

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：080

投资者关系活动类别	<input checked="" type="checkbox"/> 特定对象调研 <input type="checkbox"/> 分析师会议 <input type="checkbox"/> 媒体采访 <input type="checkbox"/> 业绩说明会 <input type="checkbox"/> 新闻发布会 <input type="checkbox"/> 路演活动 <input type="checkbox"/> 现场参观 <input type="checkbox"/> 其他（请文字说明其他活动内容）
参与单位名称及人员姓名	Seafarer Capital Management                                      Kate Jaquet Aubrey Capital Management    Stephanie Li Aubrey Capital Management    Andrew Dalrymple 上述参会人员按照规定签署了调研承诺函。
时间	2019年9月18日 09:00—10:00
地点	广联达二期大厦 301 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	<p><b>Q1、建筑行业周期如何影响公司的数字造价业务？</b></p> <p>答：数字造价业务在 License 模式下的收入主要来自新购与升级，业绩与每年新开工项目的相关度较高，受行业周期性影响较大。转云后在 SaaS 模式下，收入主要来自存量用户支付的年费以及部分增值服务费，可以平滑行业周期性变化给公司业绩带来的影响，使公司收入更加稳定。谢谢。</p> <p><b>Q1: How does Glodon' s construction cost business impact by construction industry projects?</b></p> <p>A1: Under License model, construction cost business revenue mainly comes from new buyers and upgrade fee,</p>

which will be impacted by new construction projects. While under SaaS model, the revenue mainly comes from the annual fee and value-added services, which will smooth specific year's project impact and make our revenue more stable. Thank you.

**Q2、公司数字造价业务如何分地区进行云转型？**

答：数字造价业务分四批进行云转型。2018 年之前是第一、二批业务体量较小的 11 个地区进行云转型；2019 年是第三批业务体量较大的 10 个地区进行云转型，北上广等一线城市都在这一批次；预计 2020 年是最后一批地区进入云转型。每个地区完成转型需要约 2 年时间，2019 年是数字造价业务云转型的关键之年，整个转型进入平稳期预计要到 2021 年左右。谢谢。

**Q2: How does Glodon take SaaS transformation for construction cost business?**

A2: We divide the SaaS transformation of construction cost business into four batches. Before 2018, the first and second batches took place in 11 regions with small volume of business. In 2019, 10 regions with large volume of business began the third batch of SaaS transformation, tier 1 cities such as Beijing, Shanghai and cities in Guangdong are also in this batch. We expect the last batch of SaaS transformation will take place in 2020. For each region, it may take 2 years to finish SaaS transformation, 2019 is the most challenging year for us, the SaaS transformation are expected to be into a stable period around 2021. Thank you.

**Q3、公司如何发展数字施工业务？**

答：2016年，公司为激活施工业务各产品线的经营活力，尝试了成立子公司独立运作的模式。但子公司带来施工业务快速增长的同时，也产生了各自为战、不能有效协同等问题，所以公司在2018年开始对数字施工业务进行战略整合，收回子公司股权，整合施工产品，统一渠道及品牌。受整合影响，数字施工业务在2018年的增长有所放缓。2019年6月，数字施工业务发布了数字项目管理（BIM+智慧工地）平台，以“平台+组件”的产品形式满足处于数字化转型不同阶段的施工企业需求。谢谢。

**Q3: How does Glodon develop construction management business?**

A3: In 2016, Glodon tried to set up several subsidiaries in order to activate the operation vitality of construction management business. Though the business grew rapidly in this way, we also face some problems like different subsidiaries can't achieve effective coordination. Therefore Glodon integrate the subsidiaries in 2018 and unify products, channels and the brand. That's also why Construction management business grew slowly in 2018. In June 2019, we released new project management platform (BIM construction + smart construction site) to satisfy different customer needs in the form of "platform + modules". Thank you.

**Q4、请介绍一下公司的海外业务。**

答：海外业务主要分为两部分：在欧美市场，我们收购了芬兰的Progman，后更名为MagiCAD，向欧美市场提供专业的机电工程一体化产品和服务，该类业务发展相对成熟，增长态势平稳；在东南亚市场，我们提供本土化的造价产品Cubicost，

	<p>目前处于市场拓展前期。谢谢。</p> <p><b>Q4: Please introduce the overseas business.</b></p> <p>A4: There are 2 main parts:</p> <ol style="list-style-type: none"><li>1. EU&amp;US market. We acquired Progman in Finland, and changed the name to MagiCAD. MagiCAD mainly focus on MEP design and related services. It is a mature business.</li><li>2. SEA market. We mainly offer Construction Cost products which is called Cubicost. The market is in early stage. Thank you.</li></ol>
附件清单(如有)	无
日期	2019年9月18日