

Table 1: Tencent Service Offerings

Social and Communications	Monetization	User Base
QQ IM	Free	843.2 million monthly active user accounts (3Q17) 652.9 million monthly active user accounts from smart devices (3Q17)
Weixin&WeChat	Free	980.0 million combined monthly active user accounts (3Q17)

* 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 3Q17: 125.3 million

1) Social Networks		
a) Digital Content		
Video	Free; Monthly subscription fee for VIP privileges/premium content (RMB20); or item sales	Over 43m subscriptions
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	568.4 million monthly active user accounts (3Q17) 551.8 million monthly active user accounts from smart devices (3Q17)
QQ Show (Avatars)	Free; Monthly subscription fee for VIP privileges (RMB10); or item sales	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 (0.1%); Commission fees (0.6%-2%)	600mn+ Mobile Payments (including both Weixin Pay and QQ Wallet) monthly active user accounts (4Q16)
QQ Wallet	Free; Commission fees (0.6%-2%)	
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	# in MAU
Mobile QQ Browser	Free	# in MAU
YingYongBao	Free	# in MAU
QQ Mail	Free	# 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 (3Q17)
WeSing	Free; Monthly subscription fee for VIP privileges (RMB20); or item sales	460mn registered user accounts (3Q17)
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; 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	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
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
Pipeline:					
Master x Master 全职大师	TBC	Licensed	Multiplayer Online Battle Arena (MOBA)	TBC	N/A
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
Paladins 枪火游侠	TBC	Licensed	Multiplayer Online Battle Arena (MOBA) + TPS	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

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 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
Pipeline:					
Lost Saga 王牌对决	TBC	Licensed	2D arcade game style action MMOG	TBC	N/A
Path of Exile 流放之路	TBC	Licensed	3D Action RPG	TBC	N/A
Huihe (TBC) 灵山奇缘	TBC	In-house	Turn based RPG	TBC	N/A

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
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
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
Puzzle and Dragon 智龙迷城	3Q16	Licensed	RPG	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 天龙八部手遊	2Q17	Licensed	RPG	Free; item-based	N/A
Hundouluo Mobile 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
Pipeline:					
Stone Age 石器时代	TBC	Licensed	RPG	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	Action	TBC	N/A
Xuan Yuan Mobile 轩辕剑手游	TBC	Licensed	RPG	TBC	N/A
QQ Dancers Mobile QQ 炫舞手机版	TBC	Licensed	TBC	TBC	N/A
QQ Speed Mobile QQ 飞车手机版	TBC	In-house	TBC	TBC	N/A
Need for Speed Online Mobile 极品飞车 OL 手机版	TBC	Licensed	TBC	TBC	N/A
Kings of Fighter: Destiny 拳皇命运	TBC	Licensed	TBC	TBC	N/A
JX Mobile 3 剑网 3: 指尖江湖	TBC	Licensed	TBC	TBC	N/A
Fighter of the Destiny Mobile 择天记手机版	TBC	In-house	TBC	TBC	N/A
Fairy Tail Mobile 妖精的尾巴: 魔导少年	TBC	In-house	TBC	TBC	N/A
Pop Moe 消除者联盟	TBC	In-house	TBC	TBC	N/A
HatsuneMiku : Dream Vocal 初音未来: 梦幻歌姬	TBC	Licensed	TBC	TBC	N/A
Glorious Mission 光荣使命	TBC	Licensed	TBC	TBC	N/A

Table 7: QQ Game Platform

	Description	CharginModel	PCU
Mini Casual Games	Board, chess and card games, etc.; 330 mini casual games as of 3Q17	Free; RMB10, 15 and 50 per month for VIP privileges or item sales	N/A
Web Games	In-house & third-party web games; 394 web games as of 3Q17	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	394 web games (3Q17)	N/A
Open Media	2Q16	N/A	N/A
Wegame	3Q17	N/A	N/A