

# Tencent 腾讯

## Tencent Holdings Ltd.

### Investor Fact Sheet

## Introduction

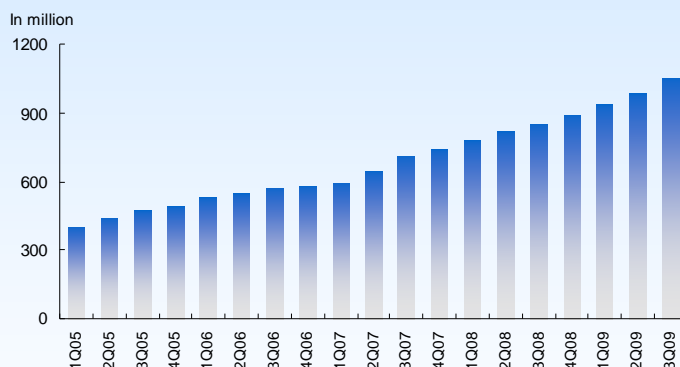
Tencent aims to enrich the interactive online experience of Internet users in China by providing a comprehensive range of Internet and wireless value-added services. Through its various online platforms, including Instant Messaging QQ, web portal QQ.com, QQ Game portal, multi-media social networking 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 – <a href="http://www.QQ.com">www.QQ.com</a>
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 HongKong
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

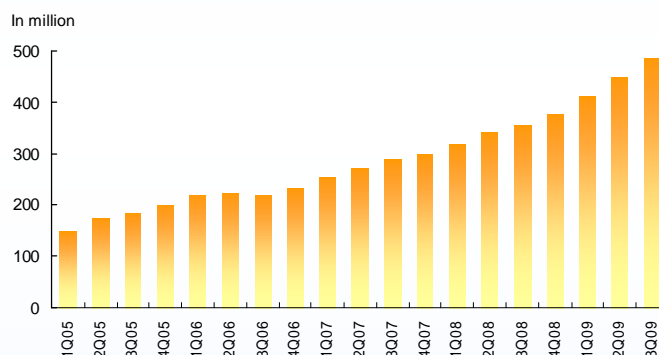
## Core Metrics (As of 30 Sep 2009)

- 78.0% IM market share, in terms of frequency of use (2008)
- 1,057.0 million registered IM user accounts
- 484.9.0 million active IM user accounts
- 75.5 million peak simultaneous online IM user accounts
- 5.7 million peak simultaneous online user accounts on QQ Game portal (for mini casual games only)
- 47.9 million paying subscriptions of Internet value-added services
- 17.7 million paying subscriptions of mobile value-added services



**Total registered IM user accounts**

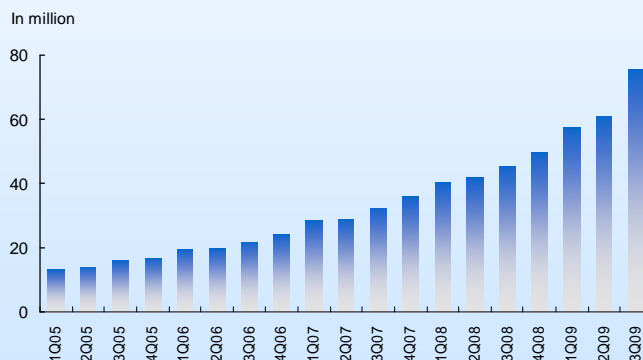
\* measured at the end of each period.



**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.

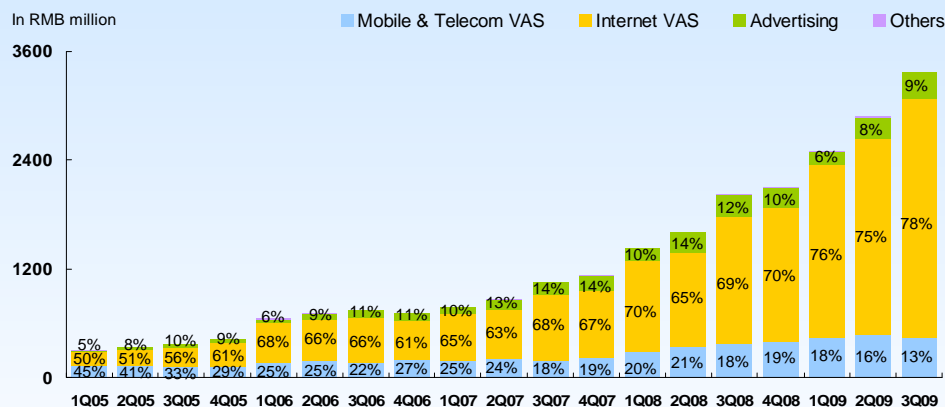


**Peak simultaneous online IM user accounts**

\* Peak recorded for the period



## Quarterly Revenues by Segment



## Financial Performance

('000 RMB)

	Year ended December 31							
	2001	2002	2003	2004	2005	2006	2007	2008
Revenues	49,076	263,107	734,957	1,143,533	1,426,395	2,800,441	3,820,923	7,154,544
Internet value-added services	944	40,819	229,690	439,041	786,680	1,825,343	2,513,728	4,914,974
Mobile and telecommunications value-added services	37,960	198,818	467,369	641,190	517,265	700,114	807,645	1,398,984
Online advertising	7,735	19,188	32,841	54,801	112,826	266,684	493,018	826,049
Others	2,437	4,282	5,057	8,501	9,624	8,300	6,532	14,537
Gross profit	31,032	191,433	505,409	725,408	956,526	1,983,379	2,703,366	4,984,123
Profit before income tax	10,216	143,765	338,209	463,653	437,055	1,116,771	1,534,503	3,104,895
Profit for the year	10,216	140,707	322,196	441,119	485,362	1,063,800	1,568,008	2,815,650
Profit attributable to the equity holders of the Company	-	-	-	-	-	1,063,800	1,566,020	2,784,577
Earnings per share-basic(RMB)	-	-	-	0.290	0.274	0.603	0.880	1.552
Earnings per share-diluted(RMB)	-	-	-	0.284	0.267	0.585	0.853	1.514

## Balance Sheet

('000 RMB)

	Year ended December 31							
	2001	2002	2003	2004	2005	2006	2007	2008
Non-current assets	16,868	38,851	91,139	309,454	763,495	916,138	2,149,872	3,359,696
Current assets	48,674	174,815	484,577	2,553,867	2,663,627	3,734,434	4,835,132	6,495,861
<b>Total assets</b>	<b>65,542</b>	<b>213,666</b>	<b>575,716</b>	<b>2,863,321</b>	<b>3,427,122</b>	<b>4,650,572</b>	<b>6,985,004</b>	<b>9,855,557</b>
Shareholders' equity	48,324	197,950	471,957	2,652,238	2,928,413	3,717,756	5,275,443	7,119,332
Non-current liabilities	-	3,058	988	-	810	64,969	59,944	644,628
Current liabilities	17,218	12,658	102,771	211,083	497,899	867,847	1,649,617	2,091,597
<b>Total liabilities</b>	<b>17,218</b>	<b>15,716</b>	<b>103,759</b>	<b>211,083</b>	<b>498,709</b>	<b>932,816</b>	<b>1,709,561</b>	<b>2,736,225</b>
<b>Total liabilities &amp; equity</b>	<b>65,542</b>	<b>213,666</b>	<b>575,716</b>	<b>2,863,321</b>	<b>3,427,122</b>	<b>4,650,572</b>	<b>6,985,004</b>	<b>9,855,557</b>

## Stock Exchange Information (As of Oct 2009)

HKSE: 00700

Total number of shares: approximately 1.816 billion

Substantial shareholders: MIH (34.70%), Ma Huateng (11.55%), Zhang Zhidong (3.81%)

## For more information

[www.tencent.com/ir](http://www.tencent.com/ir)

Investor Relations Department

Tel: (86-755) 86013388 ext. 87329 Fax: (86-755) 86013546

E-mail: [ir@tencent.com](mailto:ir@tencent.com)

Headquarter address: 38/F., Tencent Building, Kejizhongyi Avenue, Hi-tech Park, Nanshan District, Shenzhen, 518057, P.R. China



QQ IM Client



QQ.com



QQ Game



Qzone



WAP Portal