

## **Corporate Profile of Kingdee International Software Group Co., Ltd.**

Kingdee International Software Group Company Limited ([www.kingdee.com](http://www.kingdee.com)) is a listed company on the Main Board of the Hong Kong Stock Exchange (HK Stock Code: 268). It is a leader in the China software industry, a distinguished enterprise management software and middleware provider in Asia-Pacific region and a world renowned online management and e-business application solution service provider. Its mission is to lead advancement of management model of enterprises, encourage e-business and enable customers' success. Currently, Kingdee provides informatization services to over 500,000 enterprises, government departments and organizations around the world. It has been recognized by IDC as the biggest player in SME management software market in China in terms of market share for four consecutive years and as the Best SME in Asia by Forbes Asia for two consecutive years. Further, it has been recognized by Gartner as one of the 19 major Next Generation SOA service providers in the world. In 2007, IBM and Lehman Brothers jointly invested in the Group and became its strategic shareholders. Kingdee and IBM have also formed global alliance, cooperating in various aspects, including SOA, marketing and sales, consultation and application management services (AMS) and software as a service (SaaS), etc.

Headquartered in Shenzhen, China, Kingdee International Software Group Company Limited was founded in August 1993, and publicly listed on the Main Board of the Hong Kong Stock Exchange on 20 July 2005. The affiliates of the Group include Kingdee Software (China) Company Ltd., which focuses on management software market in Mainland China; Kingdee Mobile Internet Technology Co., Ltd, which aims to provide online management and e-business service ([www.youshang.com](http://www.youshang.com)); Kingdee International Software Group Company (H.K.) Ltd., which targets the market of Asia-Pacific region besides mainland China; Shenzhen Kingdee Middleware Company Ltd., which is specialized in middleware business, and etc.

The Group has established 3 Software Parks respectively in Shenzhen, Shanghai and Beijing. It has 40 branches engaging in selling software products and providing services, as well as over 1,300 business partners for consulting, technology, implementation service and distribution. Kingdee's sales network spans across four regions, namely Southern, Eastern, Northern and Western China, covering a total of 261 cities and districts. The Group employs about 3,800 staff serving more than 500,000 customers around the world, including Mainland China, Hong Kong, Taiwan, Singapore, Malaysia, Indonesia, Thailand, etc.

The Group has made many “first” in China software industry. It developed the first WINDOWS-based accounting software and small enterprise management software (Kingdee KIS), the first pure Java-based middleware product (Kingdee Apusic and Kingdee BOS) and the first three-tier ERP system (Kingdee K/3). Currently, the Group owns three ERP products. They are K/3 and KIS, which mainly target at small to mid-size enterprises, and EAS for mid-size to large enterprises. The ERP products facilitate enterprise financial management, supply-chain management, customer relationship management, human resources management, knowledge management and business intelligence gathering, etc. They also enable collaboration among enterprises and integration with e-business applications.

Providing timely response to customer requests and offering all-life-cycle service has been the driving force for the Group. It is the strategic goal of the Group to build a strong software team in China that can provide excellent software services and create values to customers. Working together with customers, the Group will promote the China management model to the world, with its long-term vision to become a leader in the global enterprise management software and e-business service market.