证券代码：002410 证券简称：广联达

**广联达科技股份有限公司投资者关系活动记录表**

 编号：078

|  |  |
| --- | --- |
| **投资者关系活动类别** | √特定对象调研 □分析师会议□媒体采访 □业绩说明会□新闻发布会 □路演活动□现场参观□其他 （请文字说明其他活动内容） |
| **参与单位名称及人员姓名** | Morgan Stanley Arun KapoorJ.P.Morgan 尉丰华上述参会人员按照规定签署了调研承诺函。 |
| **时间** | 2019年9月10日14:00—15:30 |
| **地点** | 广联达二期大厦424会议室 |
| **上市公司接待人员姓名** | 董事会秘书助理 朱娜娜 |
| **投资者关系活动主要内容介绍** | **Q1、公司基于什么样的考虑开始了数字造价业务云转型？**答：在License模式下，数字造价业务收入来源于产品新购和升级费的收取，受行业周期性影响较大，当新开工项目多的时候，造价软件的新购和升级率会较高，业绩也会相应变好。在SaaS模式下，收入来源于存量用户续费及增值服务费的收取，这种情况能有效平滑行业周期性给业绩带来的影响，同时也能有效地解决盗版问题，增加付费用户基数。谢谢。**Q1：Why does Glodon want to transform the Construction Cost business to SaaS model?**A1：Under License model, the Construction Cost revenue comes from new buyers and upgrade fee, which will be impacted by new projects. But under SaaS model, the Construction Cost revenue comes from annual fee and value added services, which will smooth specific year’s project impact. At the same time, the SaaS model allows cost engineers use the latest version of our products all the time, and it is a good solution to piracy issue. Thank you.**Q2、数字施工业务有没有受到盗版困扰，公司对该业务的前景怎么看？**答：与数字造价业务的产品相比，数字施工业务产品的量级更重，价格更高，并且针对不同的项目，客户购买的产品也有差异。整体来看，目前数字施工业务的发展阶段不像成熟的数字造价业务，所以目前盗版较难。前景方面，中国城市化进程还未结束，每年新开工项目的涨幅趋稳，但数量持续增长；同时施工企业的数字化程度较低，市场空间很大。数字施工业务目前处在市场拓展初期的后半段，盗版和竞争还不是主要矛盾，把产品和业务做扎实，满足客户的需求最重要。谢谢。**Q2：Does the Construction Management products plagued by piracy issue？ what’s the prospect of the market?**A2：The Construction Management products are heavier and more expensive than the Construction Cost products, different customers might also buy different modules. Construction cost is a mature business which mainly focus on one job level, so it faces piracy issue. Construction management business is still a growing business, and will impact many job levels, so it is hard to make a pirate version. About the prospect, total projects under construction is keeping a relatively stable growth rate. Considering the digitalization of construction industry is at the initial stage of the market expansion,currently the piracy issue and competition issue is not the main problem, what we are focusing now is to make our products better, to bring real value for our customers. Thank you.**Q3、请介绍一下公司的海外业务。**答：海外业务主要分为两部分：一是欧美市场，此前我们收购了芬兰的Progman，该子公司后更名为MagiCAD，向欧美市场提供专业的机电工程一体化产品及服务，该类业务发展相对成熟，增长态势平稳；另外在东南亚市场，我们提供本土化的造价软件产品Cubicost，处于市场拓展前期。谢谢。**Q3：Please introduce the overseas business.**A3: the overseas market is relatively stable.There are 2 main parts:1. EU&US market. We acquired Progman in Finland, and changed the name to MagiCAD. MagiCAD mainly focus on MEP design.
2. SEA market.We mainly offer Construction Cost products which is called Cubicost.
 |
| **附件清单（如有）** | 无 |
| **日期** | 2019年9月10日 |