

**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**, the **QQ Game** platform under Tencent Games, multi-media social networking service **Qzone** and wireless portal **3G.QQ.com**, 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 & telecommunication value-added services   |
| Jun 2001 | Launched Internet value-added services   |
| Aug 2003 | Launched mini casual games portal QQ Game  |
| Nov 2003 | Launched web portal – www.QQ.com   |
| Jun 2004 | Listed on the main board of Hong Kong Stock Exchange   |
| Dec 2004 | Launched advanced casual games   |
| May 2005 | Launched social networking service Qzone   |
| Oct 2005 | Launched the first self-developed MMOG   |
| Mar 2006 | Launched C2C platform Paipai.com and online payment platform Tenpay  |
| Jul 2006 | QQ.com became the most popular web portal in China by PV and UV  |
| May 2007 | Became a constituent of MSCI World Index for Hong Kong   |
| Jun 2007 | Established Tencent Charity Fund   |
| Mar 2008 | Qzone active user accounts broke 100 million   |
| Jun 2008 | Became a constituent of Hong Kong's Hang Seng Index  |
| Jun 2008 | Established a JV with MIH in India   |
| Sep 2009 | Launched self-developed search engine SOSO   |
| Mar 2010 | QQ IM peak simultaneous online user accounts broke 100 million   |
| Apr 2010 | Invested in DST/Mail.ru in Russian speaking market   |
| May 2010 | QQ.com was the exclusive Internet service sponsor for 2010 World Expo in Shanghai  |
| Aug 2010 | Invested in Sanook in Thailand   |
| Jan 2011 | Established Tencent Collaboration Fund   |
| Feb 2011 | Acquired majority stake of Riot Games in the United States   |
| Mar 2011 | Real-name SNS Pengyou active users accounts broke 100 million  |
| Mar 2011 | Launched video portal v.qq.com   |
| Apr 2011 | Established a Film & TV Investment Fund  |
| May 2011 | Invested in Huayi Brothers in China  |
| May 2011 | Invested in online travel services provider eLong  |
| Jun 2011 | Invested in Innovation Works RMB Fund  |
| Jun 2011 | Held Tencent Open Platform Partners Conference   |
| Jul 2011 | Invested in Kingsoft and its subsidiary Kingsoft Internet Security Software, to further enhance collaboration in online security and other areas |
| Sep 2011 | Q+ open platform officially launched   |

## • Stock Exchange Information As of 31 Oct 2011

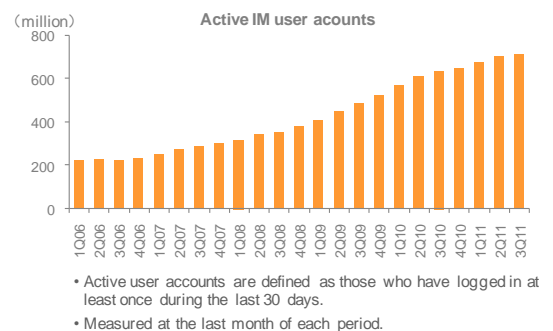
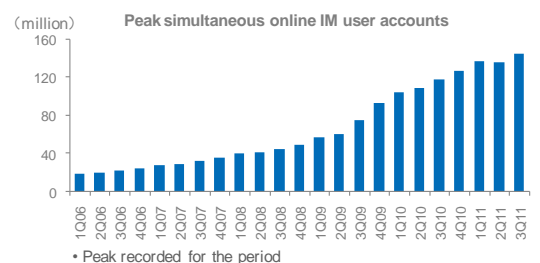
- HKSE: 00700
- Total number of shares in issue: approximately 1.834 billion
- A constituent of Hong Kong's Hang Seng Index

## • Five Leading Online Platforms

- **QQ IM** No.1 online community in China by PCU and active user accounts
- **Qzone/Pengyou** No.1 SNS in China by monthly active user accounts
- **QQ.com** No.1 portal in China by PV & UV
- **QQ Game** No.1 mini casual games portal in China by PCU
- **3G.QQ.com** No.1 wireless portal in China by data traffic

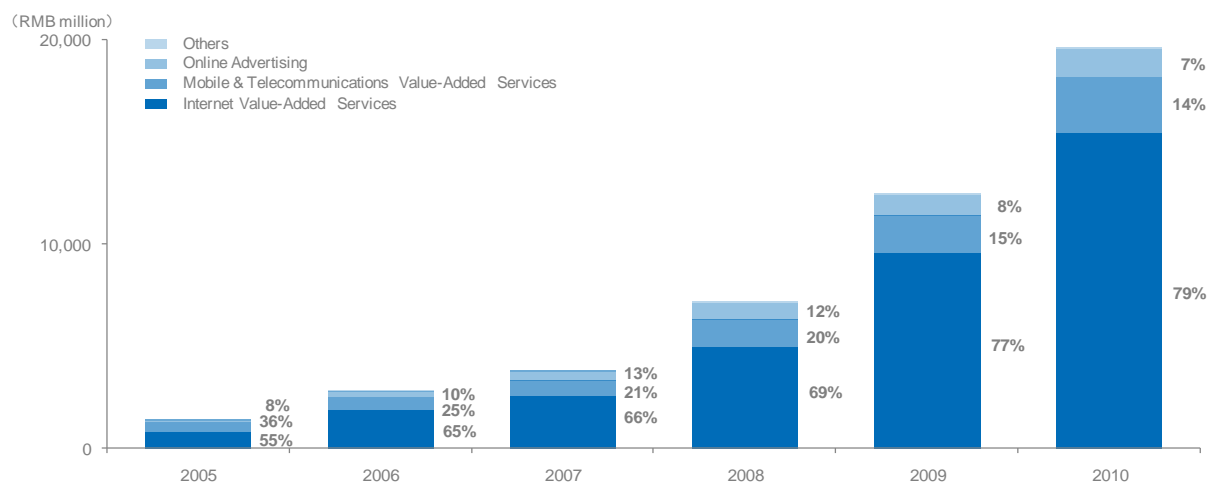
## • Core Metrics As of 30 Sep 2011

- 711.7 million active IM user accounts
- 145.4 million peak simultaneous online IM user accounts
- 536.9 million active user accounts of Qzone
- 149.4 million active user accounts of Pengyou
- 8.0 million peak simultaneous online user accounts on QQ Game portal (for mini casual games only)
- 77.5 million Fee-based IVAS registered subscriptions
- 31.2 million Fee-based MVAS registered subscriptions

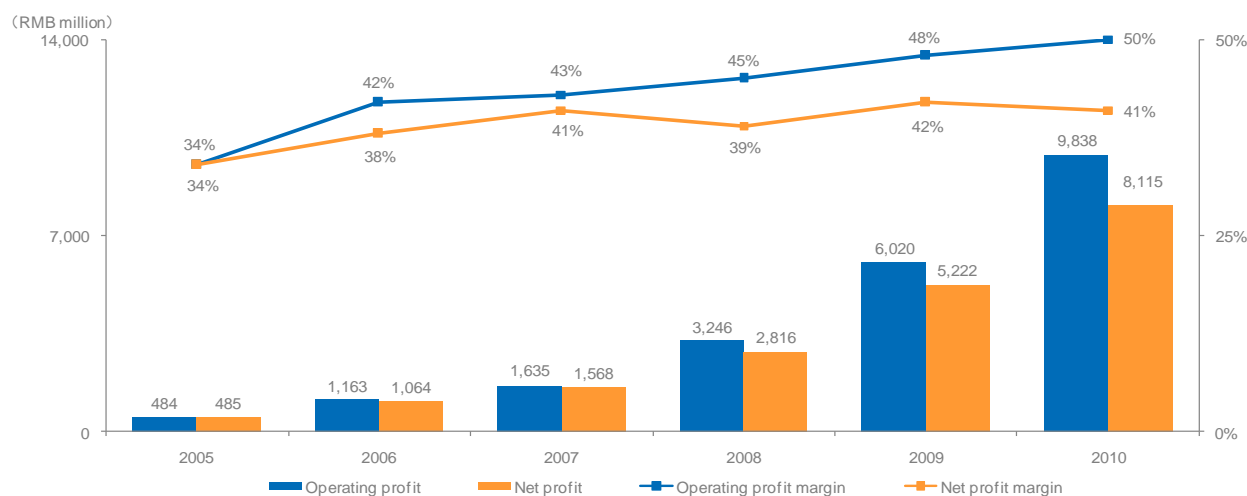


## Financial Performance

### Revenue Breakdown



### Profitability and Profit Margins



### Consolidated Statement of Financial Position

| RMB '000                              | 2005             | 2006             | 2007             | 2008             | 2009              | 2010              |
|---------------------------------------|------------------|------------------|------------------|------------------|-------------------|-------------------|
| Non-current assets                    | 763,495          | 916,138          | 2,090,312        | 3,359,696        | 4,348,823         | 10,456,373        |
| Current assets                        | 2,663,627        | 3,734,434        | 4,835,132        | 6,495,861        | 13,156,942        | 25,373,741        |
| <b>Total assets</b>                   | <b>3,427,122</b> | <b>4,650,572</b> | <b>6,925,444</b> | <b>9,855,557</b> | <b>17,505,765</b> | <b>35,830,114</b> |
| Total equity                          | 2,928,413        | 3,717,756        | 5,235,057        | 7,119,332        | 12,298,653        | 21,840,858        |
| Non-current liabilities               | 810              | 64,969           | 40,770           | 644,628          | 644,033           | 967,211           |
| Current liabilities                   | 497,899          | 867,847          | 1,649,617        | 2,091,597        | 4,563,079         | 13,022,045        |
| Total liabilities                     | 498,709          | 932,816          | 1,690,387        | 2,736,225        | 5,207,112         | 13,989,256        |
| <b>Total liabilities &amp; equity</b> | <b>3,427,122</b> | <b>4,650,572</b> | <b>6,925,444</b> | <b>9,855,557</b> | <b>17,505,765</b> | <b>35,830,114</b> |