



Tencent signs agreement to offer exclusive TVOD and SVOD access to new movie releases from Paramount Pictures in China

Tencent users will have access to a wide range of feature films

Shenzhen, China, November 6, 2015 - Tencent Holdings Limited (“Tencent” or the “Company”, SEHK: 00700), a leading provider of Internet value added services in China, has reached an agreement to be the exclusive TVOD (transactional video on demand) and SVOD (subscription video on demand) distributor in China for Paramount Pictures’ (“Paramount”) new theatrical releases starting April 2016. Under the deal, Tencent will have exclusive SVOD and TVOD rights in mainland China for upcoming Paramount feature films for 12 months following their theatrical releases.

Among the highly anticipated films on Paramount’s slate are *Star Trek Beyond*, which will debut in theaters next year as the franchise celebrates its 50th anniversary; *Teenage Mutant Ninja Turtles: Out of the Shadows*, the exciting follow up to last year’s blockbuster hit; and Tom Cruise reprising his role in *Jack Reacher: Never Go Back*, based on the best-selling Jack Reacher novels.

Tencent users will receive unique access to content from Paramount via Tencent’s various online channels, including v.qq.com, film.qq.com and the Tencent Video app. The agreement further enhances Tencent’s unmatched premium content portfolio of top-class stars and entertainment which already features the complete *Star Wars* saga and exclusive content from HBO and the NBA.

Movie fans will also be able to enjoy recent box office hits from Paramount on-demand across multiple channels, such as *Mission: Impossible—Rogue Nation* and *Terminator Genisys*, among many others, in a high-quality format.

“Adding marquee brands like Paramount to our world-class content offering gives China Internet users access to the best possible entertainment lineup in the industry,” said SY Lau, Senior Executive Vice President of Tencent and President of Tencent Online Media Group. “As a key digital content distributor for Paramount in China, Tencent is proud to be the partner of choice for content leaders around the world. Our multi-platform capabilities and our unique understanding of the complex China market give content players the ideal platform for success.”

“Paramount is excited to provide movie fans across China access to some of the most dynamic movies Hollywood has to offer,” said Rob Moore, Vice Chairman, Paramount Pictures. “This deal will allow our content to reach a wide audience through Tencent’s massive user base while ensuring it is completely protected.”

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About Tencent

Tencent uses technology to enrich the lives of Internet users. Every day, hundreds of millions of people communicate, share experiences, consume information and seek entertainment through our integrated platforms. Tencent's diversified services include QQ, Weixin/ WeChat for communications; Qzone for social networking; QQ Game Platform for online games; QQ.com and Tencent News for information and Tencent Video for video content.

Tencent was founded in Shenzhen in 1998 and went public on the Main Board of the Hong Kong Stock Exchange in 2004. The Company is one of the constituent stocks of the Hang Seng Index. Tencent seeks to evolve with the Internet by investing in innovation, providing a hospitable environment for partners, and staying close to users.

About Paramount Pictures

Paramount Pictures Corporation (PPC), a global producer and distributor of filmed entertainment, is a unit of Viacom (NASDAQ: VIAB, VIA), home to premier media brands that create television programs, motion pictures, consumer products, and digital content for audiences in 180 countries and territories. Paramount Worldwide Television Licensing & Distribution oversees worldwide sales and licensing of all content handled by Paramount across Broadcast, Cable and Subscription Video-On-Demand (SVOD) platforms. Paramount Home Media Distribution oversees PPC's home entertainment and transactional digital distribution activities worldwide, as well as global licensing of studio content and transactional distribution across worldwide digital distribution platforms including online, mobile and portable devices and emerging technologies. The divisions manage content from Paramount Pictures, Paramount Animation, Paramount Vantage, and Paramount Classics, along with certain DreamWorks Animation titles.

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Paramount Pictures

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