

For immediate release

Tencent announces the suspension of one channel of its Mobile IVR services

September 10, 2004, Hong Kong --- Tencent (SEHK 0700) announces that it received yesterday a sanction notice from China Mobile Communications Corporation ("China Mobile") to temporarily suspend one channel of its mobile Interactive Voice Response (IVR) services. The remaining 20 channels of its existing mobile IVR services are in normal operation.

The audio contents offered on this particular channel were regarded as inappropriate by China Mobile and its service has been suspended since August 11, 2004. Tencent is taking remedial actions to comply with the requirements of China Mobile, including revising the contents according to their guidelines.

Commencing August 15, 2004, China Mobile also temporarily suspended for approvals for 3 months Tencent's application to offer new services or launch joint marketing activities on China Mobile's existing platforms; and for 6 months Tencent's applications to offer services on prospective new platforms of China Mobile.

Chief Executive Officer of Tencent, Mr. Ma Huateng, said, "Our IVR services such as music streaming, song dedication and entertainment will integrate closely with our QQ functionalities in future. Besides, we will actively promote other products such as 2.5G-related services, ringback tones, online casual games and avatars, which we believe will have potential."

Mr. Ma added Tencent had a rich product portfolio offering, and the primary goal was to fully develop existing services, for example, QQ Game which has become the largest casual game portal in China, recording a new high of 620,000 peak simultaneous online users at the end of August.

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About Tencent group

Tencent group is a leading provider of Internet and mobile value-added services in China. The group serves the largest instant messaging (IM) community in China as measured by registered IM user accounts. Tencent's IM platform, under the QQ brand, allows users to communicate in real-time across the Internet, and mobile and fixed line telecommunications networks using various terminal devices.

Tencent 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, under the stock code 700. For more information, please visit our corporate website at www.tencent.com.

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Important note:

This press release contains forward-looking statements relating to the business outlook, forecast business plans and growth strategies of the Tencent 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.