

Tencent 腾讯

Tencent Holdings Ltd.

Investor Fact Sheet

Introduction

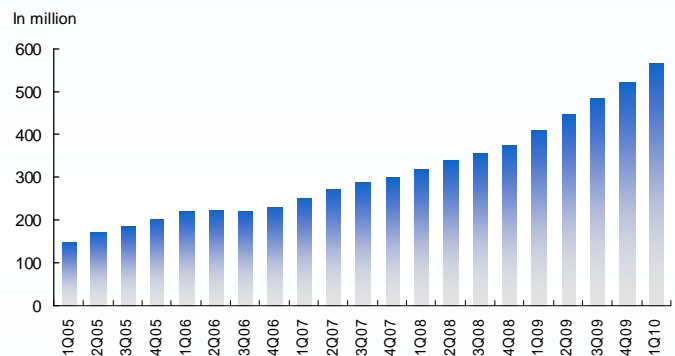
Tencent aims to enrich the interactive online experience of Internet users in China by providing a comprehensive range of Internet and wireless value-added services. Through its various online platforms, including Instant Messaging QQ, web portal QQ.com, QQ Game portal, multi-media social networking service Qzone and wireless portal, Tencent services the largest online community in China and fulfills the user's needs for communication, information, entertainment and e-commerce on the Internet.

Milestones

Nov 1998	Tencent was founded
Feb 1999	Launched instant messaging service – QQ
Aug 2000	Launched mobile and telecommunication value-added services
Jun 2001	Launched Internet value-added services
Sep 2003	Launched QQ Game portal
Dec 2003	Launched portal website – www.QQ.com
Jun 2004	Listed on the main board of Hong Kong Stock Exchange
Dec 2004	Launched advanced casual games
May 2005	Launched multi-media social networking service Qzone
Oct 2005	Launched first self-developed MMOG
Mar 2006	Launched C2C platform Paipai.com and online payment solution Tenpay
Jul 2006	QQ.com became the most popular portal website in China
Apr 2007	Launched new brand strategy and ad campaign
May 2007	Became a constituent of MSCI World Index for Hong Kong
Mar 2008	Qzone active user accounts broke 100 million
Apr 2008	QQ.com became Exclusive Internet Service Sponsor for 2010 World Exposition
Jun 2008	Became a constituent of Hong Kong's Hang Seng Index
Jun 2008	Made investment in India by establishing a JV with MIH
Sep 2009	Launched self-developed search engine SOSO
Mar 2010	QQ IM peak simultaneous online user accounts broke 100 million
Apr 2010	Invested US\$300 million in DST and established strategic partnership

Core Metrics (As of 31 Mar 2010)

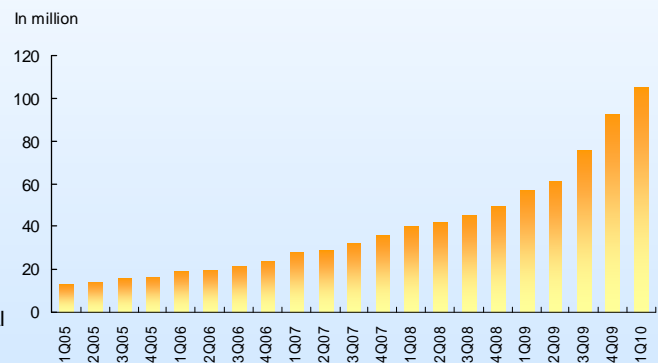
- | 78.0% IM market share, in terms of frequency of use (2008)
- | 568.6 million active IM user accounts
- | 105.3 million peak simultaneous online IM user accounts
- | 428.0 million active user accounts of Qzone
- | 6.8 million peak simultaneous online user accounts on QQ Game portal (for mini casual games only)
- | 59.9 million paying subscriptions of Internet value-added services
- | 23.3 million paying subscriptions of mobile value-added services



Active IM user accounts

* Active user accounts are defined as those who have logged onto the network at least once during the last 30 days.

* Measured at the last two weeks of each period.

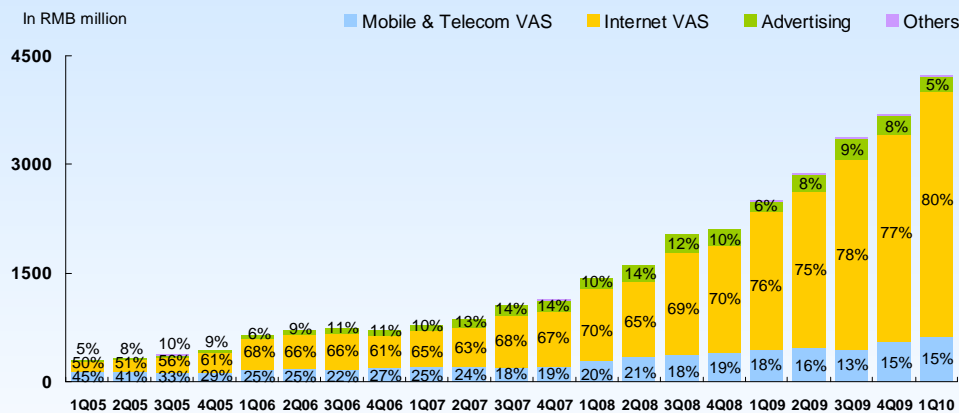


Peak simultaneous online IM user accounts

* Peak recorded for the period



Quarterly Revenues by Segment



Financial Performance

	Year ended 31 December					
	2004	2005	2006	2007	2008	2009
Revenues	1,143,533	1,426,395	2,800,441	3,820,923	7,154,544	12,439,960
Internet value-added services	439,041	786,680	1,825,343	2,513,728	4,914,974	9,530,711
Mobile and telecommunications value-added services	641,190	517,265	700,114	807,645	1,398,984	1,905,599
Online advertising	54,801	112,826	266,684	493,018	826,049	962,171
Others	8,501	9,624	8,300	6,532	14,537	41,479
Gross profit	725,408	956,526	1,983,379	2,703,366	4,984,123	8,550,492
Profit before income tax	463,653	437,055	1,116,771	1,534,503	3,104,895	6,040,731
Profit for the year	441,119	485,362	1,063,800	1,568,008	2,815,650	5,221,611
Profit attributable to the equity holders of the Company	441,119	485,362	1,063,800	1,566,020	2,784,577	5,155,646
Earnings per share-basic(RMB)	0.290	0.274	0.603	0.880	1.552	2.862
Earnings per share-diluted(RMB)	0.284	0.267	0.585	0.853	1.514	2.791

Balance Sheet

(‘000 RMB)

	Year ended 31 December					
	2004	2005	2006	2007	2008	2009
Non-current assets	309,454	763,495	916,138	2,090,312	3,359,696	4,348,823
Current assets	2,553,867	2,663,627	3,734,434	4,835,132	6,495,861	13,156,942
Total assets	2,863,321	3,427,122	4,650,572	6,925,444	9,855,557	17,505,765
Shareholders' equity	2,652,238	2,928,413	3,717,756	5,235,057	7,119,332	12,298,653
Non-current liabilities	-	810	64,969	40,770	644,628	644,033
Current liabilities	211,083	497,899	867,847	1,649,617	2,091,597	4,563,079
Total liabilities	211,083	498,709	932,816	1,690,387	2,736,225	5,207,112
Total liabilities & equity	2,863,321	3,427,122	4,650,572	6,925,444	9,855,557	17,505,765

Stock Exchange Information (As of 30 Apr 2010)

HKSE: 00700

Total number of shares: approximately 1.829 billion

Substantial shareholders: MIH (34.47%), Ma Huateng (11.48%), Zhang Zhidong (3.73%)

For more information

www.tencent.com/ir

Investor Relations Department

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QQ IM Client



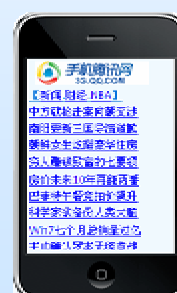
QQ.com



QQ Game



Qzone



WAP Portal