

[Press Release]

For Immediate Release

The Strategic Cooperation between Kingdee and Focus Media Network further escalates

On October 16, Kingdee Software (China) Co. Ltd, a subsidiary of **Kingdee International Software Group Company Limited** (“Kingdee” or the “Group”; stock code: 00268.HK) signed a strategic cooperation agreement with Focus Media Network at its headquarter. Robert Xu, Chairman and CEO of Kingdee Group, Jason Jiang, Chairman of Focus Media Network and Zhang Yong, Senior Vice President of Kingdee Group etc. attended the signing ceremony. Both parties will give full play based on their advantages. They will improve digital capability in market insight, information planning, business solutions, marketing customer access and other aspects by focusing on digital marketing, enterprise management cloud services and other fields, to help enterprises to win with the power of digital technology in the future.





At the signing ceremony, Jason Jiang, Chairman of Focus Media Network said, “Through the accelerated transformation of digitalization, Focus Media Network has evolved from the most important entrance of offline inflow that boosts branding, to a key platform that integrates all-rounded marketing and improves brand and consumer equity. Focus Media Network and Kingdee have been partners for more than a decade. We believe that through this strategic cooperation, we will further make use of both advantages. Kingdee has accumulated a lot of technology and experience in the field of enterprise digital management, which will help Focus Media Network to speed up digital transformation and channel development.”

Robert Xu, Chairman and CEO of Kingdee said, “Kingdee and Focus Media Network have worked together for 14 years, this cooperation is a new leap in the era of new technology. We are not only a combination of strong enterprises, but also gives the future full of imagination. Kingdee Cloud Cosmic is a new generation of enterprise cloud service platform created by using cloud native technology, which supports domestic autonomous control with full technology stack. We will do our best to invest and coordinate resources of all parties, carry out in-depth and sustainable cooperation to create a win-win situation. And we will contribute to the digital transformation of Focus Media Network.”

Kingdee Cloud Cosmic works with Focus Media Network to provide the first enterprise cloud service platform with autonomous control with a full range of enterprise-level SaaS and PaaS services. Technology including Packaged Business Capability has been designed in advance. It uses micro-service structure, DevOps, distributed technology and so on to provide a strong business capability for enterprise digitization. Focus Media Network – Kingdee Cloud Cosmic platform will provide technical support for Focus Media Network to build financial cloud, HR cloud, procurement cloud, supply chain, etc. It will further accelerate the informatization construction of Focus Media Network, make use of the power of digital technology and enhance competitive edges in the future.

~The End~



About Focus Media Network

Focus Media Network was established in 2003 and created the first elevator media advertising model. In 2005, Focus Media Network became the first Chinese advertising media listed on NASDAQ and was included in NASDAQ 100 Index in 2007. In 2015, Focus Media Network returned to A-Share with a market capitalization of over 100 billion and became the No.1 media stock in China. Its success attributing to knowledge of elevator scenario, which is an infrastructure of the city. The daily life scene of elevator represents four elements: mainstream crowd, inevitability, high frequency, and low interference. And these four elements are the core scarce resources that can blast a brand. Today, there are 400 million city residents, and 300 million of them watch Focus Media Network every day. Focus Media Network elevators cover more than 230 cities, more than 2.6 million elevator terminals, 700 million daily arrival of the city's mainstream population. It is rated as "The Best Brand Booster Media in Chinese Advertising".

About Kingdee

Kingdee International Software Group Company Limited ("Kingdee International" or "Kingdee") was established in 1993. It is listed on the Main Board of the Hong Kong Stock Exchange (stock code: 0268.HK) and headquartered in Shenzhen, the PRC. Adhering to the core values of "Acting in all Conscience, with Integrity and Righteousness", the Company is committed to helping businesses achieve their growth targets and let the sun shine on every company through dedicated services. It strives to provide them with the most trusted enterprise service platform.

Through persistent efforts to explore China's Cloud enterprise service market, Kingdee has retained the largest share in the enterprise application software sector for fast-growing enterprises for 16 consecutive years according to IDC, and has grasped the biggest share in the enterprise-grade SaaS Cloud services industry in China for the second years, held the largest market share in SaaS ERM



(Cloud ERP) and Financial Cloud for four consecutive years. Kingdee is currently the only SaaS cloud service provider of Chinese enterprises selected into Gartner's market guide.

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