

Table 1: Tencent Service Offerings

Communications and Social	Monetization	User Base
Weixin & WeChat	Free	1,251.4 million combined monthly active user accounts (2Q21)
QQ IM	Free	590.9 million monthly active user accounts from smart devices (2Q21)

* 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. Weixin and WeChat are two separate products. Weixin is a chat tool that serves users in the mainland of China, whereas WeChat is a sister product serving our international users.

* 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.

Value Added Services (VAS): Fee-based VAS registered subscriptions as of 2Q21: 229.4 million

1) Social Networks		
a) Digital Content		
Video (Long, short and mini)	Free; Monthly subscription fee for VIP privileges/premium content (RMB30); or item sales	124.5 million subscriptions of Tencent Video (2Q21)
Music (subsidiary: TME)	Free; Monthly subscription fee for VIP privileges/premium content (RMB8-18); or item sales	See Table 2
Online Literature (subsidiary: China Literature)	Free; Item sales or monthly subscription fee for VIP privileges/premium content (RMB15)	See Table 3
Anime and Manga	Free; Item sales	Not disclosed
Sports	Free; Monthly subscription fee for additional NBA Games (RMB30-88)	Not disclosed
Live Broadcast	Free; Item sales	Not disclosed
b) Privileges Subscription		
SVIP	RMB25 per month	Not disclosed
QQ Membership	RMB12 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	Not disclosed
QQ Show (Avatars)	Free; Monthly subscription fee for VIP privileges (RMB10); or item sales	Not disclosed
2) Games:		
QQ Game Platform	(Refer to Table 4-9 for more details) 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)	

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, Weixin Official Accounts, Weixin Moments, Mini Programs, QQ Browser, Mobile Ad Network, YingYongBao, casual games apps, eSports events, live streaming platforms, etc.	Not disclosed

FinTech Services

Weixin Pay	Free; Transaction take-rate (0.6%-1%); Withdrawal fees(RMB1/1000); Credit card repayment charges(RMB1/1000)	Mobile Payment: Over 800 million monthly active user accounts (2Q18); Over 1 billion daily commercial transactions (4Q19)
QQ Wallet	Free; Transaction take-rate (0.6%-2%)	Not disclosed
LiCaiTong	Commission fees	100 million accumulated users (4Q18) Over RMB800 billion aggregated customer assets (2Q19)
Weilidai (affiliate: WeBank)	Interest rate	Not disclosed
WeSure (subsidiary)	Free; Commission fees	Not disclosed

Utilities and Infrastructures

Tencent Cloud	Transaction-based	Over 1 million paying customers (4Q19)
Tencent Mobile Manager	Free	#1 in MAU
Mobile QQ Browser	Free	#1 in MAU

Table 2: Tencent Music Entertainment Group (2Q21)

Platform	Monetization	User Base
QQ Music	Not disclosed	Not disclosed
WeSing	Not disclosed	Not disclosed
Kugou Music	Not disclosed	Not disclosed
Kuwo Music	Not disclosed	Not disclosed
Kugou Live	Not disclosed	Not disclosed
TME Online Music	2Q21 Paying users: 66.2mn; 2Q21 Monthly ARPPU: RMB9.0	2Q21 MAU: 623mn
TME Social Entertainment	2Q21 Paying users: 11.0mn; 2Q21 Monthly ARPPU: RMB153.3	2Q21 MAU: 209mn

Table 3: China Literature Group (1H21)

Platform	Monetization	User Base
QQ Reading QQ 阅读	Not disclosed	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 言情小说网	Free; Item sales	Not disclosed
Online Reading 阅文在线阅读业务	1H21 Monthly paying users: 9.3mn; Monthly ARPPU: RMB36.4	1H21 MAU: 232.7mn

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
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
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
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
Need for Speed OL 极品飞车 Online	4Q17	Licensed	Car RacingAction	Free; item-based	N/A
FIFA Online 4 足球在线 4	2Q18	Licensed	Sports	Free; item-based	N/A
NBA2K OL2 篮球在线 2	3Q18	Licensed	Sports	Free; item-based	N/A
Rocket League 火箭联盟	4Q19	Licensed	Vehicular soccer (Sports)	Free; item-based	N/A
Pipeline:					
Rising Fire 火源计划	TBC	Licensed	First-Person Shooter (FPS)	TBC	N/A
Paragon 虚幻争霸	TBC	Licensed	Multiplayer Online Battle Arena (MOBA)	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

Planet Handcraft 手工星球	TBC	Licensed	Sandbox	TBC	N/A
Ylands 艾兰岛	TBC	Licensed	Sandbox	TBC	N/A
Robocraft 罗博造造	TBC	Licensed	Sandbox	TBC	N/A
Magic: The Gathering 万智牌: 竞技场	TBC	Licensed	Trading card game(TCG)	TBC	N/A
Ring of Elysium 无限法则	TBC	In-house	First-Person Shooter (FPS)	TBC	N/A
CrossFire HD 穿越火线 HD	TBC	Licensed	First-Person Shooter (FPS)	TBC	N/A
Battlerite Royale 冠军盛典	TBC	Licensed	MOBA	TBC	N/A
Tom Clancy's Rainbow Six Siege 彩虹六号: 围攻 (WeGame)	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
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
Journey to the Fairyland 2 寻仙 2	3Q18	Licensed	3D Chinese mythology water-colour painting style MMORPG	Free; item-based	N/A

Table 6: Tencent's Mobile Games on Mobile QQ/Weixin Game Centre (games released from 2018 onwards)

Game Title	Commercial Launch	Developer	Genre	Charging Model	Milestone
Commercialized:					
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
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
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	In-house	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	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
Zootopia: Dreambuilder 疯狂动物城-筑梦日记	3Q18	In-house	Strategy	Free; item-based	N/A
King of Kings 3D 万王之王 3D	3Q18	Licensed	RPG	Free; item-based	N/A
Ultimate Football Manager 全民冠军足球 2018	3Q18	Licensed	Strategy	Free; item-based	N/A
Battle Through the Heaven 斗破苍穹正版手游	3Q18	In-house	RPG	Free; item-based	N/A
Hatsune Miku Dreamy Vocal 初音未来：梦幻歌姬	3Q18	Licensed	Action	Free; item-based	N/A
Command & Conquer: Red Alert OL 红警 OL	4Q18	Licensed	Strategy	Free; item-based	N/A
XuanYuan Sword Online 轩辕剑 Online	4Q18	Licensed	RPG	Free; item-based	N/A
QMZG 2 全民主公 2	4Q18	Licensed	Strategy	Free; item-based	N/A
Legend of Sword and Fairy 4 仙剑奇侠传四	4Q18	Licensed	RPG	Free; item-based	N/A
Naruto OL Mobile - Next Generations 火影忍者 OL 手游	4Q18	In-house	RPG	Free; item-based	N/A
Fighting Soul 魂武者	4Q18	Licensed	Action	Free; item-based	N/A
Samurai Spirits 侍魂-胧月传说	4Q18	Licensed	RPG	Free; item-based	N/A
Perfect World Mobile 完美世界手游	1Q19	Licensed	RPG	Free; item-based	N/A
Catchya 一起来捉妖	2Q19	In-house	Casual	Free; item-based	N/A
Peacekeeper Elite 和平精英	2Q19	In-house	Action	Free; item-based	N/A
Happy Fish 欢乐捕鱼大战	2Q19	In-house	Casual	Free; item-based	N/A
Ever Adventure 无尽远征	2Q19	Licensed	RPG	Free; item-based	N/A
Legend of Blue Moon 蓝月传奇	2Q19	Licensed	RPG	Free; item-based	N/A
Once Upon a Time 三生三世十里桃花	2Q19	Licensed	RPG	Free; item-based	N/A
Fairy Tail 妖精的尾巴	2Q19	Licensed	RPG	Free; item-based	N/A
Eastward Legend:The Emphyrean 剑网3 指尖江湖	2Q19	Licensed	RPG	Free; item-based	N/A
Raziel 拉结尔	2Q19	Licensed	RPG	Free; item-based	N/A

KartRider Rush 跑跑卡丁车	3Q19	Licensed	Action	Free; item-based	N/A
Game of Thrones 权力的游戏	3Q19	Licensed	SLG	Free; item-based	N/A
Dragon Raja 龙族幻想	3Q19	Licensed	RPG	Free; item-based	N/A
LEGO Cube 乐高无限	3Q19	In-house	RPG	Free; item-based	N/A
Ace Force Legion 王牌战士	3Q19	In-house	Action	Free; item-based	N/A
The Tale of Food 食物语	3Q19	Licensed	RPG	Free; item-based	N/A
Fox Spirit Matchmaker 狐妖小红娘	4Q19	In-house	RPG	Free; item-based	N/A
DBM 龙珠最强之战	4Q19	Licensed	RPG	Free; item-based	N/A
ReEvolve 我的起源	4Q19	Licensed	RPG	Free; item-based	N/A
HUNTERxHUNTER 猎人	4Q19	Licensed	Action	Free; item-based	N/A
Lord Xueying Mobile 雪鹰领主手游	4Q19	In-house	RPG	Free; item-based	N/A
Chess Rush 战歌竞技场	2Q20	In-house	SLG	Free; item-based	N/A
The Outcast 一人之下	2Q20	In-house	RPG	Free; item-based	N/A
Brawl Stars 荒野乱斗	2Q20	In-house	SLG	Free; item-based	N/A
Dragon Nest Mobile 2 龙之谷 2	3Q20	Licensed	RPG	Free; item-based	N/A
JX Mobile 2 剑侠情缘 2	3Q20	Licensed	RPG	Free; item-based	N/A
Monster List: Past and Present Lives 妖怪名单之前世今生	3Q20	Licensed	SLG	Free; item-based	N/A
Moonlight Blade Mobile 天涯明月刀手游	4Q20	In-house	RPG	Free; item-based	N/A
Under the Firmament 鸿图之下	4Q20	Licensed	SLG	Free; item-based	N/A
Street Fighter Online 街霸 OL	4Q20	Licensed	RPG	Free; item-based	N/A
Call of Duty Mobile 使命召唤手游	4Q20	In-house	Action	Free; item-based	N/A
Fancy World 妄想山海	1Q21	Licensed	RPG	Free; item-based	N/A
Legend of Blue Moon 2 蓝月传奇 2	1Q21	Licensed	RPG	Free; item-based	N/A
Fairy Tail: Powers Awaken 妖精的尾巴 力量觉醒	1Q21	Licensed	RPG	Free; item-based	N/A
The New World 梦想新大陆	1Q21	Licensed	RPG	Free; item-based	N/A

Conquest and Occupations 征服与霸业	1Q21	Licensed	SLG	Free; item-based	N/A
The Legend Of Qin 秦时明月世界	1Q21	In-house	RPG	Free; item-based	N/A
Komori Life 小森生活	1Q21	Licensed	SLG	Free; item-based	N/A
Miracle 2 全民奇迹 2	2Q21	Licensed	RPG	Free; item-based	N/A
The Walnut Diary 胡桃日记	2Q21	Licensed	Casual	Free; item-based	N/A
Bit Big Bang 比特大爆炸	2Q21	Licensed	Action	Free; item-based	N/A
Light and Night 光与夜之恋	2Q21	In-house	Strategy	Free; item-based	N/A
Tetris Journey 俄罗斯方块环游记	3Q21	Licensed	Casual	Free; item-based	N/A
Dynasty Warriors Dominate 真·三国无双 霸	3Q21	Licensed	RPG	Free; item-based	N/A

Pipeline:

Joy of Life 庆余年手游	TBC	Licensed	TBC	TBC	N/A
Mobile DnF 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
Legend of Honour 光明勇士	TBC	Licensed	TBC	TBC	N/A

Table 7: Tencent's Mobile Games for international markets (games released from 2018 onwards)

Game Title	Commercial Launch	Developer	Genre	Charging Model	Milestone
Commercialized:					
Kingdom Craft	2Q18	In-house	Strategy	Free; item-based	N/A
PUBG MOBILE	2Q18	In-house	Action	Free; item-based	N/A
Contra: Returns	3Q18	In-house	Action	Free; item-based	N/A
Speed Drifters	4Q18	In-house	Action	Free; item-based	N/A
Call of Duty Mobile	4Q19	Licensed	Action	Free; item-based	N/A
CODE:D Blood	2Q20	Licensed	RPG	Free; item-based	N/A
Saint Seiya: Rising Cosmo	3Q20	In-house	RPG	Free; item-based	N/A
League of Legends: Wild Rift	4Q20	In-house (Riot Games)	MOBA	Free; item-based	N/A
Alchemy Stars	2Q21	In-house	RPG	Free; item-based	N/A
Contra Returns	3Q21	In-house	Action	Free; item-based	N/A

Table 8: QQ Game Platform

Description	Charging Model	PCU
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Mini Casual Games	Board, chess and card games, etc.; 129 mini casual games as of 2Q21	Free; RMB10, 15 and 50 per month for VIP privileges or item sales	N/A
Web Games	In-house & third-party web games; 475 web games as of 2Q21	Free; item-based	N/A

Table 9: 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)