an employee to rush to the office for checking documents and reporting to his boss after answering the boss’s phone.

Now, the operating aide of Kingdee KIS flagship version allows customers to have easy access to information like operating reports, cash flow analysis, receivables, and age of receivables, sales analysis, inventory analysis and so on via a smart phone. Kingdee KIS flagship version sales aide, through mobile internet, can help conduct customer inquiries and commodity enquires, place sales orders, write bills of sales and historical documents and so on at any time and any place. Meanwhile, Kingdee KIS flagship version has integrated WeChat platform to support simple applications targeting dealer portals such as order placement through WeChat and message notification, mobile approval, inventory enquires, e-commerce mobile allocation of goods and operating newsflashes, which allows those customers to conduct work from place to place in a convenient, efficient way and control enterprise economic lifelines at any place and any time by using a smart phone.

“The promotion management (SPM) function and the smart goods replenishment (SGR) function of the product have contributed a lot to our company. The SPM function focusing on services bundles has allowed us to avoid selecting giveaways by hand and enhanced the accuracy and efficiency of sending giveaways; the SGR function has reduced our workload by replacing previous manual work with automatic goods replenishment.” said the person in charge of the Guangzhou Mountaineer Leatherwear Ltd. (廣州市登高者皮具) after using the product.

Xu Shaochun, chairman and chief executive officer of the board of director of Kingdee International Software Group Company Limited, said, “Although there are uncertainties in economic transformation and economic recovery, a new generation of information technologies including e-commerce, social networks, mobile internet and cloud computing will be the powerhouse for small-sized enterprises to gain the power to re-grow. Kingdee KIS flagship version that has brought all those new technologies together will in no doubt create a brand new future for those small-sized enterprises in a mobile internet era.”

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About Kingdee International Software Group Company 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, “Be the leading Cloud Management services provider in the world” as its vision, 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 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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