



For the

Tencent

Carbon Neutrality Mid-Term Report

Reaching carbon neutrality is not a single milestone; it is a systemwide transformation. This mid-term report captures how Tencent is reshaping its operations, supply chain and digital capabilities to meet its 2030 climate commitment, while enabling climate action far beyond our own boundaries.

Future



This is our carbon commitment

We are now halfway through the carbon neutrality journey we set out on in 2021 – and the world today looks very different from the one we faced then. As AI models and applications grow at extraordinary speed, they are placing rapidly growing demands on data center power and raising the bar for our own decarbonization.

It is against this backdrop that we reaffirm our commitment: to achieve carbon neutrality across our operations and supply chain by 2030, and to power them entirely with green electricity within the same timeframe.

In the first half of this journey, we have taken meaningful strides to tackle emission growth. Within our infrastructure, we are deploying new low-carbon technologies to sharpen energy efficiency, building microgrids for our own data centers, and steadily scaling up our green electricity procurement. As a result, our overall emissions have held steady and are now starting to trend down, even as our AI infrastructure has grown rapidly.

AI will be central to the next chapter of this work. The same technology intensifying the climate challenge is also one of our strongest tools for solving it. We are applying our digital and AI capabilities to cut emissions within our own infrastructure – and we believe AI holds far greater potential still: to accelerate low-carbon innovation, lift efficiency, and support broader environmental transformation in industries beyond our own.

Some of this is already underway. In our data centers, we are using AI to orchestrate the flow of energy – optimizing and shifting computing load to rhyme with renewable supply, both reducing emissions and helping stabilize the grid. Beyond our walls, we are also supporting innovative climate technologies from universities, research institutes and startups to move from the lab into the real world. By sharing and scaling solutions like these, we hope to help create an upward curve of progress – where innovations carry society forward, not just ourselves.

Ultimately, carbon neutrality is a systemic shift that depends on the collective efforts of every individual and every enterprise. As we look to 2030, we will continue to work alongside our partners, suppliers, and wider communities to reduce emissions together — building a more sustainable future on a resilient, shared foundation.

Ma Huateng

Chairman and CEO of Tencent



Leading

the

Charge

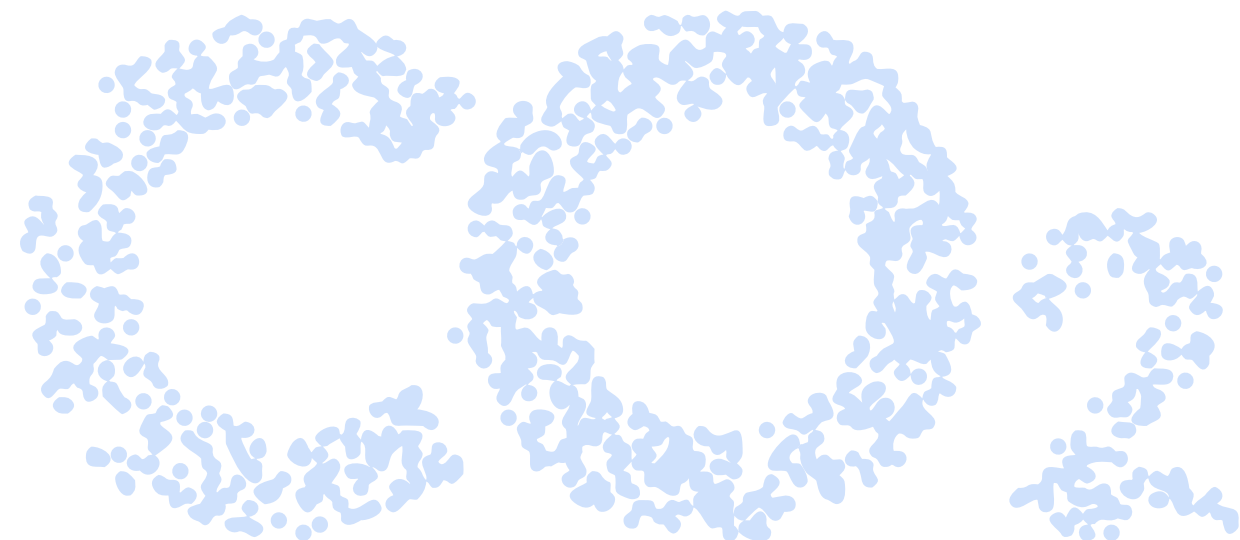
Why this matters

We have entered the era of the AI revolution, a leap in human potential so profound that it is reshaping how we solve, create, and connect.

As AI scales, it is accelerating the energy demands of our global systems, placing technology companies at a pivotal point in the climate challenge: both as major energy users and as powerful enablers across the broader economy.

This creates a dual responsibility: to reduce the emissions associated with our own operations, while also using technology to help accelerate broader system-level decarbonization.

Through our platforms, ecosystem, partnerships, and growing AI capabilities, we aim to support more efficient infrastructure, enable smarter, lower-carbon solutions across industries, and help translate emerging technologies into scalable, real-world applications. This is why climate leadership from the technology sector matters.



How energy is sourced



How infrastructure is designed



How supply chains respond



How people and institutions make everyday decisions



The decisions made today will shape whether tomorrow's digital economy deepens environmental pressure or becomes a force for long-term resilience and shared progress.



Pledge

to

Progress

Pledge

As we reach the midpoint of our journey towards reaching carbon neutrality by 2030, it is important to provide a clear view of where we stand, both in reducing our own footprint and in contributing to wider climate progress beyond Tencent.

Together, these two perspectives reflect the full scope of Tencent’s climate contribution, combining accountability for our own emissions with meaningful impact across the ecosystems we are part of.

Our goals:		Our progress:	
Operational Emissions Reduction By 2030, reduce absolute Scope 1 and 2 emissions by 70% from 2021 base year.		On track We reduced Scope 1 and 2 emissions through enhancement in energy efficiency and transition to green electricity.	Reduced tCO ₂ e ² ↓ 2,399,815 tonnes
Energy Efficiency The average Power Usage Effectiveness (PUE) of owned data centers does not exceed 1.250 ¹ .		Achieved Average PUE of owned data centers was 1.246.	Average PUE ↓ 1.246
Green Electricity By 2030, achieve 100% green electricity consumption.		On track Proportion of green electricity increased from 22.0% in 2024 to 48.5% in 2025.	2025 2024
Supply Chain Emissions Reduction By 2030, reduce absolute Scope 3 emissions by 30% from 2021 base year.		On track We reduced Scope 3 emissions through promoting the use of green electricity in our supply chain.	Reduced tCO ₂ e ³ ↓ 263,962.5 tonnes
Our target: Carbon neutrality across our own operations and supply chain by 2030.		Key achievements: ✓ 6.5 billion kWh of green electricity procured ⁴ ✓ Green electricity share reached 82.9% in owned data centers ✓ SBTi-validated near-term and net-zero targets established	

¹The scope of PUE calculation includes all owned data centers that have been operating for more than 12 months. ^{2,3} Compared with the 2025 BAU scenario ⁴ Cumulative from 2021 to 2025

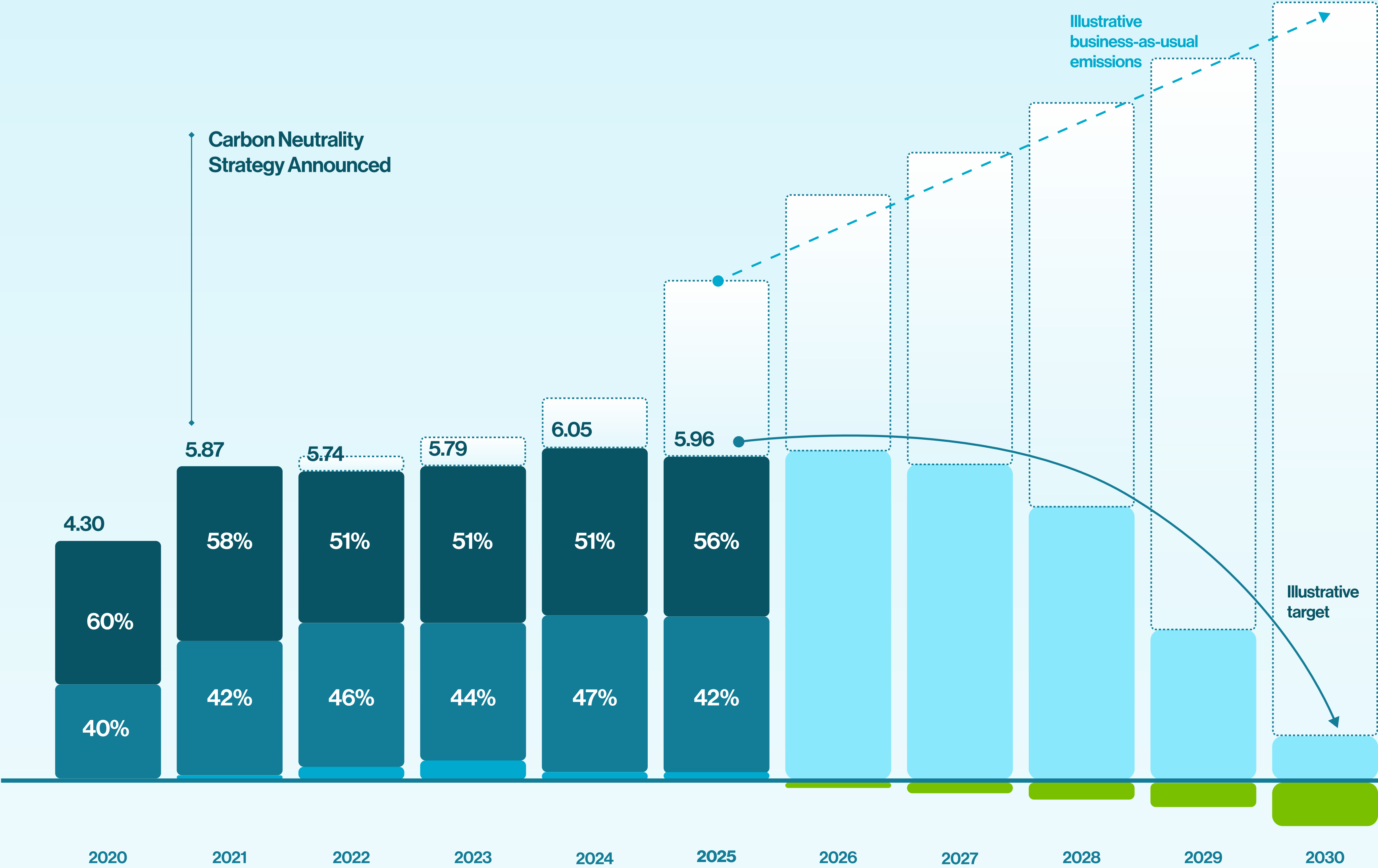
Progress

We are significantly reducing our carbon footprint across our Scope 1, 2 and 3 emissions.

Key

1.23 Tencent's carbon emissions (1,000,000 tCO₂e)

- Scope 3 emissions
- Scope 2 emissions
- Scope 1 emissions
- Avoided emissions
- Projected emissions
- Carbon offsets



Progress

We are on track or achieving major goals around operational emissions, energy efficiency, green electricity sourcing and supply chain emissions reduction.

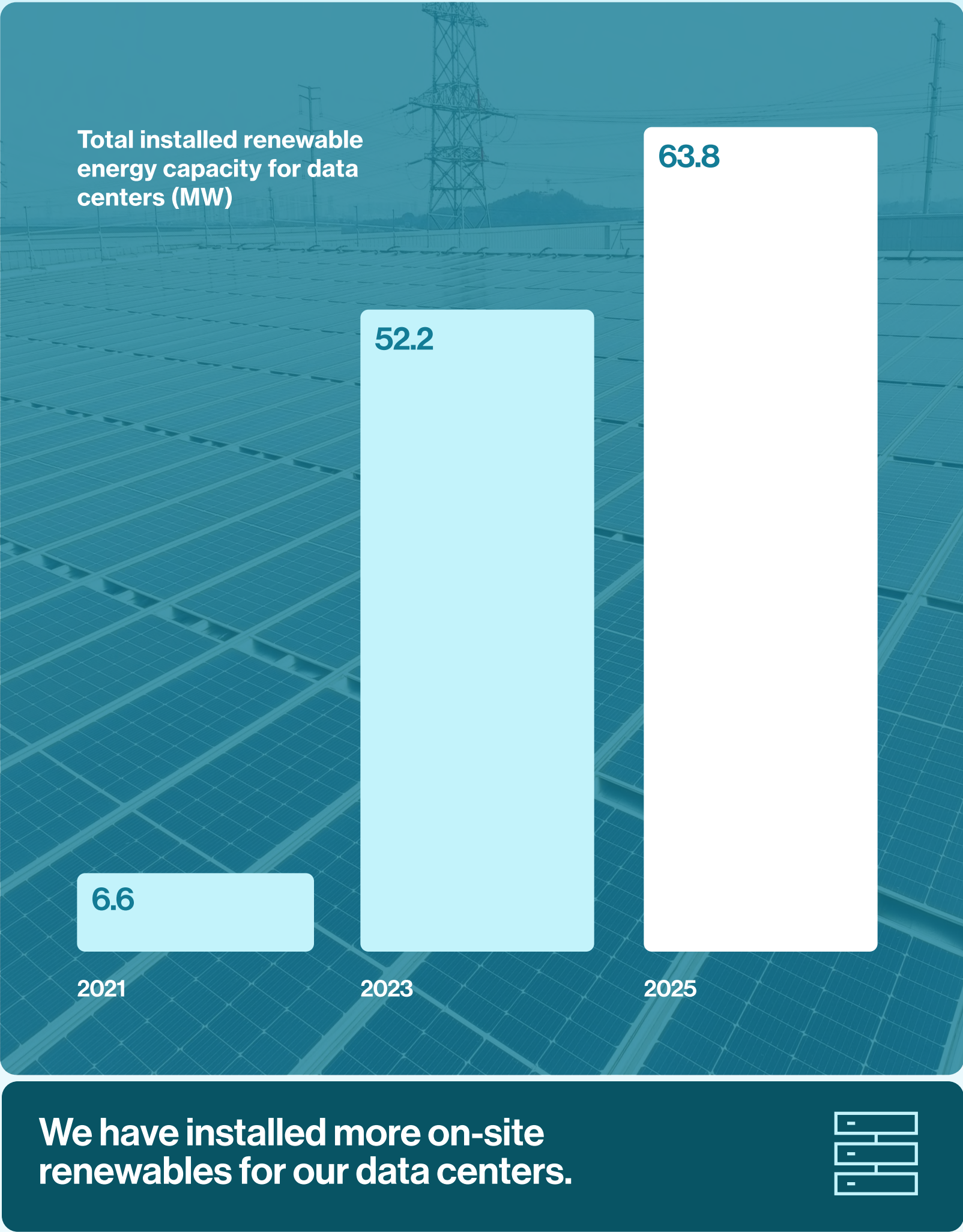
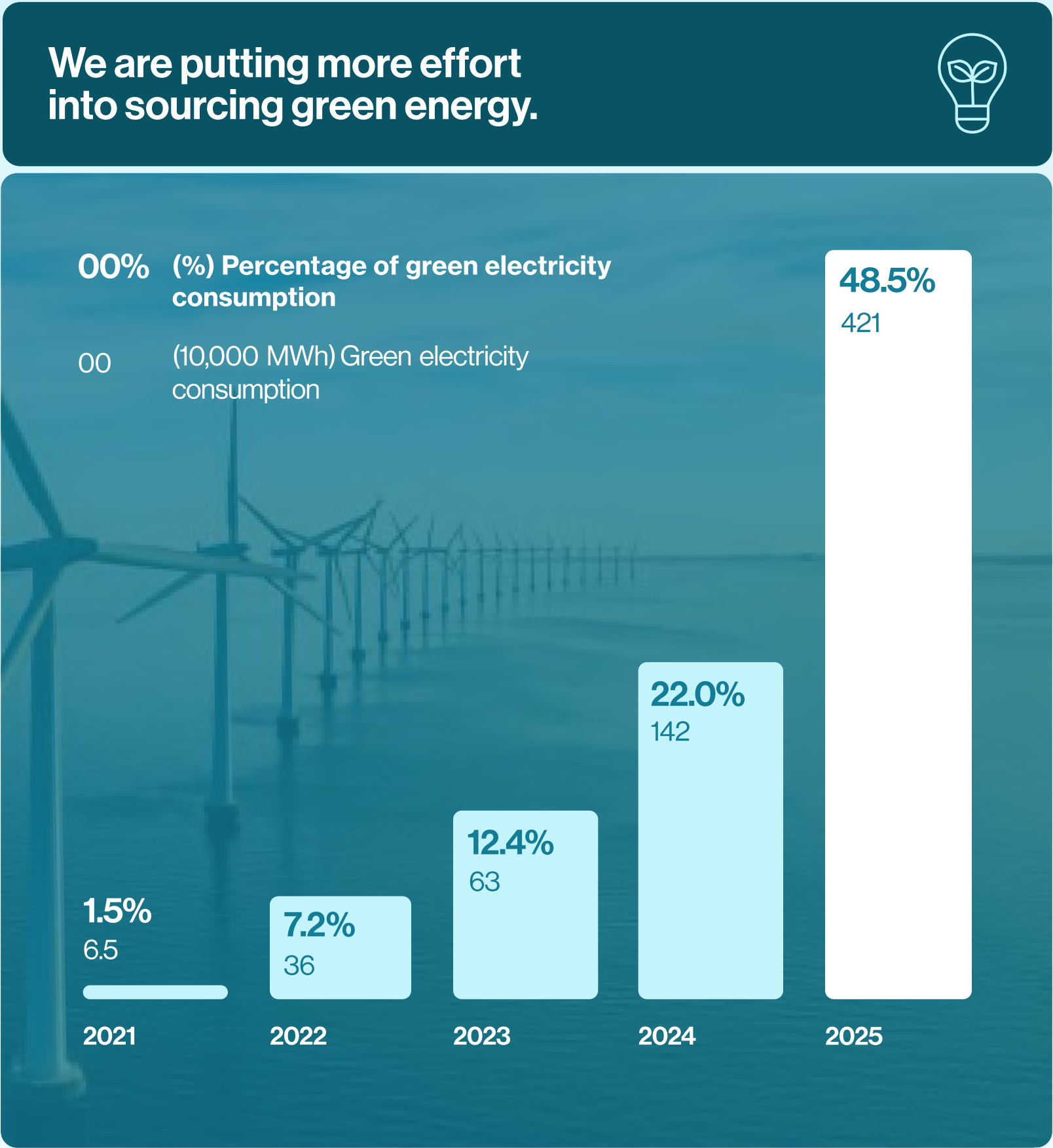


Energy Efficiency

Our target is for the average PUE of owned data centers to not exceed 1.250.

Achieved ✓

Average PUE of owned data centers was 1.246





Reducing

Emissions

Reaching carbon neutrality by 2030 means transforming how we operate at every level, guided by the carbon mitigation hierarchy

Avoid
Reduce
Replace
Restore

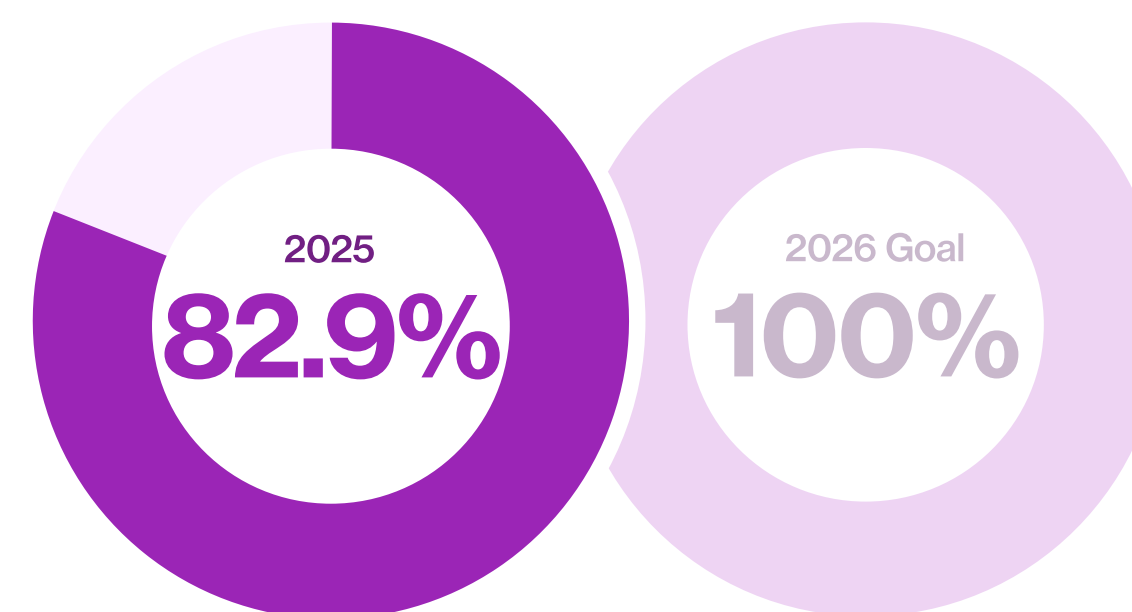
Tencent is decarbonizing its own operations while extending impact across its value chain, showing that emissions can decline even as digital growth continues.

As Tencent's platforms scale and AI workloads accelerate, how we design, power, and operate data centers has become critical to our carbon neutrality journey.

Green Electricity Procurement

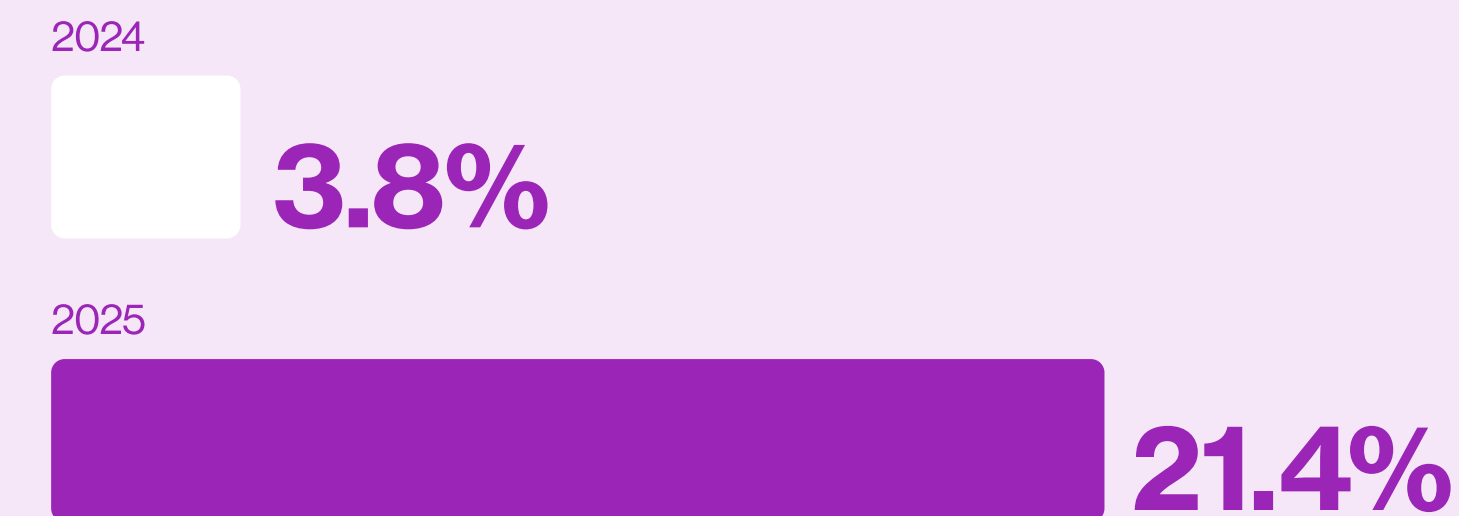
Self-owned IDC¹ RE² Transition

Renewable energy share achieved



Leased Data Centers

Share of renewable energy increased from 2024 to 2025



Data Center Energy Efficiency

T-Block modular architecture, AI-enabled ops, and advanced cooling

Achieved

PUE³ ≤ 1.25

and stabilized emissions despite rising AI load

Installed On-Site Renewables

Photovoltaics, building-integrated photovoltaics, microgrids

Installed renewable energy capacity reached 63.8MW

↑ **up 22% YoY** (2023 → 2024)

Avoid + Reduce + Replace + Restore

Data Center Energy Efficiency

From everyday messages to advanced AI tools, digital life relies on data centers operating in the background.

As AI computing has grown more powerful, rack energy demand has surged, from 6–8 kW per rack to 30–100 kW or more. At this level, traditional data-center designs become inefficient and waste energy.

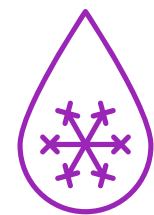
Tencent responded by evolving from its fourth-generation T-Block model to T-AIDC, a new data center architecture designed specifically for the AI era. Built on standardized, modular designs, T-AIDC makes data centers easier to deliver across different locations and site conditions, meet energy and regulatory requirements, and support far more powerful computing with less wasted energy.

These limits aren't just technical. Large-scale data centers are often constrained by how much space is available, what existing buildings and infrastructure can support, how much power can be accessed from the grid, and increasingly strict energy and efficiency requirements.



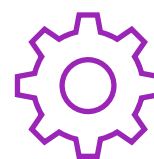
98% power supply efficiency

T-AIDC cuts energy loss across the system



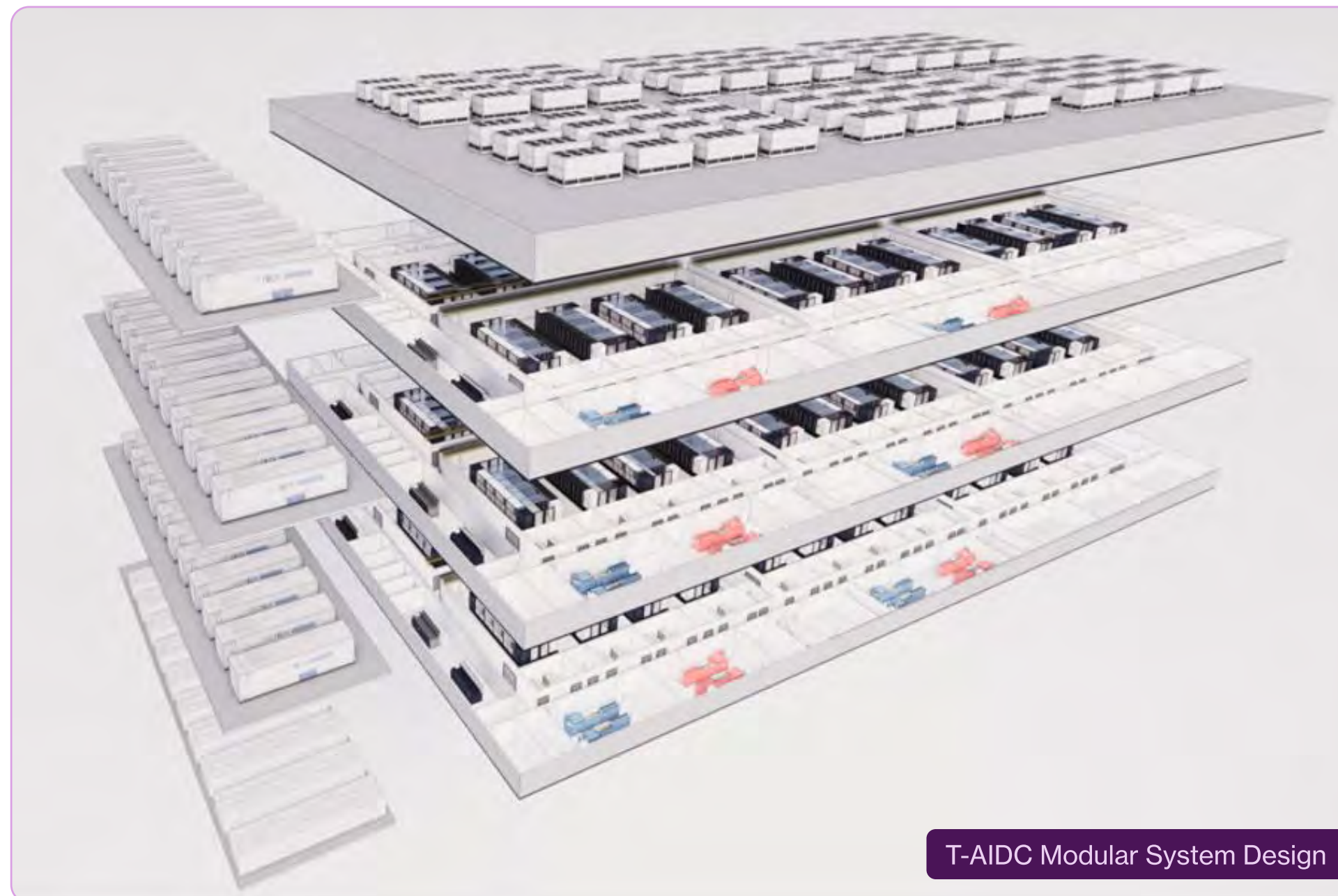
PUE levels below 1.15

Advanced liquid cooling for powerful AI servers supporting 30-140 kW workloads



Real time adjustments

Smart software adjusts power, cooling and workloads



T-AIDC Modular System Design

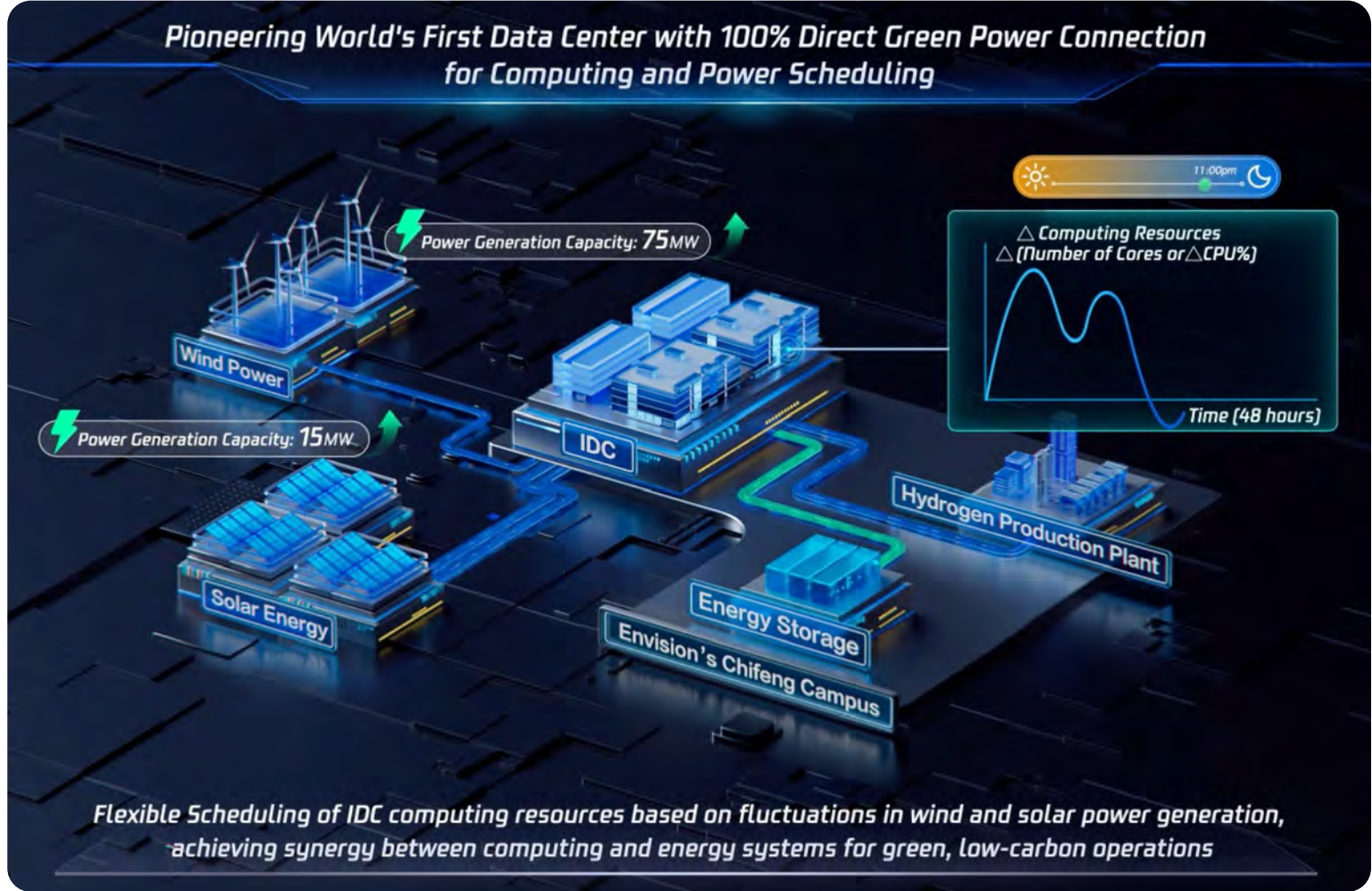
Coolant Distribution Unit DU-450



Our 5th Generation T-AIDC uses efficient modular components to help keep energy use in check.

AI-Enabled Computing Task Scheduling for Renewable Energy Integration

Tencent is working with Envision Energy to address the growing pressure on the grid as AI computing accelerates and renewables continue to penetrate.



It is important to understand the power profiles of different computing tasks and develop the technology to shift the tasks. By leveraging computing–power synergy, Tencent aligns data center workloads with the availability of renewable energy, ensuring that demand better matches clean power supply while helping to stabilize the grid.

Chifeng Data Center, Inner Mongolia



This approach is being piloted in Chifeng, Inner Mongolia, where Tencent operates the first data center in China that is connected to 100% direct wind and solar renewables.

By scheduling computing tasks dynamically to respond to fluctuations in renewable power every 15 minutes, the system enables high levels of renewable use while supporting grid stability. As Chifeng pilot showcases the feasibility of auto-scheduling on a daily basis, Tencent is now working to apply this innovation to a broader scope of computing tasks and data centers, and working actively with grid operators to understand the role and full potential of data centers in supporting the grid.

AI-Powered Production Scheduling for Grid Support

Steel production is one of the most energy- and emissions-intensive industries in the world, placing heavy pressure on power systems during periods of peak demand and, more broadly, on the climate. Tencent is working with steel manufacturers to change this.

With dynamic production scheduling, steel plants can become more flexible in how and when they use energy, helping reduce costs, lower emissions and support a more stable power grid.

At the heart of this approach is a digital twin, a virtual model of a real steel production line that mirrors how the factory operates in detail. Combined with AI-driven scheduling optimization, this allows production schedules to be tested and adjusted in advance and in real time, finding the best way to balance production output, energy use and cost without disrupting operations.

This means factories can:

Shift energy use away from peak periods, easing pressure on the grid

Respond to changes in electricity supply and pricing, reducing energy costs

Support wider energy stability, while maintaining production performance



Through this work, Tencent is bringing digital innovation into one of the world's most traditional industries, showing how even complex, heavy-industrial systems can become smarter, cleaner, and more responsive.

Avoid + Reduce + Replace + Restore

Installed On-site Renewables

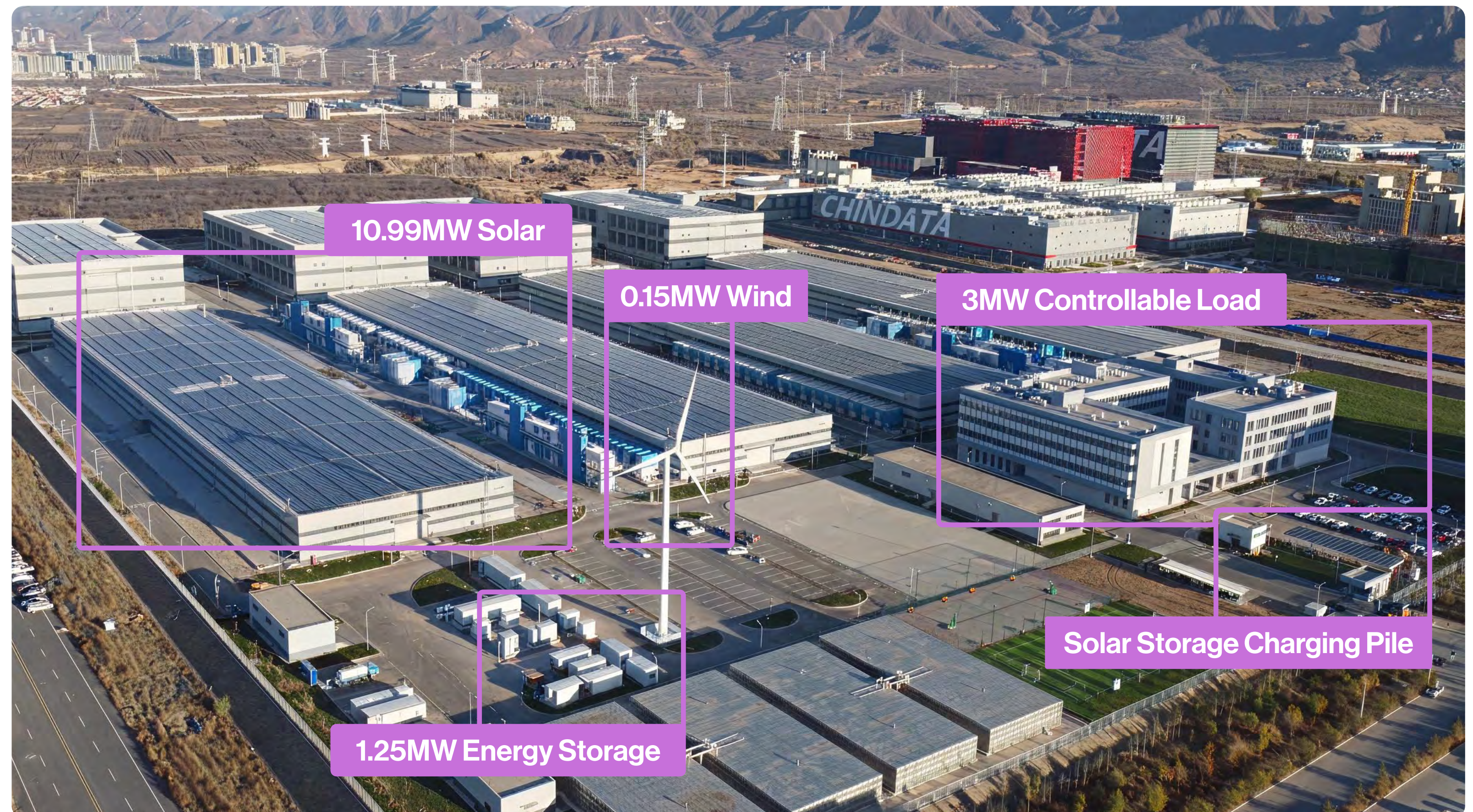
Alongside efficiency improvements, Tencent is increasing the use of renewable energy generated directly at our data center campuses.

By building renewables into the design of these sites, Tencent reduces reliance on the grid while strengthening long-term energy security.

In 2025, Tencent continued to increase on-site renewable capacity, by adding more rooftop solar, building-integrated photovoltaics, and early microgrid systems.

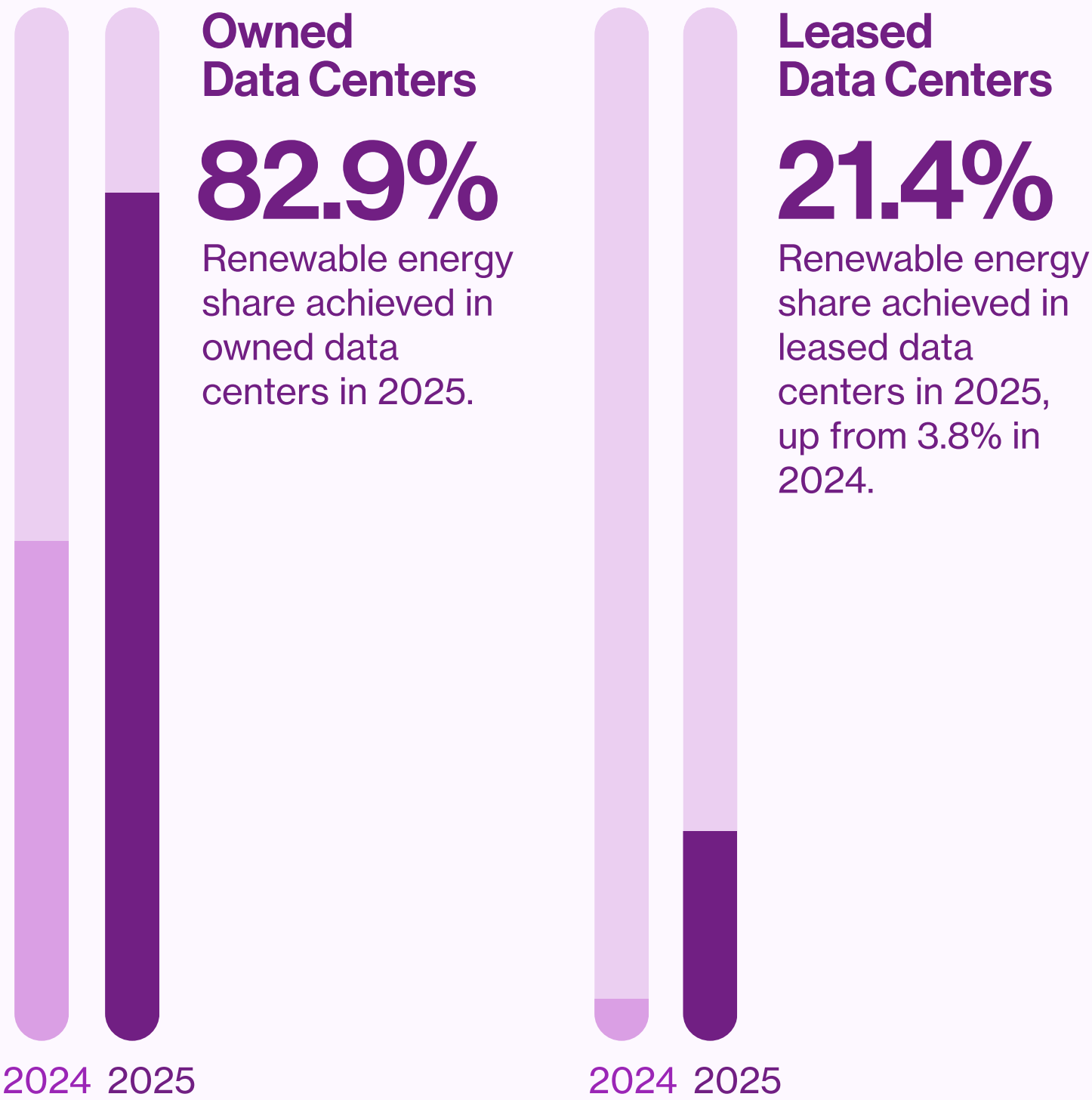
In locations such as Huailai and Tianjin, wind-solar-battery microgrids now help balance energy supply and demand, increasing the use of clean power, easing pressure on local grids, and supporting more stable energy use as digital demand continues to grow.

Tencent Huailai “Wind-Solar-Storage” Microgrid Project



Avoid + Reduce + Replace + Restore

Green Electricity Procurement



Our Data Centers

Tencent’s green electricity purchases tripled from 1.36 million MWh in 2024 to 4.13 million MWh in 2025.

Complementing efficiency and on-site generation, Tencent’s Green Energy Procurement Strategy, guided by three principles, additionality, traceability, and proximity, prioritizes high-quality renewable electricity that delivers real, system-level emissions reductions.

As a result, Tencent's owned data centers increased their share of renewable electricity from 49.8% in 2024 to 82.9% in 2025, keeping Tencent firmly on course to achieve 100% renewable electricity by 2026.



Leased Data Centers

Tencent embeds PUE performance standards and renewable energy into partner discussions and supports leased facilities through long-term engagement, clean-power contracting, and structured green electricity procurement models.

This approach is already delivering progress: leased data centers increased their renewable electricity share from 3.8% in 2024 to 21.4% in 2025. Our target is 100% certified green power in leased facilities by 2030.

Together with energy-efficient design, on-site renewables, and green electricity procurement, these efforts form the backbone of Tencent’s transition to lower-carbon digital infrastructure, enabling growth in an AI-driven world without a proportional rise in emissions.

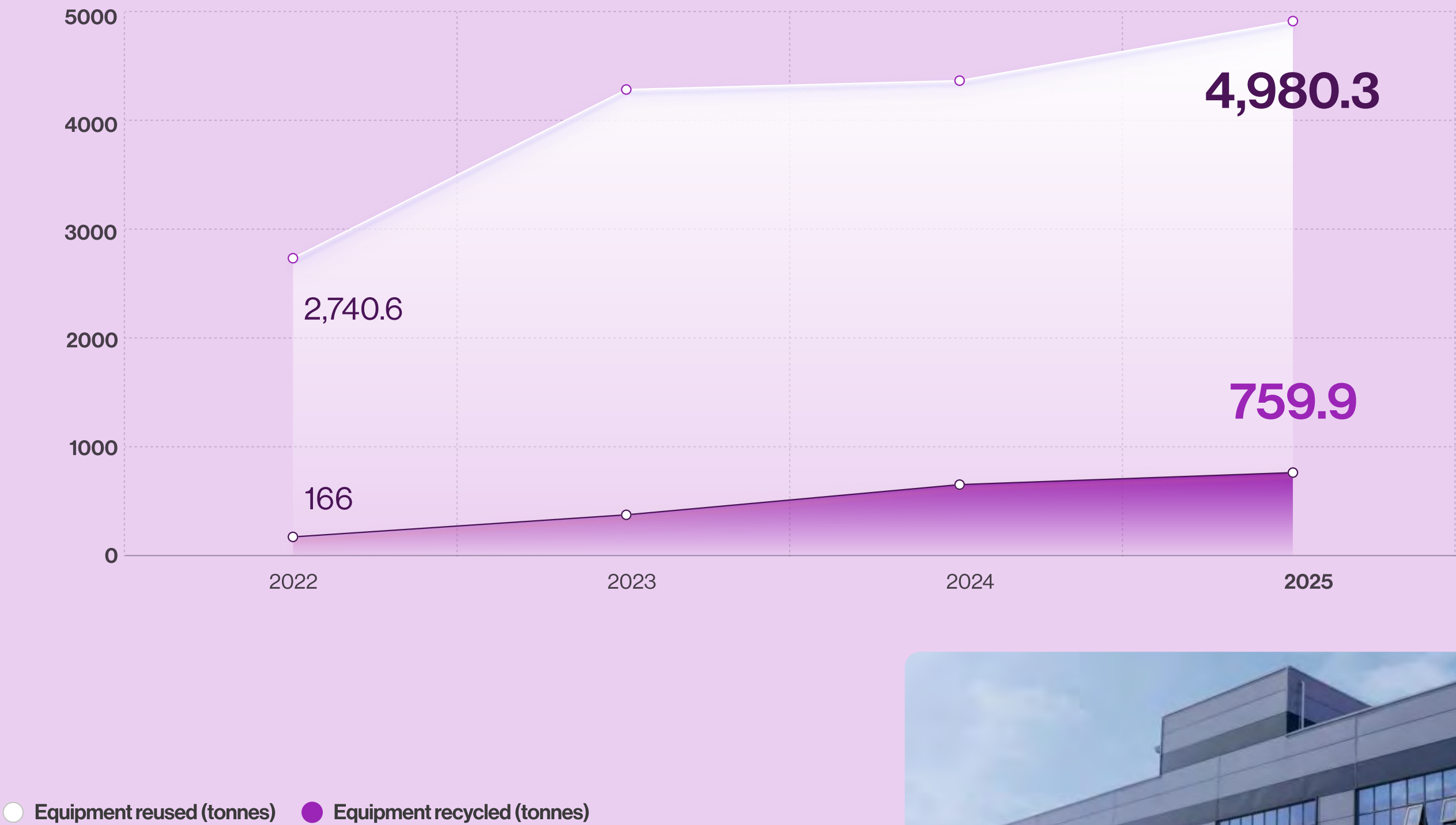
Avoid + Reduce + Replace + Restore

Green Recycling Center

Tencent has implemented a comprehensive approach to reducing electronic waste through its Green Recycling Center, which focuses on extending the lifecycle of data center IT equipment.



Tonnes reused / recycled



By refurbishing, upgrading, and rigorously testing servers and components, the initiative enables large-scale reuse while minimizing the need for new manufacturing and associated emissions. The integrated system combines digital monitoring, quality control, and component-level recovery to maximize resource efficiency, supporting the development of a circular economy.



Avoid + Reduce + Replace + Restore

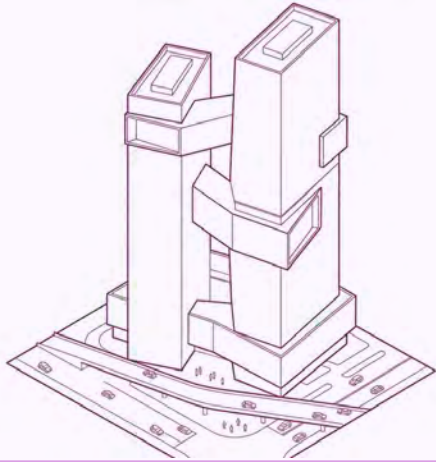
Green Offices,
Water Stewardship,
and Waste Circularity

As the places where tens of thousands of people collaborate every day, our offices and campuses are powerful levers for reducing emissions, shaping sustainable behaviors, and improving resource efficiency across the organization.

All building operators hold ISO 9001, ISO 14001, and ISO 45001 certifications. Five buildings across our portfolio hold LEED certification.

In 2024 and 2025, we advanced a comprehensive program to make our buildings greener, smarter, and more resilient. From energy-efficient design and low-carbon operations to stronger water stewardship and circular economy practices, these efforts ensure that the environments that support our people also support our long-term climate ambitions.

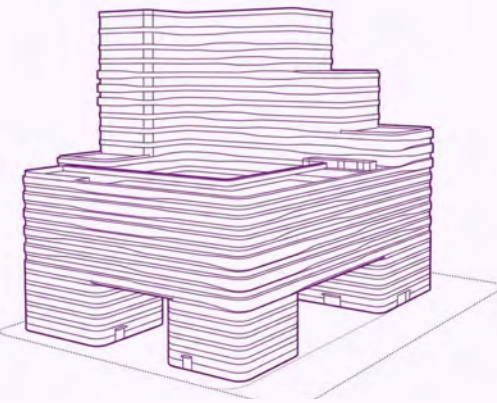
Tencent’s Self-Owned Office Buildings



Tencent Binhai Building

LEED Building Design + Construction
NC Gold Design Certification 2017

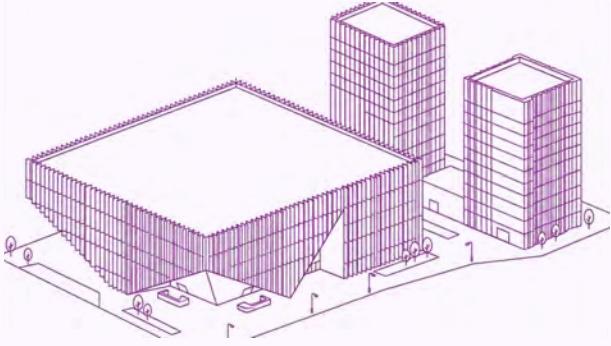
LEED Operations + Management
EB Gold Operation Certification 2020



Tencent Chengdu R&D Center Building

LEED Building Design + Construction
NC Gold Design Certification 2017

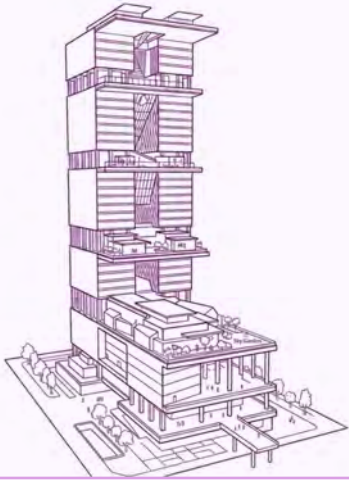
LEED Operations + Management
EB Platinum Operation Certification 2018



Tencent Beijing Headquarters

LEED Building Design + Construction
NC Gold Design Certification 2021

LEED Operations + Management
EB Platinum Operation Certification 2023



Tencent Guangzhou Headquarters

LEED Building Design + Construction
NC Gold Design Certification 2025

Tencent Headquarters Campus

Tencent’s new campus at Dachan Bay is proof that a headquarters can scale without scaling its carbon footprint. Designed as a holistic ecosystem and a living laboratory, the campus treats energy, water, and nature as one connected system rather than separate initiatives.

Passive design cuts baseline demand before active systems engage. On-site renewables – solar carports, building-integrated photovoltaics, rooftop wind turbines and energy-recovering elevators – generate clean power as part of everyday campus life. Reclaimed water and rainwater harvesting close the water loop. Habitat gardens and green corridors restore biodiversity across the site.

These integrated green infrastructure capabilities make Dachan Bay a highly efficient, low-carbon, and eco-friendly model for modern workplaces, delivering a scalable blueprint for sustainable architecture in the digital economy.





Building

Solutions



CarbonX Program (CarbonX) is one of our largest and most ambitious efforts to build a global ecosystem where scientists, engineers, entrepreneurs, investors, and industry leaders work together to accelerate the scaling of climate solutions the world urgently needs.

CarbonX began in 2023 (1.0) and expanded in 2025 (2.0), scaling up its reach, partnerships, and real-world climate impact. It has a simple but urgent mission: help the climate solutions that matter most survive the stage when they are most likely to fail.

Across the climate tech ecosystem, breakthrough ideas are routinely lost in what experts call the “Valley of Death” – the gap between promising research and deployable, investable, world-ready solutions.

CarbonX was designed to bridge this gap by pairing catalytic funding with what early-stage innovators lack:

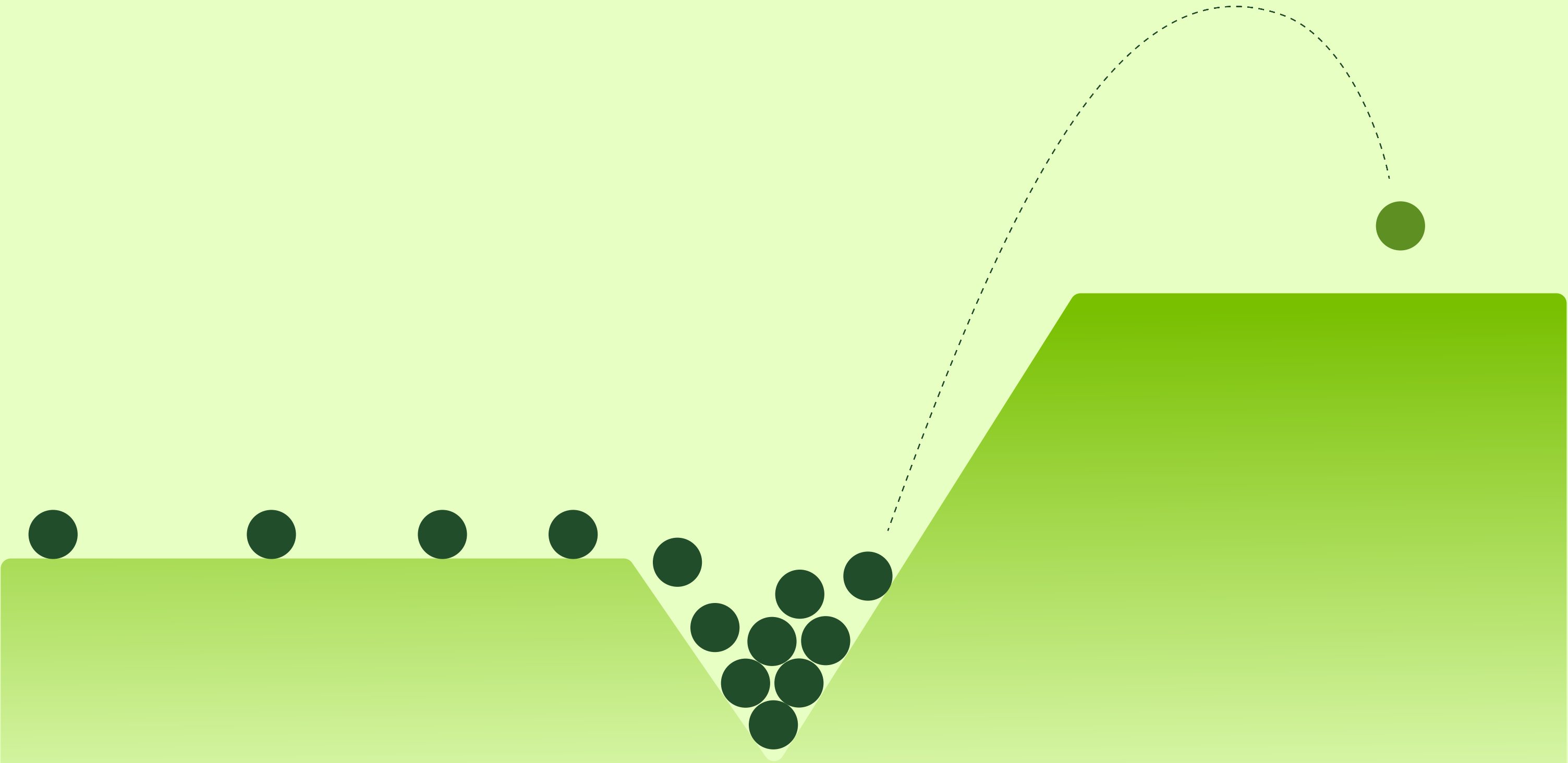
- +

access to real-world application environments
- +

industry partners
- +

scientific guidance

The “Valley of Death”



The program’s true power lies in bringing scientists, engineers, entrepreneurs, corporates, and investors into the same room, creating a collaborative environment where real climate breakthroughs can happen.

Today, the program focuses on four core technology areas critical to decarbonization:

CDR

Carbon Dioxide Removal (CDR)
– removing CO₂ from the atmosphere

CCUS

Carbon Capture, Utilization, and Storage (CCUS) for the steel industry
– tackling emissions in one of the hardest sectors to decarbonize

LDES

Long-Duration Energy Storage (LDES)
– enabling renewable energy to work at scale

Carbon Utilization

CarbonXmade
– turning captured CO₂ into products and materials

These focus areas reflect CarbonX’s core belief that climate innovation succeeds when science, industry, and capital intersect in real systems. CarbonX operates as a platform where technologies are shaped by real constraints and real users, delivering solutions with the potential to define the future of global decarbonization.

Over time, CarbonX has evolved from a China-based pilot into a global platform, expanding its scope, partnerships, and scale as it identified how climate solutions can survive and grow.

To ensure innovation delivers in practice, CarbonX was designed around future real-world pilot environments. Testing regions were identified based on climate vulnerability, industrial decarbonization demand, and alignment with developing technologies.



Kenya

Exploring geothermal-powered carbon removal in climate-vulnerable contexts



Maldives

Testing long-duration energy storage on renewable-heavy island grids



Serbia

Piloting CCUS in heavy industrial steel production

CarbonX 2.0

660 applications
54 countries & regions



CarbonX 1.0

300 applications
from China



From a pool of 660 applications, Tencent selected 50 finalists across universities, research institutes, and startups.

Tencent has now announced 16 winning projects moving into the activation phase. Ten projects will receive pilot-focused grant support to advance first-of-a-kind demonstrations in real-world conditions across the four critical technology areas.

Alongside these pilots, six additional innovative technologies are supported through tailored mechanisms that address the wider challenges of scaling climate solutions. This includes support for measurement, reporting, and verification (MRV), carbon-credit purchase commitments, and green-premium mechanisms.

CarbonX in Action

Carbon2Rock Turning Carbon Capture into Scalable Impact

As one of the winning projects of CarbonX, the University of Science and Technology Beijing (USTB) has successfully implemented a 1,000-tonne CO₂ mineralization demonstration project at the HBIS Tangsteel site, bringing Carbon2Rock technology directly onto the factory floor.

The technology binds industrial emissions with waste materials such as steel slag, converting carbon into a stable mineral form. At full scale, it has the potential to capture up to 60 million tonnes of CO₂ annually, equivalent to planting more than 3 billion trees.

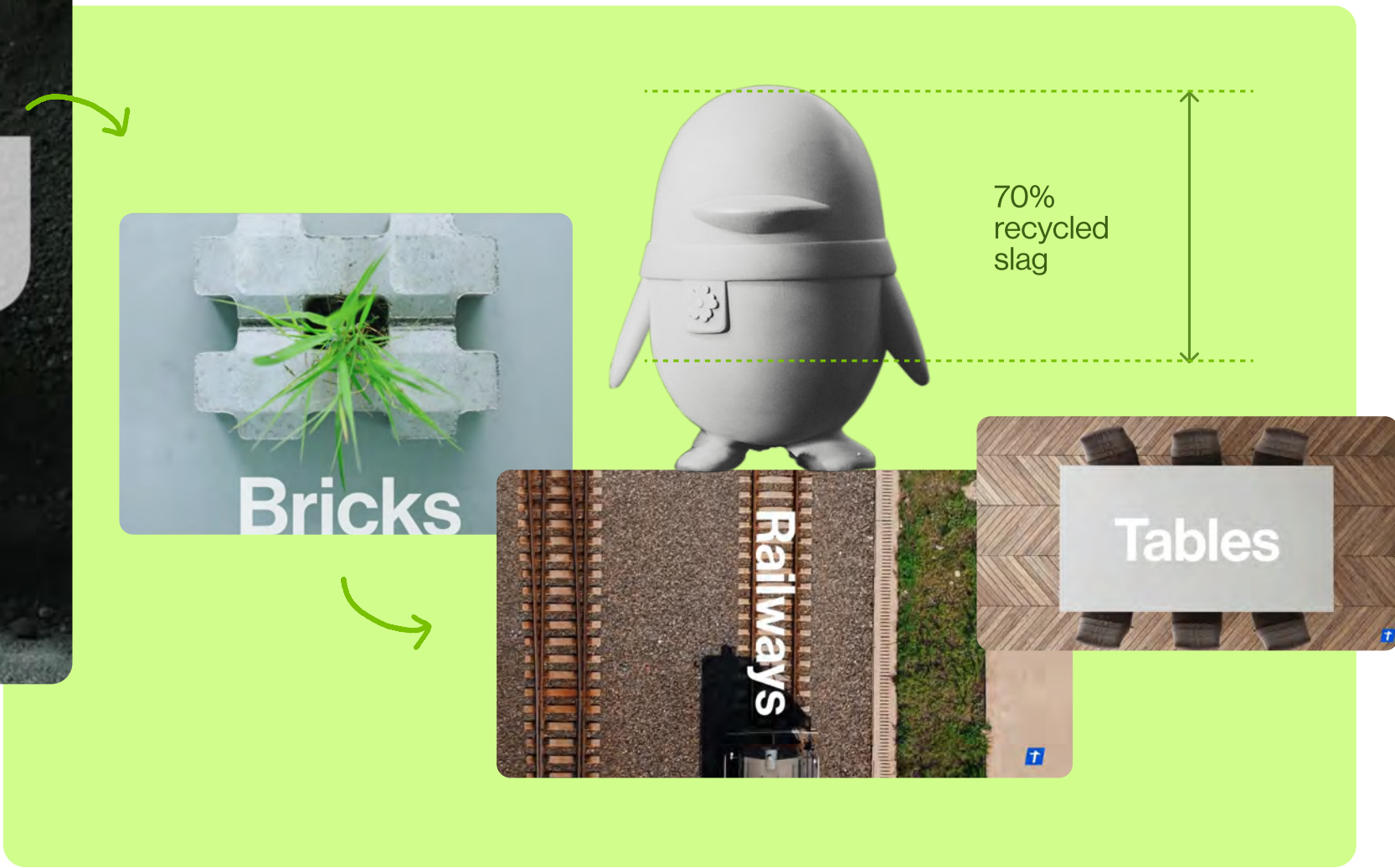


Pengreen Mineralizing CO₂ into Steel Slag

Beyond its technical impact, this work shows how carbon capture can move from the lab into real-world applications, enabling new industrial pathways and consumer products, while bridging innovation, manufacturing, and public awareness. The process mineralizes CO₂ into steel slag, turning a waste by-product into durable materials.

Each Pengreen unit contains up to 70% recycled slag and permanently stores up to 20 grams of CO₂ in a stable mineral form.

Pengreen demonstrates how carbon removal can be integrated directly into manufacturing, transforming emissions into everyday, long-life materials and vitally achieving a permanent storage of carbon.



CarbonXmade Bringing Carbon Utilization Out of the Lab

CarbonXmade has created a new wave of CO₂-based consumer products by bringing carbon utilization out of the lab and into everyday markets.

Through partnerships with brands such as DECATHLON China, HAY, Sasol, and Tims China, the initiative has enabled CO₂-derived materials to be used across dozens of commercial products spanning furniture, apparel, and lifestyle goods.

Individual products can embed tens of grams of captured CO₂ per unit, while collectively demonstrating that carbon-based alternatives can scale through existing supply chains. This use case proves technical viability, brand acceptance, and real consumer traction.

Carbon-Storing Bricks A Low-Carbon Alternative to Traditional Bricks

McDonald's China has introduced a low-carbon alternative brick that uses compressed materials infused with captured waste CO₂.

These carbon-storing bricks avoid coal-fired kilns, and are now being used in restaurant construction. Each 23m³ brick wall permanently locks away around 380kg of CO₂, demonstrating how scalable design and material innovation can embed sustainability directly into everyday infrastructure.



**23m³ =
380kg CO₂**

**Locking away carbon –
brick by brick – equivalent
to what a palm tree
absorbs over 37 years.**



CarbonX Horizon

CarbonX × Tencent Headquarters Campus Testing Ground

Tencent Headquarters Campus is becoming a large-scale living laboratory for next-generation low-carbon materials. A place where CarbonX winner technologies move straight from pilot into practice, embedded directly into the buildings, structures, and public spaces that will define one of Tencent's most iconic workplaces.

By transforming the campus into a real-world proving ground, CarbonX is accelerating the commercial readiness of breakthrough materials while showcasing what the future of sustainable architecture can look like at scale.



TanLIVE

Climate solutions exist everywhere, yet access remains uneven.

Fragmented across reports, databases, and platforms, critical information is often hard to find. This makes it difficult for governments, innovators, investors, and NGOs to use the latest data when they need it most.

Launched globally at COP28 in 2023, TanLIVE began as a free, open platform designed to make climate knowledge FAIR: **findable, accessible, interoperable, and reusable**. Today, it has evolved into a climate intelligence ecosystem, helping partners discover solutions, guide decisions, increase financial transparency, and unlock the value of existing knowledge.

Powering the transition with four core applications:

01



ClimateTech Search (CTS)

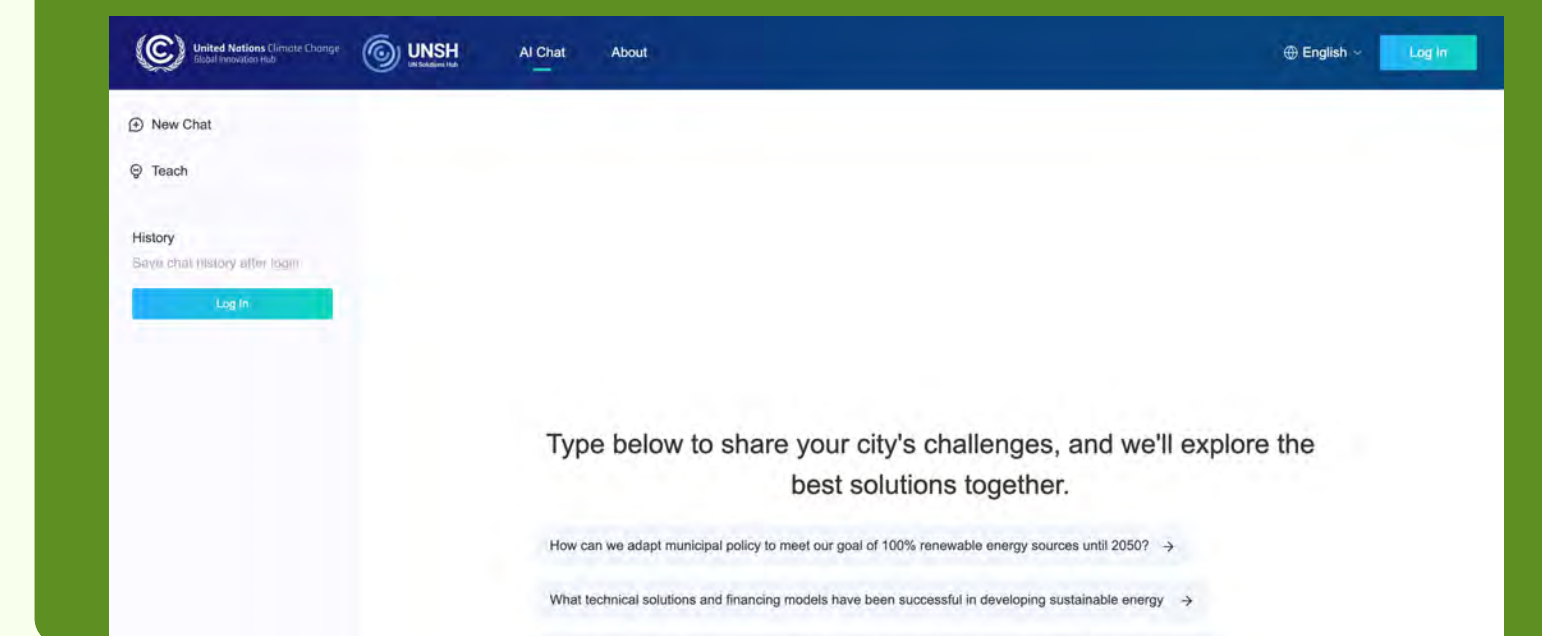
The world's first federated search engine for climate technologies.

Built with leading global institutions, CTS enables users to instantly find verified solutions and reduce hours of fragmented research to seconds. CTS also powers the UN Solutions Hub, connecting government needs with technologies.

“ClimateTech Search exemplifies how multilateral collaboration can translate summit-stage commitments into enduring, operational infrastructure for global climate action. Through I4C, we are building the connective tissue that allows climate technologies to move faster from innovation to impact, especially across emerging markets.”

– Omar Saif, Vice President, Global Climate Finance Center

02



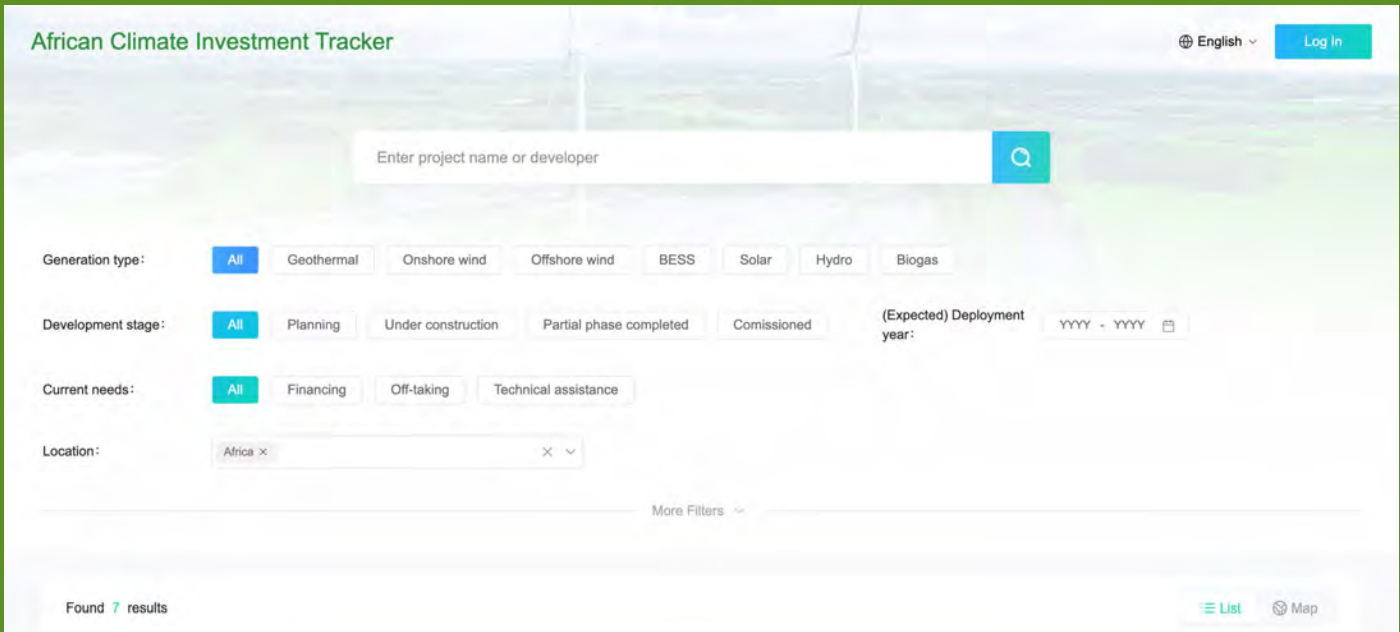
UN Solutions Hub

A digital gateway for climate solutions at speed.

In partnership with the UNFCCC and GeSI, Tencent powers the UN Solutions Hub, helping cities and governments quickly find and deploy trusted climate solutions. Built on TanLIVE's AI and data infrastructure, it links government needs with vetted technologies, financing, and global case studies.

The partnership reinforces TanLIVE's role as a neutral, reliable platform and signals a new model for scaling climate action through collaboration.

03

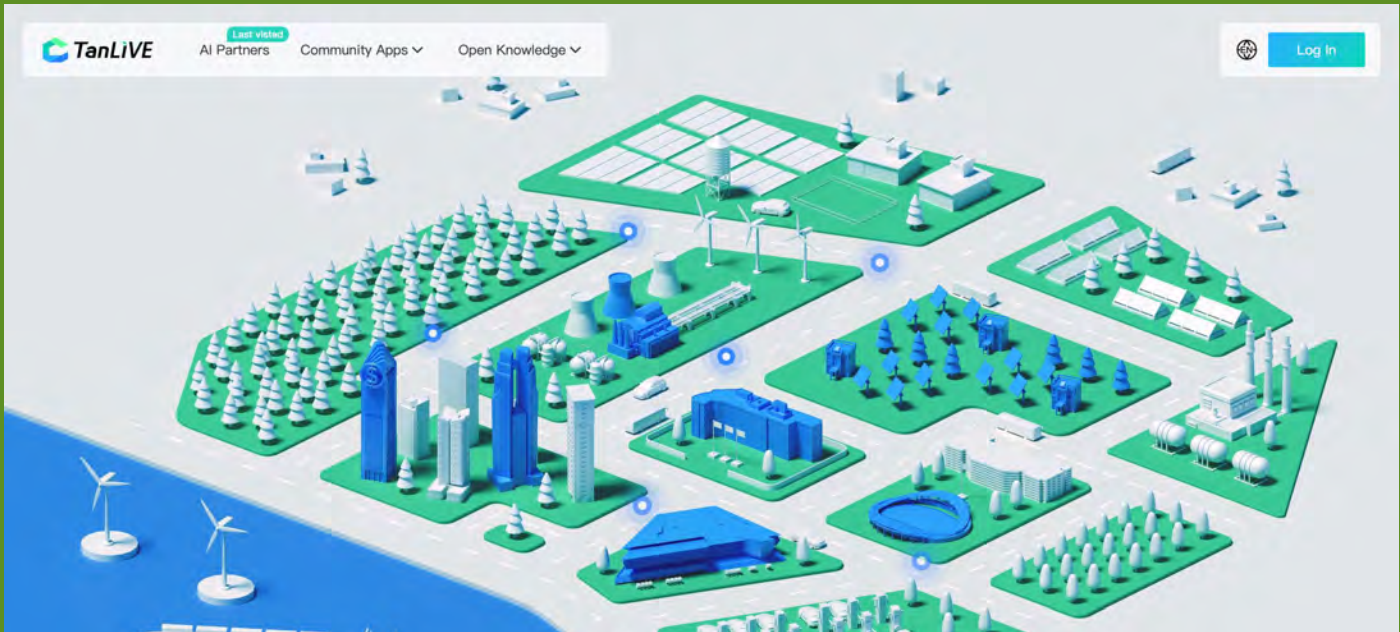


Africa Climate Investment Tracker (ACIT)

Built with the Africa Green Industrialization Initiative.

ACIT aims to improve visibility across one of the world's most underserved climate markets. By bringing verified data on renewable energy and green industrial projects to the public, it helps governments, developers, and investors identify opportunities and unlock investment.

04



TanLIVE Knowledge AI

Transforms reports and research into searchable, AI-powered knowledge systems.

Already in use by over 80 nonprofits, it enables organizations to answer complex questions, support decision-making, and make expertise accessible without technical complexity.

TanLIVE makes connections

TanLIVE connects distributed silos, making technology and information better findable and accessible. It is a growing digital foundation for climate action, designed to help knowledge move faster, further, and into wider use.



Nature-based solutions

Climate stability and biodiversity protection go hand in hand.

Healthy ecosystems store carbon, regulate water and climate systems, support livelihoods, and help communities withstand the impacts of a warming world. As nature loss accelerates alongside climate change, nature-based solutions are becoming an essential part of long-term resilience.

But these solutions cannot scale on technology alone. They also need credible, sustained financing. Tencent contributes by playing a catalytic role – helping strengthen standards, reduce risk, and mobilize investment into high-quality nature-based solutions that can deliver lasting climate and biodiversity benefits.



Market Coalitions

Tencent is a founding supporter of the Action for a Resilient Climate (ARC) Coalition, an Asia-led initiative focused on quality standards and finance for nature-based credits, and works with the Asian Infrastructure Investment Bank (AIIB) to help early-stage projects build the credibility needed to attract larger investment flows.

Tencent is also the first Asian-headquartered company to join the LEAF Coalition – a public-private partnership that mobilizes finance for tropical forest protection at scale, alongside more than 30 global corporate leaders and donor governments.

“Tencent’s commitment as the first Asian-headquartered company to join the LEAF Coalition sends an important signal about the growing global momentum behind efforts to protect the world’s tropical forests.”

– Eron Bloomgarden, Founder & CEO of the LEAF Coalition

Institutional Partnerships

Tencent works with the AIIB, the Asian Development Bank (ADB), and other partners to help advance nature-based solutions projects. This includes sharing technical expertise, supporting early-stage investment and project development, helping initiatives progress from concept to implementation and from pilot projects to large-scale deployment.

Through these partnerships, Tencent supports ecosystem protection and restoration while contributing to the responsible and sustainable growth of the nature-based solutions sector.

Supporting early commitments

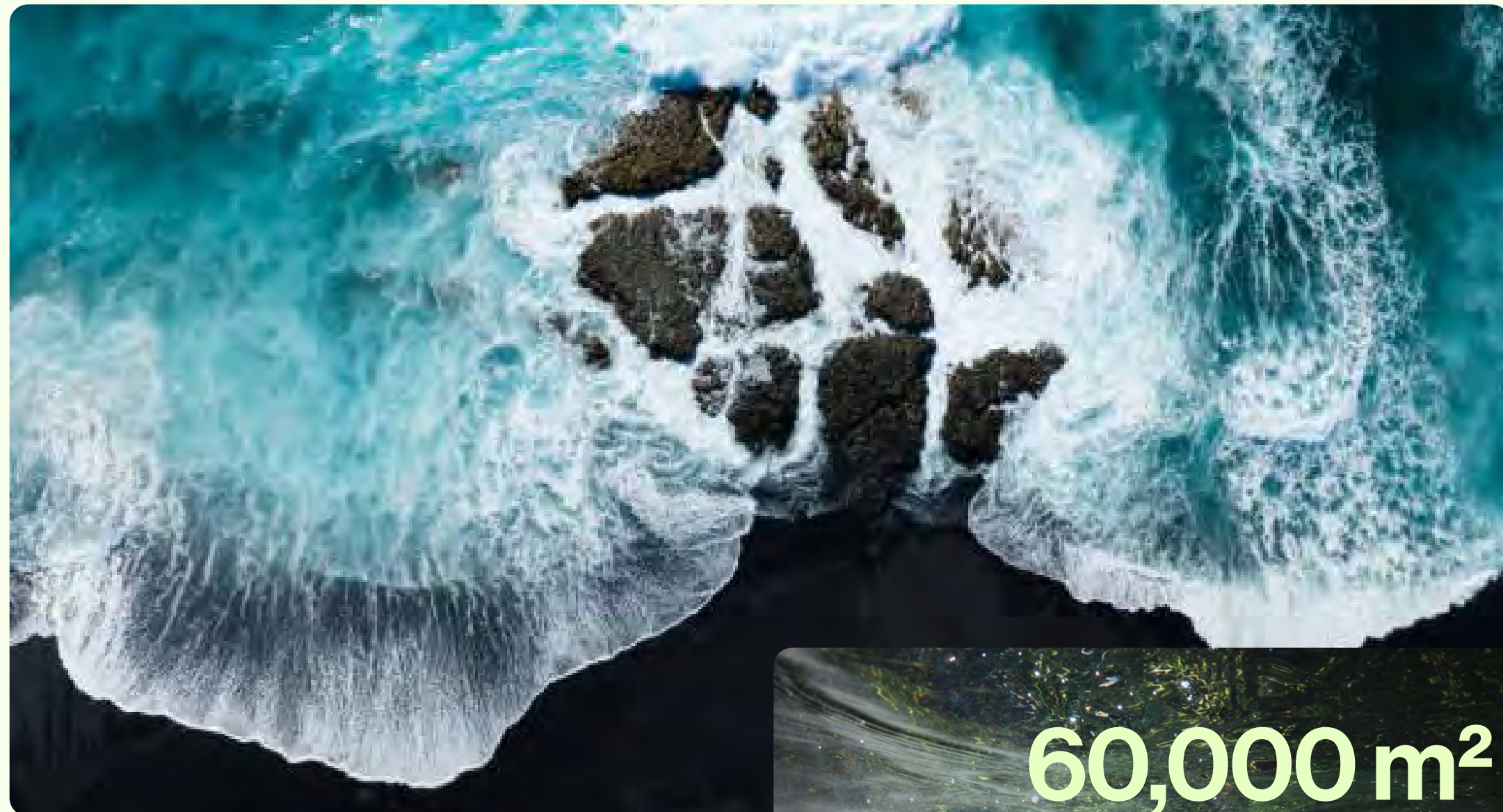


...and sharing technical expertise



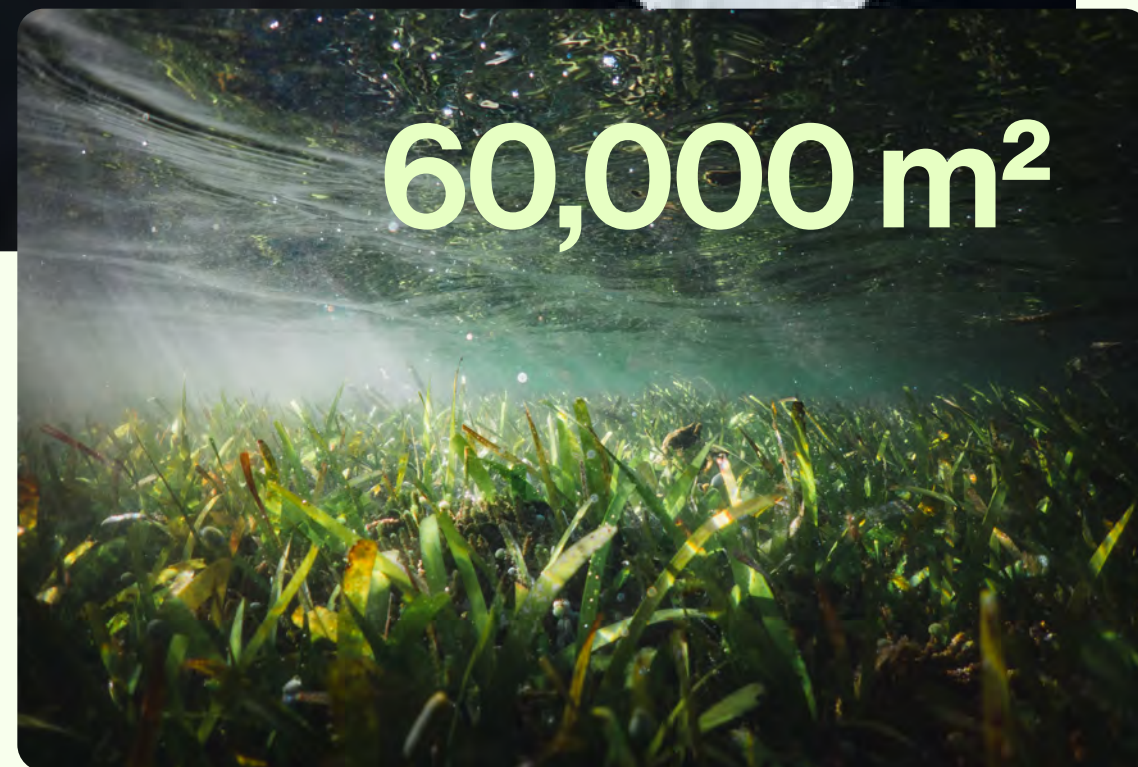
...so projects can get off the ground

Project BLUE-CARE (Blue Carbon & Marine Ecosystems)



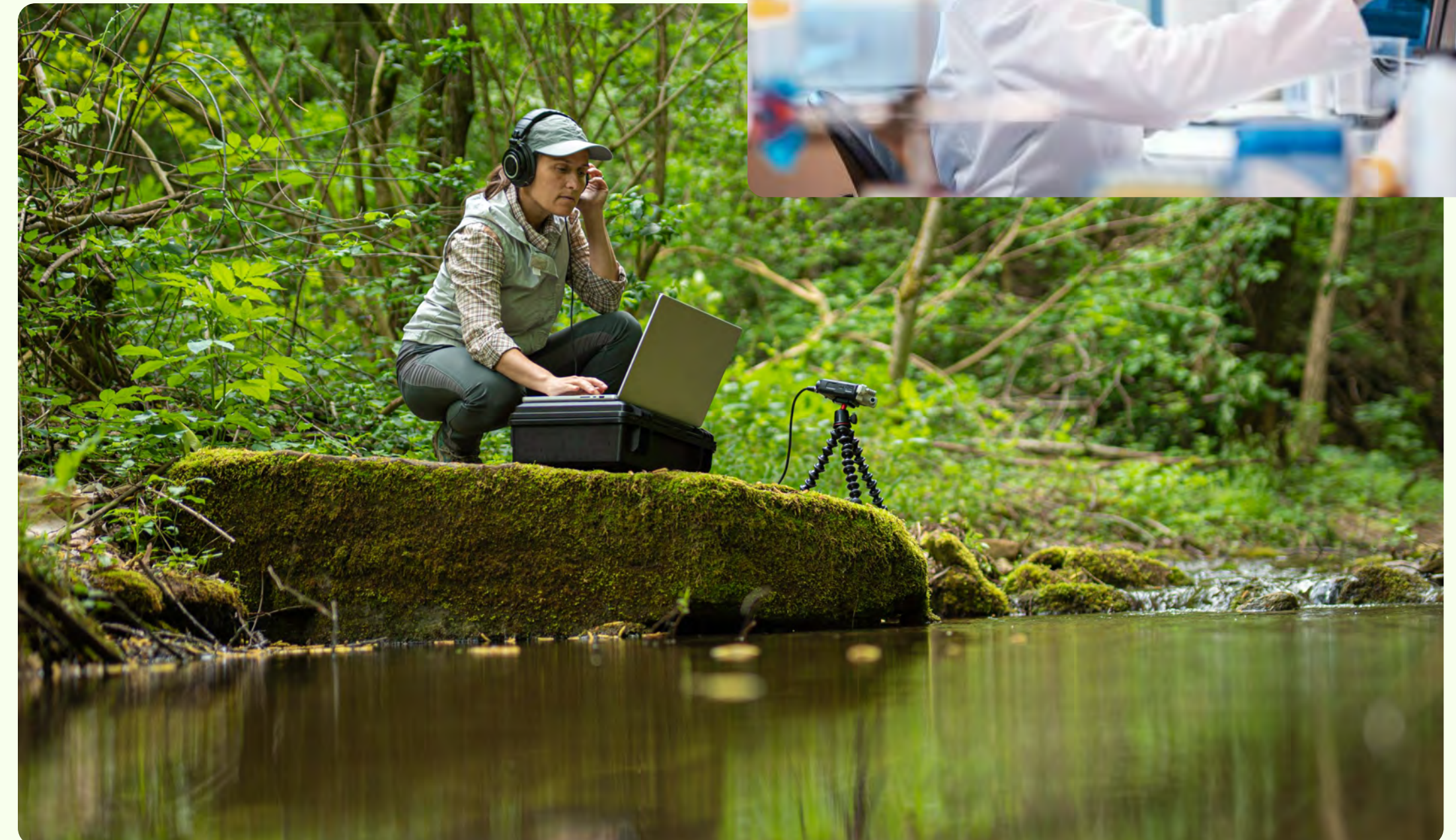
60,000 m²

Tencent provides early-stage funding for marine conservation projects. To date, Project BLUE-CARE has supported the restoration of more than 60,000 square meters of seagrass meadows, helping strengthen the ecological resilience of coastal ecosystems and promote their long-term recovery.



Supporting Carbon Market Development (Methodologies and Digital Tools)

To help scale climate action, Tencent has developed a range of methodologies and digital tools. These include a UN CDM-approved agricultural methodology, a SaaS platform for forest carbon projects, and an AI-powered Weixin Mini Program that supports sustainable farming practices.





Mobilizing

Millions

Shaping understanding and participation

Climate action is shaped not only by infrastructure and innovation, but by how people understand and engage with climate and nature challenges. Through platforms embedded in everyday digital life, Tencent helps make these issues more visible, relatable, and participatory.



CrossFire: Mobile

Through its Glacier Defenders program, CrossFire: Mobile links gameplay participation to real-world glacier protection. Player activity both in-game and through Tencent Charity helps fund the installation and operation of glacier monitoring stations, supporting scientific infrastructure that tracks climate change impacts on the ground.

38 million

players participated in the Glacier Defenders campaign

- 880,000+ players took part in charity donations
- 4 glacier monitoring stations supported (1 funded by Tencent Charity Foundation, 3 funded through player participation)



Honor of Kings

Honor of Kings embeds forest conservation knowledge into gameplay through in game missions and collective challenges that translate participation into support for real world conservation initiatives.

90%+

player participation in in-game activations

- 28,000 verified carbon credits retired, supporting forest protection across Indonesia, Brazil, and Malaysia
- Trailblazer Award, Green Game Jam 2025*



PUBG MOBILE

PUBG MOBILE launched the global Play for Green campaign, embedding environmental action into large-scale gameplay through co-creation, movement-based challenges, and offline conservation projects.

1 billion+

players reached globally

- 10,000+ environmental-themed user-created maps
- Environmental maps played 1.4 billion times cumulatively
- Media's Choice Award, Green Game Jam 2024*



Carbon Island

Launched in 2022, Carbon Island is a gamified climate systems experience that brings the journey from carbon peaking to carbon neutrality to life through play. By inviting players to design cities and balance industrial transformation, everyday energy choices, and ecological protection, it translates complex climate concepts into intuitive, hands-on decisions.

19.52 million

participations

- First to Implement Award, Green Game Jam 2022*

Tencent Games

Since 2021, Tencent Games has actively supported the Playing for the Planet Alliance through its in-house titles, participating in climate-focused initiatives and earning multiple accolades.

Building on this engagement, Tencent Games formally joined the alliance as a member in 2025. Backed by the United Nations Environment Programme (UNEP), this industry-led partnership unites game studios and publishers to reduce the environmental footprint of gaming and leverage play to inspire climate action.

*The Green Game Jam is an annual initiative of the Playing for the Planet Alliance, supported by UNEP

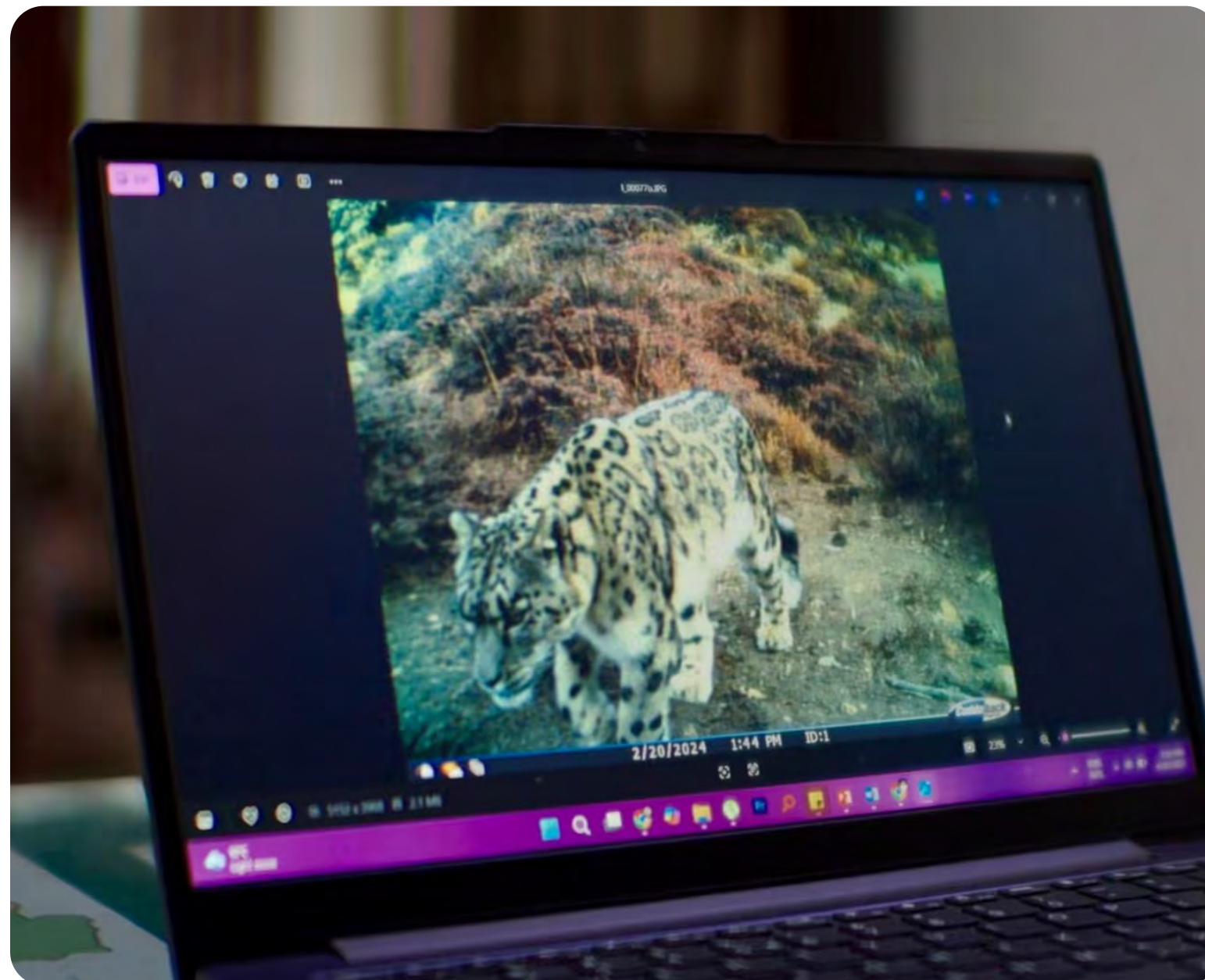
In Nature

Tencent applies digital tools to help nature be seen, understood and studied, supporting scientific research, conservation practice and public engagement.



Through **Eye of the Species**, an AI-enabled wildlife-monitoring platform, researchers can identify and track rare species such as snow leopards in remote environments, with up to 98% accuracy while significantly reducing analysis time. Launched in China in 2021, the platform now supports 286 species and expanded internationally to Nepal in 2025 to strengthen cross-border conservation efforts.

AI-powered Mini Programs such as **Wildlife Friends** and **WeBirder** enable citizen science at scale, with WeBirder users contributing over 280,000 birdwatching records that generate valuable species identification and migratory tracking data for research communities.



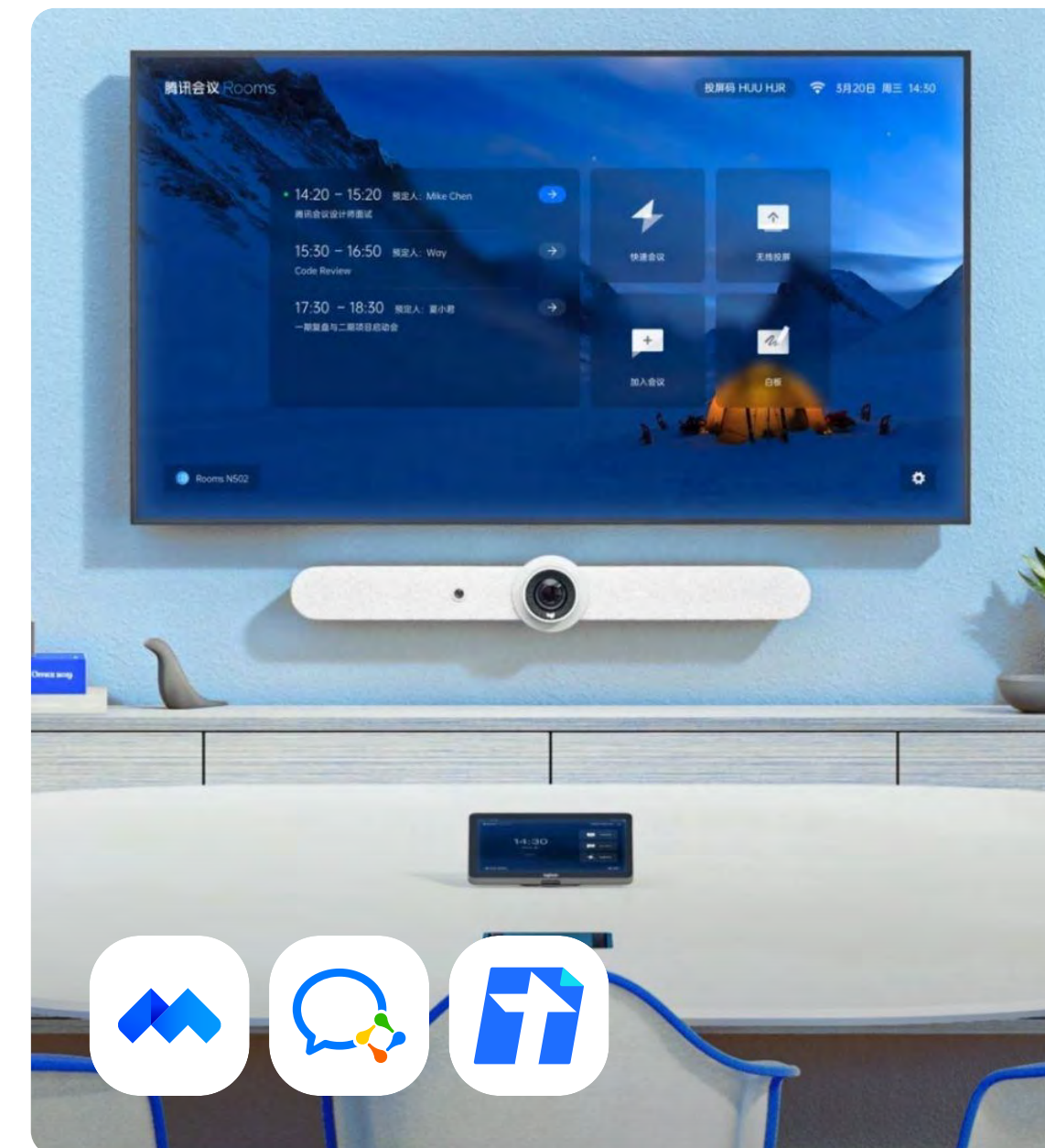
In Everyday Life

Across everyday digital services, Tencent supports low-carbon ways of living and working by reducing friction in routine activities.

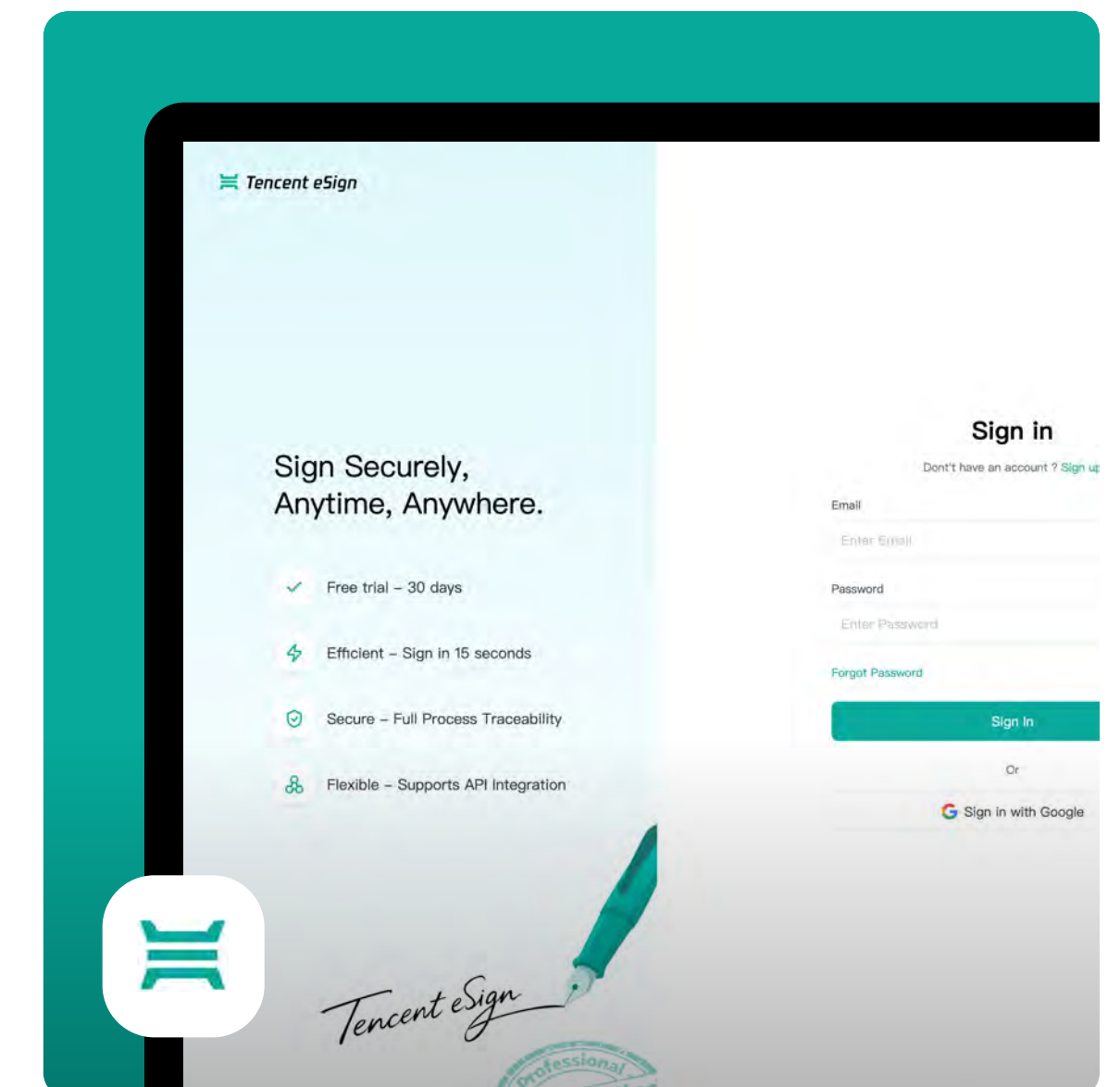


Platforms such as **Tencent Maps** make low-carbon travel options more visible and intuitive.

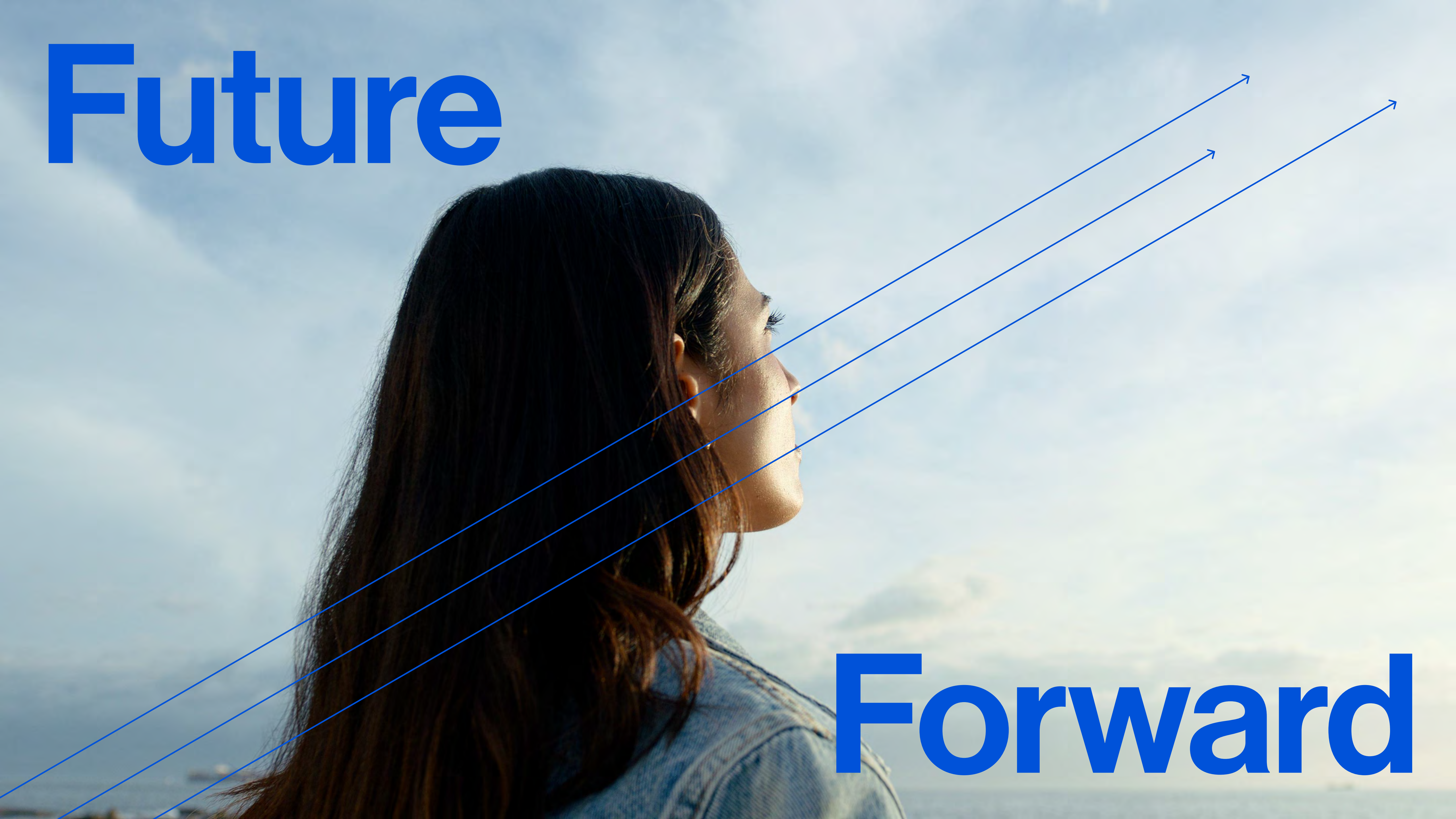
QR-enabled public transport and digital payments via **Weixin Pay/WeChat Pay HK** help normalize paperless mobility at scale.



Collaboration tools including **Tencent Meeting**, **WeCom** and **Tencent Docs** support paper-light workflows, reducing the need for commuting, business travel, and physical documentation.



Tencent e-Sign replaces paper-based contracts with secure digital approvals. These services help embed lower-carbon practices into everyday digital life as business-as-usual.



Future

Forward

As we reach the midpoint of our 2030 journey, one thing is clear: no one meets the climate challenge alone — but together, we can.

Progress will depend on how well systems evolve across technology, industry and society.

In the era of AI, this challenge is becoming more visible. The infrastructure behind digital growth is shaping global emissions, but it also creates new opportunities to accelerate change.

As a global technology company, Tencent has a role to play in all of this. Building on the progress outlined in this report, this means not only reducing emissions but also continuing to act as a catalyst for new climate solutions, helping bring them out of the lab and into the real world. It means connecting industries, partners, and markets so ideas can scale faster. And it means acting as a mobilizer, using our platforms to make climate action more visible, accessible, and practical for more people and organizations.

Together, this is about something bigger: helping create the conditions for a net-zero economy to take shape and grow. 2030 remains a critical milestone, but it is not the finish line. It is a checkpoint in a longer transition toward a net-zero future.

As we look ahead, Tencent will continue to use its technology, platforms, and partnerships to help ensure that digital growth becomes part of the solution, supporting a future where innovation and sustainability move forward together.

For more information on Tencent's Carbon Neutrality commitment and progress, visit <https://www.tencent.com/climate/>