



The entire *Star Wars* saga now available on Tencent's platform in China

With less than hundred days to go until the global release of *Star Wars: The Force Awakens* in December 2015, hundreds of millions of mainland Chinese fans gain unprecedented digital access to the official *Star Wars* trilogies and more

Shenzhen, China, September 14, 2015 – In a landmark deal between Tencent and Disney the creation of a single *Star Wars* digital hub in China will provide millions of *Star Wars* fans across the country with unprecedented access to the complete *Star Wars* saga in the lead up to the much-awaited global release of *Star Wars: The Force Awakens* in December 2015.

Tencent Holdings Limited ("Tencent", SEHK: 00700) recently signed deals with The Walt Disney Company and 20th Century Fox to be the exclusive TVOD and SVOD online provider in mainland China for the complete epic. Available online for the first time in the country, *Star Wars* episodes I-VI were released today via Tencent's various online channels, including both the film and video channels of v.qq.com, film.qq.com and the Tencent Video app. Tencent has the number one video platform across PC and mobile in China.

Showing now on the Tencent *Star Wars* hub:

- Episode I: The Phantom Menace (1999)
- Episode II: Attack of the Clones (2002)
- Episode III: Revenge of the Sith (2005)
- Episode IV: A New Hope (1977)
- Episode V: The Empire Strikes Back (1980)
- Episode VI: Return of the Jedi (1983)

This will be the ultimate destination for fans around the country to experience the saga and stay up to date on all things *Star Wars*. In addition to the release of the six movies on the first official *Star Wars* digital hub, fans will be able to explore a variety of additional content including shorts, behind the scenes features, deleted scenes, video featurettes and a curated collection of classic *Star Wars* extras from each of the original films.

“The deal shows that Tencent is the destination of choice for studios seeking to extend their best movies and shows to the huge Chinese audience,” said SY Lau, Senior Executive Vice President of Tencent and President of Tencent Online Media Group. “Through this collaboration with Disney and 20th Century Fox, we will elevate and tailor the *Star Wars* experience for fans via Tencent’s strong understanding of the market and the viral network effect of the highly-connected Tencent user base,” he added.

“Excitement for *Star Wars* is at an all-time high as we get ready for the global release of “*Star Wars: The Force Awakens*,” said Ms. Carol Choi, Vice President, Marketing, The Walt Disney Company China. “By working with Tencent we can extend the *Star Wars* franchise to Tencent’s massive user base and go to the heart of digital lifestyles in China. Tencent’s multi-platform capabilities and track record in distributing and protecting IP made it the clear choice for this collaboration,” she added.

“We are pleased to be working with Tencent to offer viewers in China the opportunity to enjoy *Star Wars* on demand. For the first time the country’s millions of *Star Wars* fans will have digital access to the biggest entertainment franchise. This is a huge win for the existing fans as well as those who will be introduced to the iconic movies through this collaboration,” said Alvin Fu, Managing Director 20th Century Fox Home Entertainment China.

Please visit the following link for the Tencent Star Wars hub:
<http://film.qq.com/topic/2015/starwars901.html>

-END-

About Tencent

Tencent uses technology to enrich the lives of Internet users. Every day, hundreds of millions of people communicate, share experiences, consume information and seek entertainment through our integrated platforms. Tencent's diversified services include QQ, Weixin/ WeChat for communications; Qzone for social networking; QQ Game Platform for online games; QQ.com and Tencent News for information and Tencent Video for video content.

Tencent was founded in Shenzhen in 1998 and went public on the Main Board of the Hong Kong Stock Exchange in 2004. The Company is one of the constituent stocks of the Hang Seng Index. Tencent seeks to evolve with the Internet by investing in innovation, providing a hospitable environment for partners, and staying close to users.

About The Walt Disney Company China

The Walt Disney Company, together with its subsidiaries and affiliates, is a leading diversified international entertainment and media enterprise with five business segments. Disney's first animation screened in China in the 1930s and today our long association continues with offices in Beijing, Shanghai and Guangzhou with over 3000 employees. The company is focused on creating high-quality entertainment experiences and effectively building local and Disney franchises in China. Disney currently has several established businesses in the country, including studio entertainment, parks and resorts, consumer products, media networks, interactive, and Disney English. In September 2005, Disney opened its doors to its first theme park in China, Hong Kong Disneyland and in 2011 announced ground breaking for Shanghai Disney Resort, a joint venture with Shanghai Shendi Group. On May 19th 2015, the Enchanted Storybook Castle at Shanghai Disney Resort was topped out, and on May 20th Disney opened the doors of its first Disney Store in China, in Shanghai. Disney is a Dow 30 company and had annual revenues of \$48.8 billion in its Fiscal Year 2014. For more information about The Walt Disney Company please visit: <http://corporate.disney.go.com/>

About Twentieth Century Fox Home Entertainment

Twentieth Century Fox Home Entertainment, LLC (TCFHE) is the industry leading worldwide marketing, sales and distribution company for all Fox produced, acquired and third party partner film and television programming. Each year TCFHE expands its award-winning global product portfolio with the introduction of new entertainment content through established and emerging formats including DVD, Blu-ray™, Digital HD and VOD. Twentieth Century Fox Home Entertainment is a subsidiary of 20th Century Fox, a 21st Century Fox Company.

For enquiries, please contact:

Tencent

Prudence Ho, (852) 31485100 ext. 68922, prudenceho@tencent.com

Disney

Tiffany Huang, (86) 21 23161238, tiffany.huang@disney.com

Alannah Hall-Smith, (86) 21 23161241, alannah.hall-smith@disney.com

Twentieth Century Fox Home Entertainment

Zoe Tsui, (86) 20 86270040, zoe.tsui@fox.com