

Table 1: Tencent Service Offerings

Communications	Monetization	User Base
QQ IM	Free	877.1 million monthly active user accounts (1Q16) 658.0 million monthly active user accounts from smart devices (1Q16)
Weixin & WeChat	Free	762.4 million combined monthly active user accounts (1Q16)

* QQ IM overall MAU is the total number of user accounts that logged in at least once during the last 30 days.

* QQ MAU from smart devices denotes the total number of QQ MAU that logged in via applications on smart devices (iOS, Android) and sent a message, or conducted an activity in Moments, games, etc. during the last month of the quarter.

* Combined MAU for Weixin & WeChat denotes the total number of user accounts that logged in and sent a message, or conducted an activity in Moments, games, etc. during the last month of the quarter.

Value Added Services (VAS): Fee-based VAS registered subscriptions as of 1Q16: 108.4 million

a) Social Networks		
QQ Membership	RMB10 per month	Not disclosed
SVIP	RMB20 per month	Not disclosed
Qzone	Free; monthly subscription fee for VIP privileges (RMB10-20); and items sales from apps on open platform	647.9 million monthly active user accounts (1Q16) 587.8 million monthly active user accounts from smart devices (1Q16)
Tencent Microblog	Free	Not disclosed
QQ Show (Avatars)	Free; Monthly subscription fee for VIP privileges (RMB10); or item sales	Not disclosed
QQ Music	Free; Monthly subscription fee for VIP privileges/Premium content (RMB8-20); or item sales	Not disclosed
QQ Mail	Free	Not disclosed
Video	Free; Monthly subscription fee for VIP privileges/Premium content (RMB20); or item sales	Not disclosed
Sports	Free; Monthly subscription fee for additional NBA Games (RMB30)	Not disclosed
Reading	Free; Monthly subscription fee for VIP privileges (RMB10); or item sales	Not disclosed
Anime and Manga	Free; Monthly subscription fee for VIP privileges (RMB10); or item sales	Not disclosed
Mobile VAS	Monthly subscription fee for VIP privileges (RMB5-15); or item sales (RMB1- 2 per item)	Not disclosed
b) Online Games:		
QQ Game Platform	Monthly subscription fee for VIP privileges (RMB10-15) or item sales	Not disclosed
ACGs	Monthly subscription fee for VIP privileges (RMB10-30) or item sales (See Table 2)	Combined ACU of 7.9 million (1Q16)
MMOGs	Monthly subscription fee for VIP privileges (RMB20 - 30) or item sales; Time-based (See Table 3)	Combined ACU of 1.5 million (1Q16)
Mobile Games	Monthly subscription fee for VIP privileges (RMB10) or item sales	

* Qzone MAU is the total number of user accounts that logged in Qzone at least twice during the last month of the quarter.

Online Advertising

Brand display	Inventories on Tencent Video platform; Tencent News app and plug-ins; QQ.com and verticals; regional portals; QQ IM etc. Pricing mainly by CPM, with a small portion of traffic remain CPD.	1200+ brand display advertisers as of 1Q16.
Performance display	Inventories mainly on social and communications platforms, e.g. Qzone, QQ IM, Weixin Official Accounts, Weixin Moments, and other properties, e.g. Tencent News services, Mobile Ad Network, YingYongBao etc. Pricing mainly by CPC, CPM or CPA through bidding system.	

Table 2: Tencent's Advanced Casual Games (ACGs)

Game Title	Commercial Launch	Developer	Genre	Charging Model	PCU Milestone
Commercialized:					
QQ Tang QQ 堂	1Q05	In-house	Casual style combat	Free; monthly subscription fee for VIP privileges (RMB10); or item sales	N/A
R2beat QQ 音速	3Q06	Licensed	Roller-blade racing	Free; monthly subscription fee for VIP privileges (RMB10); or item sales	N/A
QQ Speed QQ 飞车	1Q08	In-house	Car racing	Free; monthly subscription fee for VIP privileges (RMB10); or item sales	3 million as of 3Q12
QQ Dancer QQ 炫舞	2Q08	In-house	Music and dancing	Free; monthly subscription fee for VIP privileges (RMB20); or item sales	2.6 million as of 4Q12
CrossFire 穿越火线	3Q08	Licensed	First-Person Shooter (FPS)	Free; monthly subscription fee for VIP privileges (RMB30); or item sales	6 million as of 1Q16
A.V.A. 战地之王	1Q10	Licensed	High-end FPS	Free; monthly subscription fee for VIP privileges (RMB30); or item sales	N/A
League of Legends 英雄联盟	3Q11	In-house (Riot Games)	Multiplayer Online Battle Arena (MOBA)	Free; item-based	7.5 million as of 1Q14 globally
Assault Fire 逆战	3Q12	In-house	FPS	Free; item-based	N/A
QQ Dancer 2 QQ 炫舞 2	1Q13	In-house	Music and dancing	Free; monthly subscription fee for VIP privileges (RMB10); or item sales	N/A
NBA2K online	2Q13	Co-developed with Take-Two	Sports	Free; item-based	N/A
Freestyle Football 自由足球	2Q14	Licensed	Sports	Free; item-based	N/A
FIFA Online 3 足球在线	2Q14	Licensed	Sports	Free; item-based	N/A
Age of Gunslinger 枪神纪	3Q14	In-house	Third-Person Shooter	Free; item-based	N/A
Call of Duty Online 使命召唤 Online	1Q15	Licensed	High-end FPS	Free; item-based	N/A
SMITE 神之浩劫	2Q16	Licensed	3D MOBA	Free; item-based	N/A
Pipeline:					
Master x Master 全职大师	TBC	Licensed	3D MOBA	TBC	N/A
Rising Fire 火源计划	TBC	Licensed	FPS	TBC	N/A
Orcs Must Die 兽人必须死	TBC	Licensed	3D TOBA	TBC	N/A
War Thunder 战争雷霆	TBC	Licensed	Third Person Shooting (TPS)	TBC	N/A
Metro Conflict: Presto 重火力	TBC	Licensed	Science fiction theme FPS	TBC	N/A
Three Kingdoms 霸三国 Online	TBC	In-house	Real Time Strategy (RTS)	TBC	N/A
HON 超神英雄	TBG	Licensed	3D MOBA	TBC	N/A
Core Fight 炫斗之王	TBC	Licensed	2D side-scrolling fighting game	TBC	N/A

Table 3: Tencent's Massively Multiplayer Online Games (MMOGs)

Game Title	Commercial Launch	Developer	Description	Charging Model	PCU Milestone
Commercialized:					
QQ Fantasy QQ 幻想	4Q05	In-house	2D Chinese mythology cartoon-style	Time-based; Item-based	N/A
QQ SanGuo QQ 三国	3Q07	In-house	2D light MMORPG, ancient Chinese history storyline	Free; item-based	N/A
QQ Huaxia QQ 华夏	3Q07	In-house	2D hard-core fighting MMORPG	Free; item-based	N/A
Dungeon & Fighter 地下城与勇士	2Q08	Licensed	2D side-scrolling action	Free; monthly subscription fee for VIP privileges (RMB20); or item sales	3 million as of 3Q12
Journey to the Fairyland 寻仙	4Q08	Licensed	3D Chinese mythology water-colour painting style MMORPG	Free; monthly subscription fee for VIP privileges (RMB20); or item sales	N/A
Hero Island 英雄岛	3Q09	In-house	2D fighting cartoon style MMORPG	Free; item-based	N/A
World of Fantasy 幻想世界	2Q10	In-house	2D community-based Chinese fantasy storyline cartoon-style MMORPG	Free; item-based	N/A
World of West QQ 西游	1Q11	Licensed	3D Chinese fantasy storyline cartoon-style MMORPG, based on <i>Journey to the West</i>	Free; item-based	N/A
QQ Xian Xia Zhuan QQ 仙侠传	3Q11	In-house	3D community-based ancient Chinese fantasy MMORPG	Free; item-based	N/A
Lineage 天堂	1Q12	Licensed	2D hard-core fighting MMORPG	Free; item-based	N/A
Legend of Yulong 御龙在天	3Q12	In-house	3D fighting MMORPG, based on ancient Chinese history culture of the Warring States period	Free; item-based	800k as of 3Q13
Legend of Xuanyuan 轩辕传奇	4Q12	In-house	3D fighting MMORPG, based on ancient Chinese mythology	Free; item-based	N/A
Lineage II 天堂 2	2Q13	Licensed	3D fighting MMOG	Free; item-based	N/A
QQ Fairy QQ 仙灵	1Q13	In-house	3D Turn-based casual-type MMOG	Free; item-based	N/A
Asura 斗战神	3Q13	In-house	2.5D action MMORPG, based on ancient Chinese mythology	Free; item-based	600k as of 4Q13
Blade & Sword II 刀剑 2	4Q13	Licensed	3D fighting MMOG	Free; item-based	N/A
Blade & Soul 剑灵	4Q13	Licensed	3D fantasy martial arts style fighting MMOG	Free; monthly subscription fee for VIP privileges (RMB9.8); or item sales	1.5m as of 1Q14
Kritika 疾风之刃	4Q14	In-house	3D cartoon style fighting action	Free; item-based	N/A
Moonlight Blade 天涯明月刀	3Q15	In-house	3D martial arts style MMORPG	Free; item-based	N/A
ArcheAge 上古世纪	3Q15	Licensed	3D fighting MMORPG	Free; item-based	N/A

Monster Hunter Online 怪物猎人 OL	4Q15	Licensed	3D action +hunting MMORPG	Free; item-based	N/A
Pipeline:					
MX 勇者大冒险	TBC	Licensed	ATM (Action, Third Person Shooting, MMORPG)	TBC	N/A
Lost Saga 王牌对决	TBC	Licensed	2D arcade game style action MMOG	TBC	N/A
Iron Knight 刀锋铁骑	TBC	In-house	3D realistic action and combat MMORPG	TBC	N/A
Sura 天刹	TBC	Licensed	3D next-generation high-end fighting MMOG	TBC	N/A
Maple Story 2 冒险岛 2	TBC	Licensed	3D cartoon style MMORPG	TBC	N/A
Path of Exile 流放之路	TBC	Licensed	3D Action RPG	TBC	N/A

Table 4: Tencent's Mobile Games on Mobile QQ/Weixin Games Centre (games released from 2015 onwards)

Game Title	Commercial Launch	Developer	Genre	Charging Model	Milestone
Commercialized:					
WeFire 全民突击	1Q15	In-house	Action	Free; item-based	N/A
Tian Tian Dou San Guo 天天斗三国	1Q15	Licensed	Strategy	Free; item-based	N/A
Quan Min Chuang Tian Xia 全民闯天下	1Q15	Licensed	RPG	Free; item-based	N/A
Dragon Blaze 龙界启示录	1Q15	Licensed	RPG	Free; item-based	N/A
Quan Min PaoPao Da Zhan 全民泡泡大战	1Q15	Licensed	Puzzle	Free; item-based	N/A
Da Nao San Guo 大闹三国	1Q15	In-house	Card	Free; item-based	N/A
Quan Min Zhu Gong 全民主公	1Q15	Licensed	Card	Free; item-based	N/A
MX 勇者大冒险	1Q15	Licensed	ATM	Free; item-based	N/A
Gong Bao Lao Nai Nai 2 宫爆老奶奶 2	2Q15	Licensed	Action	Free; item-based	N/A
Wequiz 脑力达人	2Q15	Licensed	Puzzle	Free; item-based	N/A
Chao Bao San Guo 潮爆三国	2Q15	Licensed	Card	Free; item-based	N/A
Everlasting Chronicles 天天传奇	2Q15	In-house	Card	Free; item-based	N/A
DNW 魔龙与勇士	2Q15	Licensed	Action	Free; item-based	N/A
Miracle Nikki 奇迹暖暖	2Q15	Licensed	Strategy	Free; item-based	N/A
Laughter of the Three Kingdoms 三国笑传	2Q15	Licensed	RPG	Free; item-based	N/A

Battle of Nine Dragons 九龙战	3Q15	In-house	Action	Free; item-based	N/A
The Legend of MIR 2 热血传奇	3Q15	Licensed	RPG	Free; item-based	N/A
King of Fighters 98 online 拳皇 98 终极之战 OL	3Q15	Licensed	Card	Free; item-based	N/A
Chinese Chess 天天象棋	3Q15	In-house	Board & card	Free	N/A
The Heros Kill 英雄杀	3Q15	In-house	Board & card	Free; item-based	N/A
Huan Le Up 欢乐升级	3Q15	In-house	Board & card	Free; item-based	N/A
Independent Defense 独立防线	3Q15	In-house	Action	Free; item-based	N/A
WeMOBA 全民超神	3Q15	In-house	Strategy	Free; item-based	N/A
Honor of Kings 王者荣耀	3Q15	In-house	Strategy	Free; item-based	N/A
The Voice of China 中国好声音-全民偶像	3Q15	In-house	Action	Free; item-based	N/A
Legend of Galaxy 星河战神	3Q15	In-house	Action	Free; item-based	N/A
WeShoot 全民枪王	3Q15	In-house	Action	Free; item-based	N/A
Six Dragon Hegemony 3D 六龙争霸 3D	4Q15	Licensed	Strategy	Free; item-based	N/A
TBall 腾讯桌球	4Q15	In-house	Board & card	Free; item-based	N/A
Dragon & Knight 驯龙战机 3D	4Q15	Licensed	Action	Free; item-based	N/A
CrossFire Mobile 穿越火线:枪战王者	4Q15	Licensed	Action	Free; item-based	N/A
Kingdom Warriors 全民无双	4Q15	Licensed	Action	Free; item-based	N/A
QQ Bridge 天天桥牌	1Q16	In-house	Board & Card	Free; item-based	N/A
Naruto Mobile 火影忍者	1Q16	In-house	Action	Free; item-based	N/A
Timi Run Everyday 3D 天天酷跑 3D	1Q16	In-house	Action	Free; item-based	N/A
Tencent GO 腾讯围棋	1Q16	In-house	Board & Card	Free; item-based	N/A
Black Fairy Tale for Adults 天魔幻想	1Q16	In-house	Card	Free; item-based	N/A
B&S Mobile 战斗吧剑灵	1Q16	Licensed	RPG	Free; item-based	N/A
Dragon Ball Z Mobile 龙珠激斗	1Q16	Licensed	RPG	Free; item-based	N/A

Pipeline:

Carrot Fantasy 3 保卫萝卜 3	TBC	Licensed	Tower Defense	TBC	N/A
Stone Age 石器时代	TBC	Licensed	RPG	TBC	N/A
DnF Mobile 地下城与勇士	TBC	Licensed	TBC	TBC	N/A
Infinity Blade Saga 无尽之剑-命运	TBC	In-house	ARPG	TBC	N/A
Puzzle and Dragon 天天智龙	TBC	Licensed	RPG	TBC	N/A
Legend of the Swordman Mobile 剑侠情缘手游	TBC	Licensed	RPG	TBC	N/A
Contra Mobile 魂斗罗	TBC	Licensed	TPS	TBC	N/A
Ensemble Star 偶像梦幻祭	TBC	Licensed	Strategy	TBC	N/A
legacy TLBB 3D 新天龙八部手机版	TBC	Licensed	RPG	TBC	N/A
ZhengTu 征途手机版	TBC	Licensed	RPG	TBC	N/A

Table 5: QQ Game Platform

	Description	Charging Model	PCU
Mini Casual Games	Board, chess and card games, etc.; 181 mini casual games as of 1Q16	Free; RMB10, 15 and 50 per month for VIP privileges or item sales	N/A
Web Games	In-house & third-party web games; 156 web games as of 1Q16	Free; item-based	N/A

Table 6: Other Games

Game Title	Commercial Launch	Developer	Description	Charging Model	PCU
Roco Kingdom 洛克王国	3Q10	In-house	Community, targeting children	Free; RMB10 per month for VIP privileges	PCU over 1m (1Q13)

Table 7: Tencent's Open Platform

Platform	Open date	Number of Apps	Number of developers
Qzone	3Q10	~5m registered Apps (as of Oct 2015)	5m
YingYongBao	4Q13		
QQ Game Platform	3Q11	156 web games (1Q16)	N/A