



For Immediate Release

Tencent Obtains Exclusive License to Operate Dungeon & Fighter in China

Shenzhen, China, December 13, 2007 – Tencent Holdings Limited (SEHK 700), a leading provider of Internet and mobile & telecommunications value-added services in China, Neople, Inc. (“Neople”) and Samsung Electronics Co., Ltd. (“Samsung Electronics”), today jointly announced that the parties have entered into an agreement pursuant to which Tencent has obtained the exclusive license to operate Dungeon & Fighter (D&F) in China.

Dungeon & Fighter is a 2D side-scrolling online action game, developed by Neople and published by Samsung Electronics. Since its launch in Korea in August 2005, the game’s peak concurrent users have recorded steady growth and reached 160,000 recently, making it one of the top performers in Korean online games industry. According to a recent industry survey, it is voted as one of the most anticipated games in China. The game carries a strong classic arcade game style and a variety of game-play modes and tasks. Players can combat in solo or in groups to advance to higher levels, while enjoying the exciting action experience supported with a rich offering of functional and decorative items. D&F is scheduled for open-beta launch in China in 2008.

Min Hur, Chief Executive Officer of Neople, said:” Since its launch two years ago, Dungeon & Fighter has become very popular in Korea. We believe the game will bring unique gaming experiences to Chinese players and gain great success in China.”

Kanghyun Kwon, Vice President of Digital Solution Center, Samsung Electronics, said:” We are very pleased that Tencent will operate Dungeon & Fighter in China. Tencent’s vast user base, strong online platforms and excellent operating capabilities make it the ideal partner to introduce Dungeon & Fighter to China.”

Martin Lau, President of Tencent, said: “We are excited to operate Dungeon & Fighter in China, which is an excellent game with proven success in Korea. We are also honored to be working with Neople and Samsung Electronics, both are world-class organizations. With 289 million active user accounts, Tencent services the largest online community in China. Signing up Dungeon & Fighter is an important step in our strategy of leveraging our platform strength to partner with leading game development companies around the world and to bring high quality game content to our users in China.”

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About Neople

Neople, Inc. is a game development company established in April, 2001, known for Dungeon & Fighter and Candybar. In 2001 Neople developed its first game Love Love Studio, the first online dating-match game, a type of game that never existed before, which remained to be a long time steady seller. In 2002 Neople earned its fame with Kung Kung Tta. Kung Kung Tta was a breakthrough hit and Neople laid its cornerstone to be a crafthouse of casual games. Afterwards Neople developed various casual games such as Myunglang Gostop, Mr. Hammer, etc., introduced though Candybar, Neople's own developed casual game portal site.

With several years of expertise in developing unique casual games, Neople developed Dungeon & Fighter and New Baseball. Dungeon & Fighter, the winner of Digital Contents Grand Award in 2005, earned a huge fame and popularity with big records such as 8 million registered users, number of peak concurrent users of 160 thousand and swept the top of many game charts. Dungeon & Fighter, a 2D side-scroll action game well-known for its unique hit effects, has been doing several co-promotion campaigns with ATI graphic card, Barunson Fancies, Coca Cola and Orion chips (Ye-gam, Goraebab, Toonies). Recently, Dungeon & Fighter TCG, an offline trading card game, is introduced and started gaining huge popularity. Find more details at <http://www.neople.co.kr>

About Samsung Electronics

Samsung Electronics Co., Ltd. is a global leader in semiconductor, telecommunication, digital media and digital convergence technologies with 2006 parent company sales of US\$63.4 billion and net income of US\$8.5 billion. Employing approximately 138,000 people in 124 offices in 56 countries, the company consists of five main business units: Digital Media Business, LCD Business, Semiconductor Business, Telecommunication Network Business, and Digital Appliance Business. Recognized as one of the fastest growing global brands, Samsung Electronics is a leading producer of digital TVs, memory chips, mobile phones, and TFT-LCDs. For more information, please visit www.samsung.com

About Tencent

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, QQ Game portal, multi-media blog service Qzone and wireless portal, Tencent services the largest online community in China and fulfills the user's needs for communication, information, entertainment and e-Commerce on the Internet.

Tencent currently operates three principal lines of business: Internet value-added services, mobile and telecommunications value-added services and online advertising. Shares of Tencent Holdings Limited are traded on the Main Board of the Stock Exchange of Hong Kong Limited, under stock code 700. For more information, please visit www.tencent.com/ir



For enquiries, please contact:

Catherine Chan Tel: (86) 755 86013388 ext 8369 or (852) 21795122 Email: cchan@tencent.com

Boris Dong Tel: (86) 755 86013388 ext 7516 or (852)21795122 Email: borisdong@tencent.com

Forward-Looking Statements

This press release contains forward-looking statements relating to the business outlook, forecast business plans and growth strategies of the Group. These forward-looking statements are based on information currently available to the Group and are stated herein on the basis of the outlook at the time of this announcement. They are based on certain expectations, assumptions and premises, some of which are subjective or beyond our control. These forward-looking statements may prove to be incorrect and may not be realized in future. Underlying the forward-looking statements are a large number of risks and uncertainties. Further information regarding these risks and uncertainties is included in our other public disclosure documents, such as "Management Discussion and Analysis" in our announcement.