

Table 1: Tencent Service Offerings

	<u>Monetization</u>	<u>User Base</u>
Social and Communications		
QQ IM	Free	803.2 million monthly active user accounts (2Q18)
Weixin & WeChat	Free	708.6 million monthly active user accounts from smart devices (2Q18) 1,057.7 million combined monthly active user accounts (2Q18)

* 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 2Q18: 153.9 million

1) Social Networks		
a) Digital Content		
Video	Free; Monthly subscription fee for VIP privileges/premium content (RMB20); or item sales	74.5 million subscriptions (2Q18)
Music (subsidiary: TME)	Free; Monthly subscription fee for VIP privileges/premium content (RMB8-20); or item sales (Refer to Table 2 for more details)	Not disclosed
Online Literature (subsidiary: China Literature)	Free; Item sales or monthly subscription fee for VIP privileges/premium content (RMB15) (Refer to Table 3 for more details)	Not disclosed
Anime and Manga	Free; Item sales	Not disclosed
Sports	Free; Monthly subscription fee for additional NBA Games (RMB30-90)	Not disclosed
Live Broadcast	Free; Item sales	Not disclosed
b) Privileges Subscription		
SVIP	RMB20 per month	Not disclosed
QQ Membership	RMB10 per month	Not disclosed
Qzone	Free; Monthly subscription fee for VIP privileges (RMB10-20) or item sales; and in-game item sales from apps on open platform	548.3 million monthly active user accounts (2Q18) 542.7 million monthly active user accounts from smart devices (2Q18)
QQ Show (Avatars)	Free; Monthly subscription fee for VIP privileges (RMB10); or item sales	Not disclosed
QQ Mail	Free	Not disclosed
2) Online Games: (Refer to Table 4-8 for more details)		
QQ Game Platform	Monthly subscription fee for VIP privileges (RMB10-30) or item sales	Not disclosed
ACGs	Monthly subscription fee for VIP privileges (RMB10-30) or item sales (See Table 4)	Not disclosed
MMOGs	Monthly subscription fee for VIP privileges (RMB20-30) or item sales; Time-based (See Table 5)	Not disclosed
Mobile Games	Monthly subscription fee for VIP privileges (RMB10) or item sales (See Table 6)	

* 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

Media	Includes news, video and music properties, e.g. Tencent News app; QQ.com and verticals; regional portals; QQ Music etc.	Not disclosed
Social and Others	Includes social properties, app store, browser and ad networks, e.g. Qzone, QQ IM, Weixin Official Accounts, Weixin Moments, QQ Browser, Mobile Ad Network, YingYongBao etc.	Not disclosed

Payment and Fintech

Weixin Pay	Free; Withdrawal fees (RMB1/1000); Commission fees (0.6%-2%)	Over 800 million mobile payment (including both Weixin Pay and QQ Wallet) monthly active user accounts (2Q18)
QQ Wallet	Free; Commission fees (0.6%-2%)	
LiCaiTong	Commission	Not disclosed
Weilidai (affiliate: WeBank)	Interest rate (annualized 18%)	Not disclosed
WeSure (subsidiary)	Free; Commission	Not disclosed

Utilities and Infrastructures

Tencent Cloud	Transaction-based	Not disclosed
Tencent Mobile Manager	Free	#1 in MAU
Mobile QQ Browser	Free;	#1 in MAU
YingYongBao	Free	#1 in MAU

Table 2: Tencent Music Entertainment Group

Platform	Monetization	User Base
QQ Music	Free; Monthly subscription fee for VIP privileges/Premium content (RMB8-15); or item sales	800mn registered user accounts (4Q17)
WeSing	Free; Monthly subscription fee for VIP privileges (RMB20); or item sales	460mn registered user accounts (4Q17)
Kugou Music	Free; Monthly subscription fee for VIP privileges/Premium content (RMB8-15); or item sales	Not disclosed
Kuwo Music	Free; Monthly subscription fee for VIP privileges/Premium content (RMB8-15); or item sales	Not disclosed
Kugou Live	Free; or item sales	Not disclosed

Table 3: China Literature Group

Platform	Monetization	User Base
QQ Reading QQ 阅读	Free; Monthly subscription fee for VIP privileges(RMB15); or item sales	Not disclosed
Qidian.com 起点中文网	Free; Item sales	Not disclosed
Qdmm.com 起点女生网	Free; Item sales	Not disclosed
Chuangshi.qq.com 创世中文网	Free; Item sales	Not disclosed
Yunqi.qq.com 云起书院	Free; Item sales	Not disclosed
Xxsy.net 潇湘书院	Free; Item sales	Not disclosed
Hongxiu.com 红袖添香	Free; Item sales	Not disclosed
Readnovel.com 小说阅读网	Free; Item sales	Not disclosed
Xs8.cn 言情小说吧	Free; Item sales	Not disclosed

Table 4: 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 篮球在线	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
War Thunder 战争雷霆	2Q16	Licensed	Third Person Shooting (TPS)	Free; item-based	N/A
Iron Knight 刀锋铁骑	3Q16	In-house	3D realistic action and combat	Free; item-based	N/A
MX 勇者大冒险	3Q16	Licensed	Action, Third Person Shooting	Free; item-based	N/A
Transformers OL 变形金刚 OL	2Q17	In-house	First-Person Shooter (FPS)	Free; item-based	N/A
Need for Speed OL 极品飞车 Online	4Q17	Licensed	Car RacingAction	Free; item-based	N/A
Paladins 枪火游侠	4Q17	Licensed	Multiplayer Online Battle Arena (MOBA) + TPS	Free; item-based	N/A
FIFA Online 4 足球在线	2Q18	Licensed	Sports	Free; item-based	N/A
NBA2KOL2 篮球在线 2	3Q18	Co-developed with Take-Two	Sports	Free; item-based	N/A
Pipeline:					
Rising Fire 火源计划	TBC	Licensed	First-Person Shooter (FPS)	TBC	N/A

Orcs Must Die 兽人必须死	TBC	Licensed	Tower Defense Online Battle Arena (TOBA)	TBC	N/A
Paragon 虚幻争霸	TBC	Licensed	Multiplayer Online Battle Arena (MOBA)	TBC	N/A
Rocket League 火箭联盟	TBC	Licensed	Vehicular soccer (Sports)	TBC	N/A
Deformers 百变球球	TBC	Licensed	Action, Shooter, Third-Person, Arcade	TBC	N/A
Fortnite 堡垒之夜	TBC	Licensed	First-Person Shooter (FPS)	TBC	N/A
H1Z1 生存王者	TBC	Licensed	First-Person Shooter (FPS)	TBC	N/A
Playerunknown Battle Ground 绝地求生	TBC	Licensed	First-Person Shooter (FPS)	TBC	N/A
Project_F 手工星球	TBC	Licensed	Sandbox	TBC	N/A
Ylands 艾兰岛	TBC	Licensed	Sandbox	TBC	N/A
Robocraft 罗博制造	TBC	Licensed	Sandbox	TBC	N/A
Magic: The Gathering Arena 万智牌：竞技场	TBC	Licensed	Trading card game(TCG)	TBC	N/A
Europa 无限法则	TBC	In-house	First-Person Shooter (FPS)	TBC	N/A
Tom Clancy's Rainbow Six Siege 彩虹六号：围攻	TBC	Licensed	First-Person Shooter (FPS)	TBC	N/A

Table 5: 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
World of Fantasy 幻想世界	2Q10	In-house	2D community-based Chinese fantasy storyline cartoon-style MMORPG	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 & 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
Maple Story 2 冒险岛 2	3Q17	Licensed	3D cartoon style MMORPG	Free; item-based	N/A
Path of Exile 流放之路	1Q18	Licensed	3D Action RPG	Free; item-based	N/A
Legend of Lingshan 灵山奇缘	2Q18	In-house	Turn based RPG	Free; item-based	N/A

Pipeline:

Lost Saga 王牌对决	TBC	Licensed	2D arcade game style action MMOG	TBC	N/A
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Table 6: Tencent's Mobile Games on Mobile QQ/Weixin Games Centre (games released from 2016 onwards)

Game Title	Commercial Launch	Developer	Genre	Charging Model	Milestone
Commercialized:					
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
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
Army Chess 天天军棋	2Q16	In-house	Board & Card	Free; item-based	N/A
Happy Three Cards 欢乐拼三张	2Q16	In-house	Board & Card	Free; item-based	N/A

Infinity Blade Saga 无尽之剑命运	2Q16	In-house	Action	Free; item-based	N/A
ZhengTu Mobile 征途手机版	2Q16	Licensed	RPG	Free; item-based	N/A
Ensemble Star 偶像梦幻祭	2Q16	Licensed	Strategy	Free; item-based	N/A
JX Mobile 剑侠情缘手机版	2Q16	Licensed	RPG	Free; item-based	N/A
Carrot Fantasy 3 保卫萝卜 3	2Q16	Licensed	Strategy	Free; item-based	N/A
8ball Pool 台球大师	3Q16	Licensed	Board & Card	Free; item-based	N/A
Asura Mobile 全民斗战神	3Q16	In-house	RPG	Free; item-based	N/A
Legend of YuLong Mobile 御龙在天	3Q16	In-house	RPG	Free; item-based	N/A
QQFive 欢乐五子棋	3Q16	Licensed	Board & Card	Free; item-based	N/A
The Investiture Of The Gods 封神英雄传	4Q16	In-house	RPG	Free; item-based	N/A
Fantasy Zhu Xian Mobile 梦幻诛仙	4Q16	Licensed	RPG	Free; item-based	N/A
Huanling 天天幻灵	4Q16	Licensed	RPG	Free; item-based	N/A
Hello Fishing 捕鱼来了	4Q16	Licensed	Puzzle	Free; item-based	N/A
Galaxy Quest 星际火线	4Q16	Licensed	Action	Free; item-based	N/A
Happy Aeroplane Chess 欢乐飞行棋	4Q16	In-house	Board & Card	Free; item-based	N/A
FreeStyle Basketball 街头篮球	1Q17	Licensed	Action	Free; item-based	N/A
The World of Legend Mobile 传奇世界	1Q17	Licensed	RPG	Free; item-based	N/A
TencentSummoner King: Crystal 梦想召唤王：水晶大冒险	1Q17	In-house	RPG	Free; item-based	N/A
Fishing Master 猎鱼达人	1Q17	Licensed	Puzzle	Free; item-based	N/A
NBA Master 王牌 NBA	1Q17	In-house	RPG	Free; item-based	N/A
Dragon Nest Mobile 龙之谷	1Q17	Licensed	RPG	Free; item-based	N/A
Great Voyage 全民大航海	1Q17	In-house	Strategy	Free; item-based	N/A
The Legend of Sword and Fairy Mobile 仙剑奇侠传 online	1Q17	Licensed	RPG	Free; item-based	N/A
DDTank Mobile 弹弹堂	2Q17	Licensed	Action	Free; item-based	N/A

Legacy TLBB Mobile 天龙八部手游	2Q17	Licensed	RPG	Free; item-based	N/A
Contra:Return 魂斗罗:英雄归来	2Q17	In-house	Action	Free; item-based	N/A
Legend of Heroes 英雄战歌	2Q17	Licensed	Strategy	Free; item-based	N/A
Heroes of Might and Magic mobile 英雄无敌	2Q17	In-house	RPG	Free; item-based	N/A
Happy Ball 欢乐球吃球	3Q17	In-house	Puzzle	Free; item-based	N/A
Legend of XuanYuan Mobile 轩辕传奇手游	3Q17	In-house	RPG	Free; item-based	N/A
Dinner Werewolf 饭局狼人杀	3Q17	Licensed	Board & Card	Free; item-based	N/A
Journey to the Fairyland Mobile 寻仙手机版	3Q17	Licensed	RPG	Free; item-based	N/A
Super NBA 最强 NBA	3Q17	In-house	Action	Free; item-based	N/A
King of chaos 乱世王者	3Q17	In-house	Strategy	Free; item-based	N/A
The Heroes of Three Kingdoms 三国群英传-霸王之业	3Q17	Licensed	Strategy	Free; item-based	N/A
Glorious Mission 光荣使命	4Q17	In-house	FPS	Free; item-based	N/A
Chuan Qi Ba Ye 传奇霸业手游	4Q17	Licensed	RPG	Free; item-based	N/A
QQ Speed Mobile QQ 飞车手机版	4Q17	In-house	Action	Free; item-based	N/A
Tencent Guangdong Mahjong 腾讯广东麻将	4Q17	In-house	Board & Card	Free; item-based	N/A
Guizhou Mahjong 贵州麻将	4Q17	In-house	Board & Card	Free; item-based	N/A
MU Awakening 奇迹 MU: 觉醒	1Q18	Licensed	RPG	Free; item-based	N/A
Hello Mahjong 麻将来了	1Q18	In-house	Board & Card	Free; item-based	N/A
Fighter of the Destiny Mobile 择天记手机版	1Q18	Licensed	RPG	Free; item-based	N/A
Island story-Let's Boom! 全民岛主	1Q18	Licensed	Strategy	Free; item-based	N/A
The Glory of Loong 真龙霸业	1Q18	In-house	Strategy	Free; item-based	N/A
QQ Dancers Mobile QQ 炫舞手机版	1Q18	In-house	Action	Free; item-based	N/A
QQ Huaxia Mobile QQ 华夏手游	1Q18	In-house	RPG	Free; item-based	N/A
Pop Moe 消除者联盟	1Q18	In-house	Puzzle	Free; item-based	N/A

QSPDK 轻松跑得快	2Q18	In-house	Board & Card	Free; item-based	N/A
Rise of Empires 我的王朝	2Q18	In-house	SLG	Free; item-based	N/A
Kings of Fighter: Destiny 拳皇命运	2Q18	Licensed	Action	Free; item-based	N/A
FIFA Mobile FIFA 足球世界	2Q18	Licensed	Action	Free; item-based	N/A
ChuanQi World 3D 传奇世界 3D	2Q18	Licensed	RPG	Free; item-based	N/A
Muses 云裳羽衣	2Q18	Licensed	RPG	Free; item-based	N/A
Crossgate 魔力宝贝	2Q18	Licensed	RPG	Free; item-based	N/A
Free Fantasy Online Mobile 自由幻想	3Q18	Licensed	RPG	Free; item-based	N/A
Tales of Demons & Gods 妖神记	3Q18	Licensed	RPG	Free; item-based	N/A
MT4 我叫 MT4	3Q18	Licensed	RPG	Free; item-based	N/A
Saint Seiya (Tencent) 圣斗士星矢卡牌	3Q18	In-house	RPG	Free; item-based	N/A
Crossing Void 电击文库-零境交错	3Q18	Licensed	RPG	Free; item-based	N/A

Pipeline:

Stone Age 石器时代	TBC	Licensed	TBC	TBC	N/A
DnF Mobile (2D) 地下城与勇士	TBC	Licensed	TBC	TBC	N/A
Lineage II Revolution 天堂 II: 革命	TBC	Licensed	TBC	TBC	N/A
Need for Speed Online Mobile 极品飞车 OL 手机版	TBC	Licensed	TBC	TBC	N/A
JX Mobile 3 剑网 3: 指尖江湖	TBC	Licensed	TBC	TBC	N/A
JX Mobile 2 剑侠情缘 2	TBC	Licensed	TBC	TBC	N/A
Fairy Tail Mobile 妖精的尾巴: 魔导少年	TBC	In-house	TBC	TBC	N/A
HatsuneMiku : Dream Vocal 初音未来: 梦幻歌姬	TBC	Licensed	TBC	TBC	N/A
PUBG - Full Ahead 绝地求生 全军出击	TBC	In-house	TBC	TBC	N/A
PUBG - Exciting Battlefield 绝地求生 刺激战场	TBC	In-house	TBC	TBC	N/A
Sprite Hunter 一起来捉妖	TBC	In-house	TBC	TBC	N/A
Kingshunter 王牌捉妖师	TBC	In-house	TBC	TBC	N/A

Command & Conquer: Red Alert OL 红警 OL	TBC	Licensed	TBC	TBC	N/A
King of Kings 3D 万王之王 3D	TBC	Licensed	TBC	TBC	N/A
The Rhythm Of The Clouds And Dreams 云梦四时歌	TBC	Licensed	TBC	TBC	N/A
Lord Xueying Mobile 雪鹰领主手游	TBC	In-house	TBC	TBC	N/A
Naruto OL 火影忍者 OL	TBC	In-house	TBC	TBC	N/A
The Outcast 一人之下	TBC	In-house	TBC	TBC	N/A
HUNTERxHUNTER 全职猎人	TBC	Licensed	TBC	TBC	N/A
Raziel 暗黑之书	TBC	Licensed	TBC	TBC	N/A
Perfect World Mobile 完美世界	TBC	Licensed	TBC	TBC	N/A
Samurai Showdown 侍魂-胧月传说	TBC	Licensed	TBC	TBC	N/A
Game of Thrones 权力的游戏	TBC	Licensed	TBC	TBC	N/A
Zootopia Dreambuilder 疯狂动物城-筑梦日记	TBC	In-house	TBC	TBC	N/A
Fox Spirit Matchmaker 狐妖小红娘	TBC	In-house	TBC	TBC	N/A
Legend of Honour 光明勇士	TBC	Licensed	TBC	TBC	N/A
The Legend Of Qin 秦时明月手游	TBC	In-house	TBC	TBC	N/A
ReEvolve 我的起源	TBC	Licensed	TBC	TBC	N/A
Street Fighter Online 街霸 OL	TBC	In-house	TBC	TBC	N/A
Moonlight Blade Mobile 天涯明月刀手游	TBC	In-house	TBC	TBC	N/A
CODM 使命召唤手游	TBC	In-house	TBC	TBC	N/A

Table 7: QQ Game Platform

	Description	Charging Model	PCU
Mini Casual Games	Board, chess and card games, etc.; 220 mini casual games as of 2Q18	Free; RMB10, 15 or 50 per month for VIP privileges or item sales	N/A
Web Games	In-house & third-party web games; 421 web games as of 2Q18	Free; item-based	N/A

Table 8: 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 9: Tencent's Open Platform

Platform	Open date	Number of Apps	Number of developers
Qzone	3Q10	~5.7m registered Apps (as of Oct 2017)	5m
YingYongBao	4Q13		
QQ Game Platform	3Q11	421 web games (2Q18)	N/A
Tencent Open Media Platform	2Q16	N/A	N/A
WeGame	3Q17	N/A	N/A