

*Tencent* 腾讯

# *CORPORATE OVERVIEW*

*Aug 16, 2023*

**1. *Overview***

2. *Businesses*

3. *Financials*

# Digital Ecosystem Fulfilling Needs of Customers and Enterprises

**1 billion+**

daily average commercial payment transactions on *Weixin Pay* <sup>(1)</sup>

**Several Trillions RMB**

GMV generated via *Weixin Mini Programs* in 2022

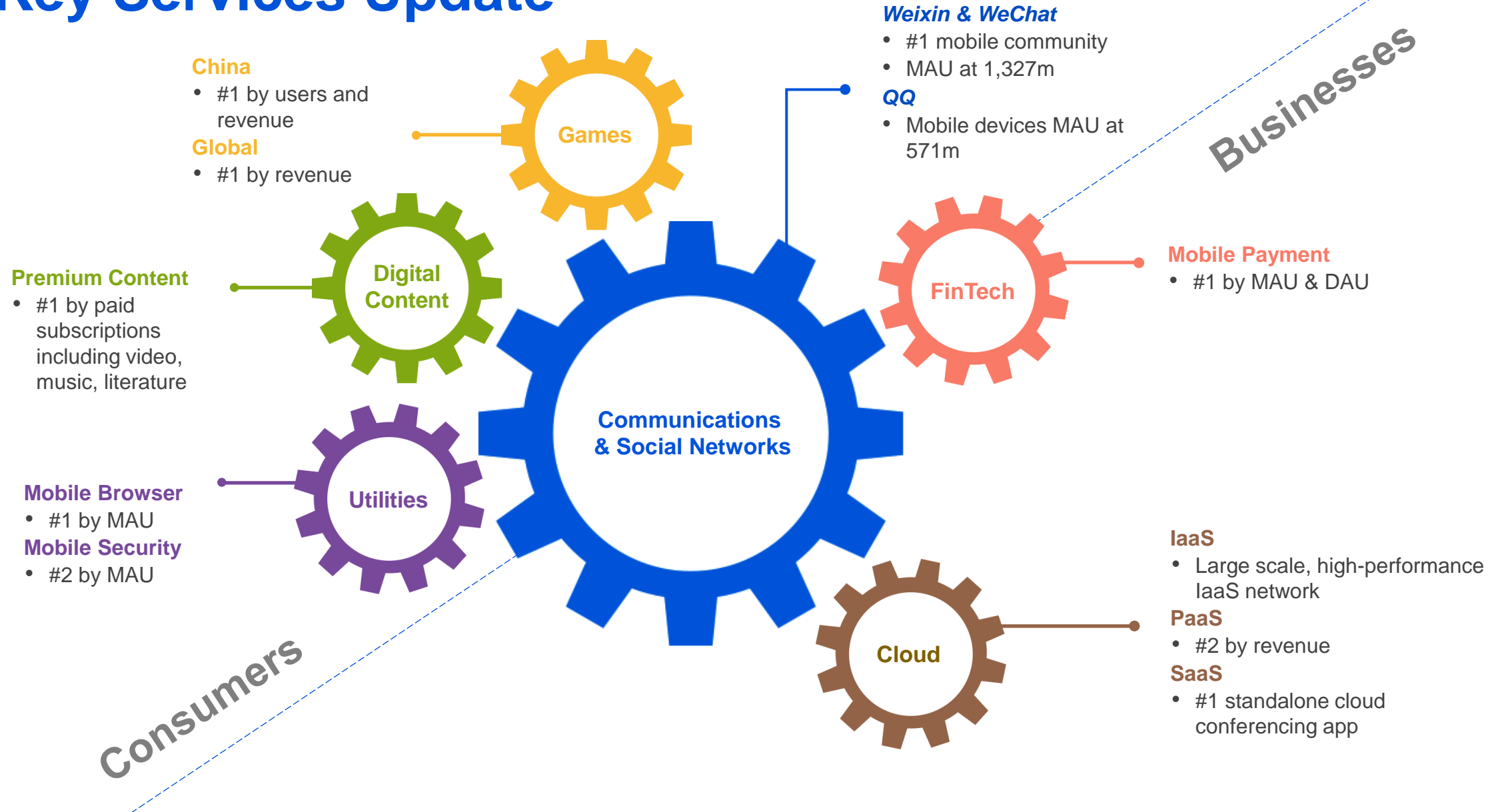
**241 million**

total fee-based VAS subscriptions <sup>(2)</sup>



1. Since 4Q2019; 2. As of the end of Jun 30, 2023

# Key Services Update



# Weixin Connects Users, Content and Services



## Chat and Moments

- Weixin Chat provides synchronous communications between mutual contacts
- Moments provide asynchronous photo, video and audio sharing

## Video Accounts

- A leading short-form video and live streaming platform in China
- Expanding content ecosystem via active creator community and increasing content diversity
- Total time spent on Video Accounts reached 1.2x that of Moments<sup>(1)</sup>
- Ramping up monetisation via in-feed ads, live streaming tipping and eCommerce

## Mini Programs

- Connect over 1.1 billion MAU with products, content and services<sup>(2)</sup>
- Help independent businesses thrive with their own channels and customer relationships
- Mini Games has become the largest casual game platform built on Mini Programs, engaging over 400 million MAU<sup>(2)</sup>

## Official Accounts

- Allow individuals, media and businesses to share original content and engage with audience
- Strengthen brand awareness and content management

## Weixin Pay

- Easy and secured online/offline transactions
- Exceeded 1 billion average commercial transactions per day since 4Q2019

**Largest communications and social network platform in China with over 1.3 billion MAU<sup>(3)</sup>**

1. Since 4Q2022; 2. In 2Q2023; 3. As of Jun 30, 2023

# QQ Caters to Evolving Interactive Needs of Young Generations

## Mini Programs



Connect users with content & services, e.g., animated series provided by third-parties

## Mini World



Short-form video creation, sharing and consumption

## Super QQ Show



Upgraded AI-supported tools to enhance customised virtual outfits for avatars

571 million QQ MAU <sup>(1)</sup> on mobile devices

1. As of Jun 30, 2023

# Support Real Economy with Strong Technological Capabilities

- ▶ Assist digital transformation of non-Internet industries and public services for customer value creation
- ▶ Concentrate our resources on SaaS/PaaS solutions such as enterprise communication software, relational database software and video cloud and cybersecurity solutions, to pursue quality of growth
- ▶ Expand AI adoption in our service offerings; launched Tencent Cloud Model-as-a-Service (MaaS) library of models and solutions, which enables enterprises in multiple industries to develop customised large models at higher efficiency and lower costs

## Software and Applications



*WeCom*



*Tencent Meeting*



*Tencent Docs*



*Weixin*



*Tencent Security*



*Tencent Qidian*

## Platform and Services



*Video Cloud Solutions*



*Big Data Analytics*



*Tencent Cloud Enterprise (TCE)*



*TDSQL Database*



*Vector Database*

## Infrastructure and Technologies



*StarLake*



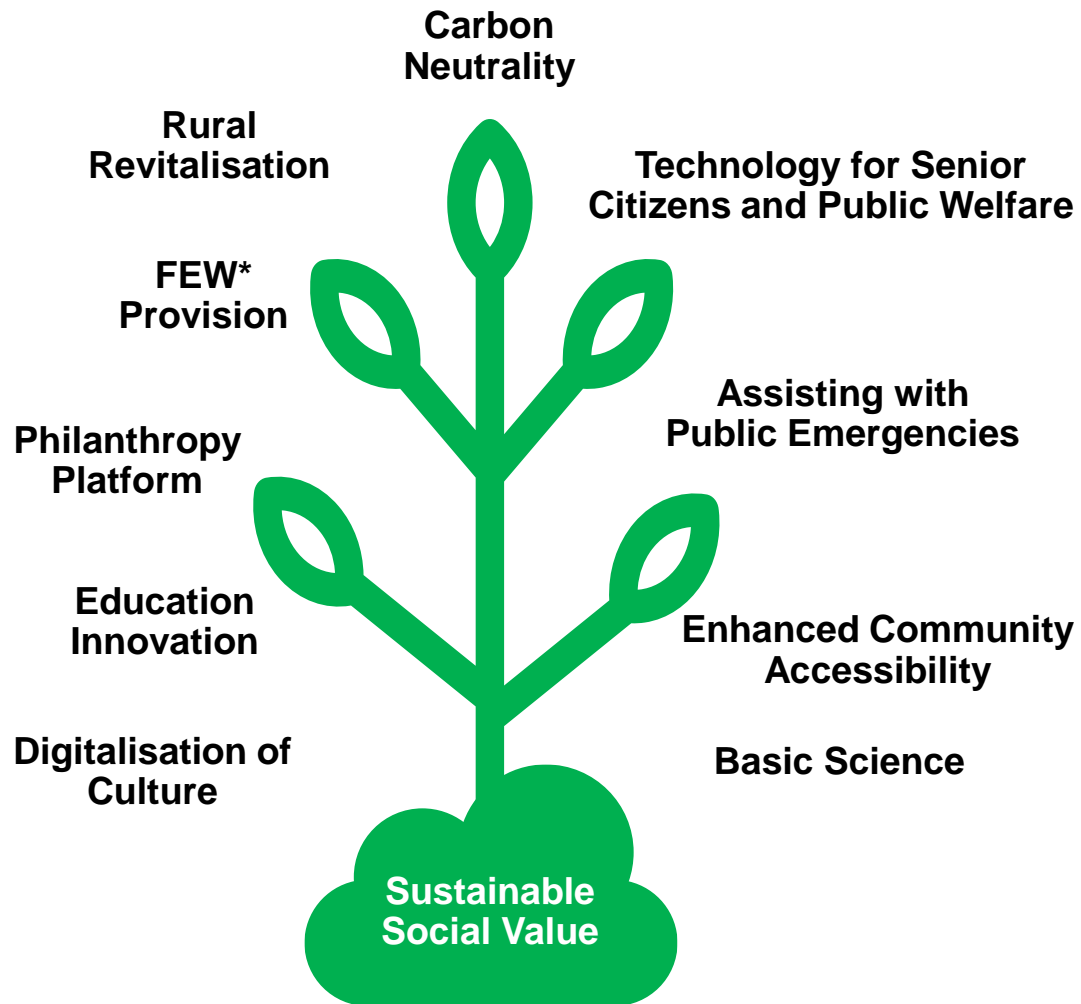
*High Performance Computing Cluster 2.0*



*HunYuan Foundation Model*



# Create Sustainable Innovations for Social Value



Established Sustainable Social Value Org (SSV) in Apr 2021, to deploy social value initiatives in a professional and entrepreneurial way

Contributed to common prosperity with new commitment in Aug 2021

**Pursue long-term social value leveraging our technology and products:**

- **Facilitate philanthropic digitalisation** by providing capital, technology and resources
- **Fund basic scientific research** with a commitment of RMB10 billion over 10 years via New Cornerstone Investigator Programme
- Building a **public AED emergency response platform** leveraging IoT solutions and *Weixin Mini Programs*
- **Support rural revitalisation** by nurturing administrative and business talents in rural areas
- Leverage digital tools and user reach to help **preserve cultural heritage**

\* Food, Energy and Water



# Our ESG Commitment and Approach

Integrate social responsibility into products and services

Promote technological innovation to create long-term value for all stakeholders

## Environment

- Committed to achieving **Carbon Neutrality** in our own operations and supply chain, and shifting to 100% renewable energy **by 2030**
- Set absolute greenhouse gas emission reduction targets, which are validated by SBTi
- Published our **Biodiversity Statement**, outlining our commitment to developing businesses in an eco-friendly way

## Social

- Encourage more **philanthropic participation**, with over 100 million users participating in our 99 Giving Day series of charitable events
- Published our **Diversity, Equity, and Inclusion statement** (“DEI”)
- **Assist SMEs** to reduce operating costs and enhance efficiency

## Governance

- **Enhanced board independence and diversity** with 63% INED and 25% female representation
- **Uphold corporate integrity** through implementation of Sunshine Code of Conduct and anti-fraud policy
- **Strengthened anti-money laundering and sanctions compliance** to closely follow domestic and global best practices

## Industry Recognition and ESG Rating

**1<sup>st</sup> in Best ESG<sup>(1)</sup>** for 3 consecutive years and **1<sup>st</sup> in Best Company Board<sup>(1)</sup>**

MSCI ESG Rating: **BBB** | Sustainalytics ESG risk score: **22.0<sup>(2)</sup>** | S&P Global ESG Score: **48<sup>(3)</sup>**

\* For more details about Tencent’s ESG approach, please refer to our [2022 ESG Report](#).

1. By Institutional Investor in 2023, in Asia (ex-Japan) Internet sector, combined votes from sell-side and buy-side; 2. Out of 100, the lower the better; 3. Out of 100, the higher the better, ranking within top 3% in the industry

1. *Overview*

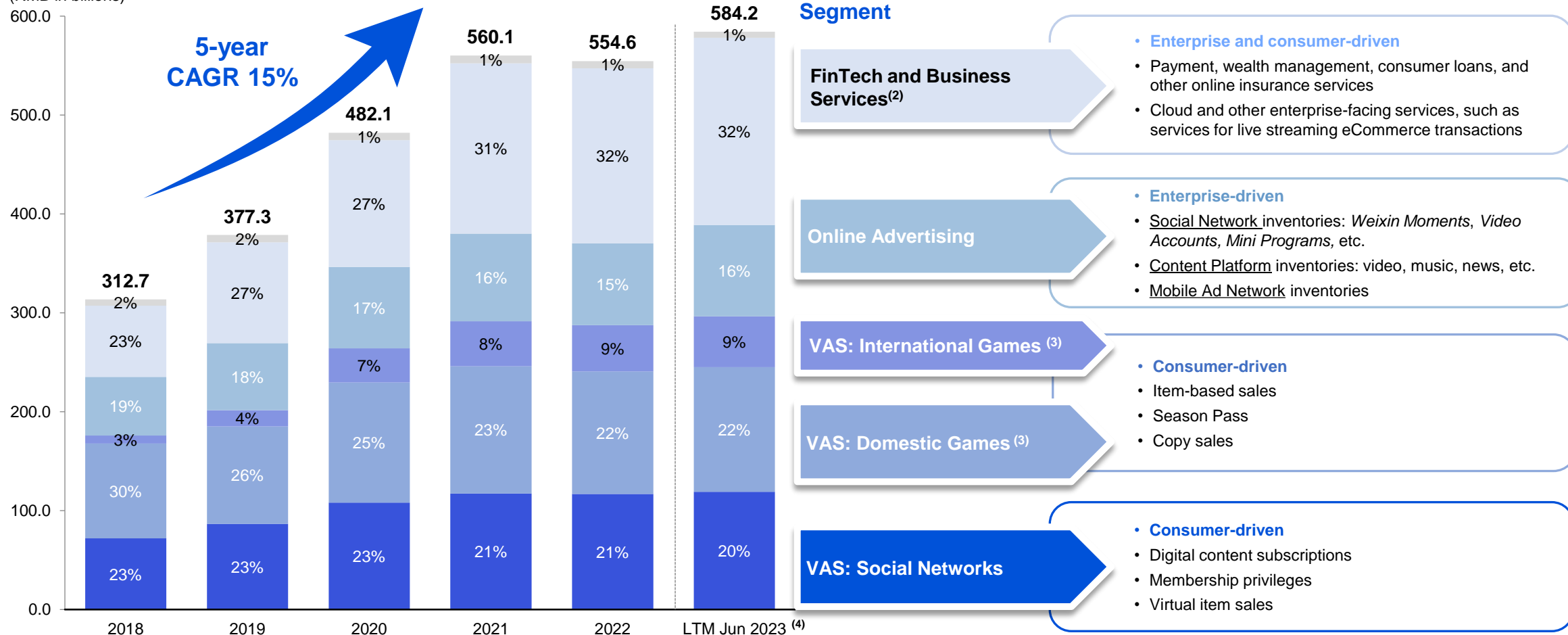
**2. *Businesses***

3. *Financials*

# Resilient Business Model with Diversified Revenue Streams

## Revenues by Business Segment <sup>(1)(2)</sup>

(RMB in billions)



1. "Others" segment revenues is marked in grey. "Others" segment revenues for 2018 – 2022 included the financials of investment in, production of and distribution of, films and television programmes for third parties, copyrights licensing, merchandise sales and various other activities.

2. Starting 1Q2019, we moved "FinTech and Business Services" revenues out of the "Others" segment to form a new segment, comparative figures in 2018 were restated accordingly.

3. Starting 3Q21, we disclose revenue from Domestic Games and International Games as new sub-segments under VAS, reflecting the increasing scale of our International Games business. For the purpose of preparing financial and operating information, Domestic Games refers to our games business in the PRC, excluding the Hong Kong Special Administrative Region, the Macao Special Administrative Region and Taiwan.

4. Last twelve months ended Jun 30, 2023

# Digital Content Services

- ▶ Leading digital content platforms offer high quality content in various forms, including literature, anime, long and short-form video, games and others
- ▶ Expertise in curating popular IP and extending IP influence across various media forms and high-DAU properties
- ▶ Strategic partner of choice for major content producers and owners globally

## Premium Content

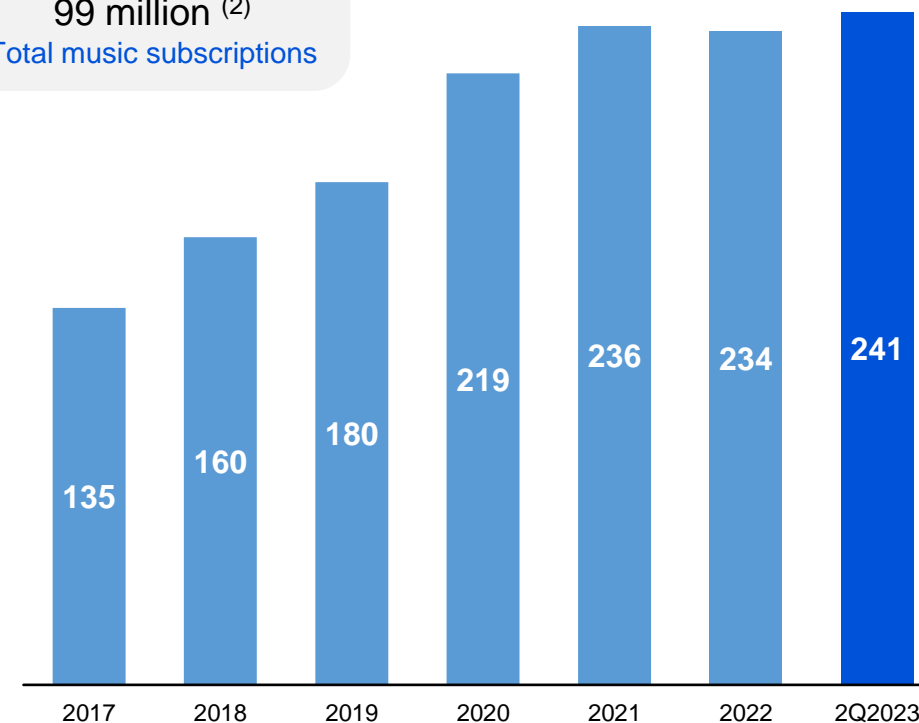


## Fee-based VAS Subscriptions

(in millions)

115 million <sup>(1)</sup>  
Total video subscriptions

99 million <sup>(2)</sup>  
Total music subscriptions



1. As of the end of Jun 30, 2023; 2. The average number of paying users as of the last day of each month during 2Q2023

# Games

## Leading global platform for game development, publishing and operation

### Sizable Developer

#### Owned Studios



#### Invested External Studios



#### Partnership with External Studios



### Global IP Portfolio

LEAGUE OF LEGENDS

League of Legends (LoL)  
Top 10 international PC game by MAU <sup>(3)</sup>



LoL: Wild Rift  
Top 10 China mobile games by DAU <sup>(1)</sup>



Fight of the Golden Spatula  
Top 10 China mobile game by DAU <sup>(1)</sup>



Honour of Kings  
#1 China mobile game by DAU <sup>(1)</sup>



Peacekeeper Elite  
#3 China mobile game by DAU <sup>(1)</sup>



PUBG Mobile  
Top 10 international mobile game by MAU <sup>(2)</sup>



CrossFire  
A leading FPS PC game in China 15 years after launch



Arena Breakout  
Top 10 China mobile game by total time spent <sup>(4)</sup>



Clash of Clans  
Top 10 international mobile game by DAU <sup>(2)</sup>



Subway Surfers  
Top 10 international mobile game by DAU <sup>(2)</sup>



VALORANT  
Top 10 international PC game by MAU <sup>(3)</sup>



V Rising  
2 million copies sold in its 1<sup>st</sup> month on Steam Early Access

### Strong Operating & Publishing Capabilities

#### Game-as-a-Service (GaaS)

Expertise in technology, production, operation

- Game infrastructure scale
- Anti-cheat system
- eSports integrations



LoL World Championship



VALORANT Champions

#### Level Infinite

- Successful international publishing



Tower of Fantasy  
#3 mobile game released in 2022 <sup>(5)</sup>

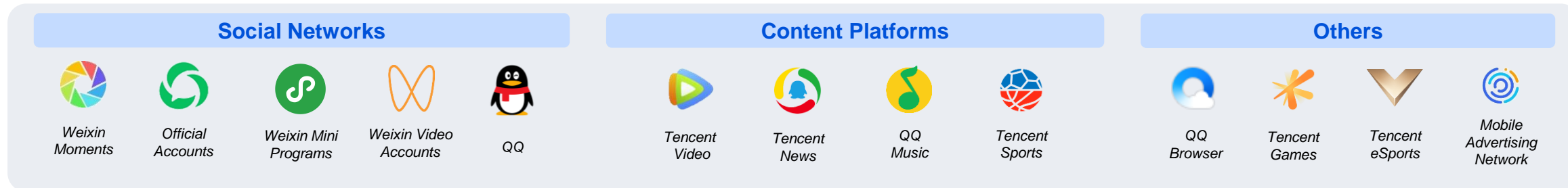


GODDESS OF VICTORY: NIKKE  
#1 mobile game released in 2022 <sup>(5)</sup>

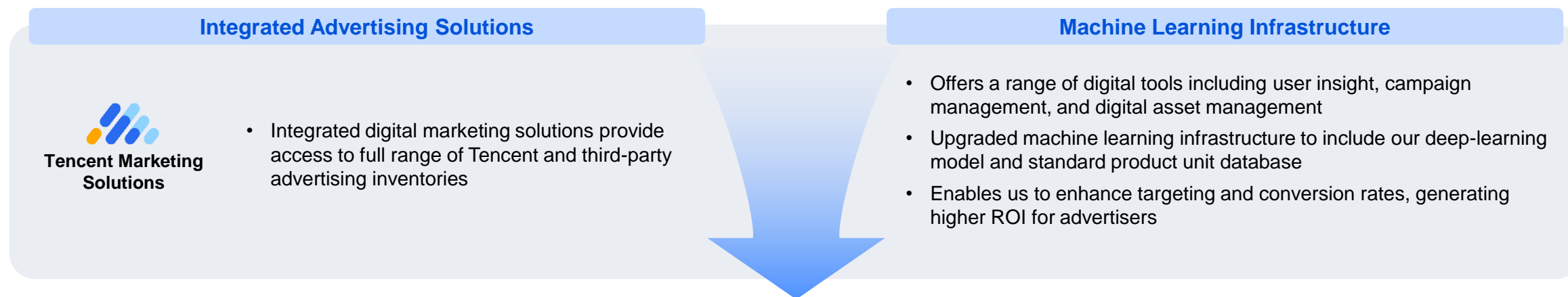
1. QuestMobile, as of Jun 2023; 2. data.ai, as of Jun 2023; 3. Newzoo, as of May 2023; 4. QuestMobile, in 2Q2023; 5. data.ai, by first month gross receipts of new releases

# Online Advertising

## Our Advertising Properties



## Our Technology



Expanding advertising inventories to capture growing demand in the market, as well as improving our capabilities in enhancing conversion for advertisers

# FinTech and Business Services

## FinTech Services



*Weixin Pay*



*LiCaiTong*



*WeiLiDai*



*WeSure*

### Leveraging synergies with Mini Programs

- *Mini Programs* is a leading transaction platform in China, generating several trillions RMB of GMV in 2022
- Online + offline solutions reduce transaction friction and drive repeat sales for merchants
- *Mini Programs* contributed high teens percentage of commercial payment volume<sup>(1)</sup>

### Progressing business and providing innovation under the supportive regulatory framework

- Expanding wealth management user base via investor education, better services and a broadening product line
- Exploring new opportunities in consumer loans and online insurance services via close cooperation with licensed financial institutions

## Business Services



*Tencent Docs*



*WeCom*



*Tencent Meeting*



*Video Cloud Solutions*



*Tencent Cloud Enterprise (TCE)*

### SaaS:

- *WeCom* (enterprise communication & productivity software) connects 10+million companies and organisations<sup>(2)</sup>
- The number of *Tencent Meeting* registered users exceeded 300 million<sup>(3)</sup>
- *Tencent Docs* crossed 200+million MAU<sup>(3)</sup>

### PaaS:

- No. 1 in China by Communication PaaS revenues<sup>(4)</sup>
- No. 1 in Asia Pacific by integrated competitiveness for Video Cloud solutions<sup>(5)</sup>
- No. 2 in China by market share for relational database software<sup>(6)</sup>

### IaaS:

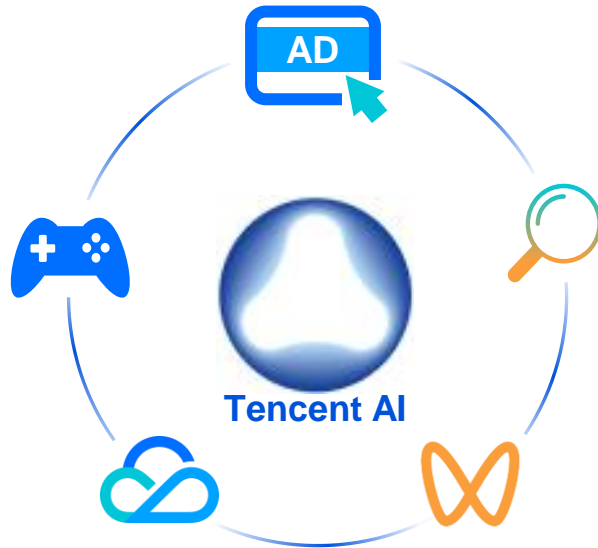
- Solid infrastructure in 26 regions and 70 availability zones<sup>(7)</sup>

1. In 4Q2022; 2. As of Mar 2022; 3. As of Dec 2022; 4. "Market Share: All Software, Markets, Worldwide, 2022", Gartner;

5. "Sharing of Asia-Pacific Media Service Market Report, 2022", Frost & Sullivan; 6. "IDC China Semiannual Relational Database Management Systems Software Tracker, 2H2022", IDC; 7. As of Jun 30, 2023



# Artificial Intelligence – A growth multiplier



## Benefiting from AI advancements

- Long-standing experience in developing and adopting AI technologies, amplifying our growth across multiple businesses
- Recent industry breakthroughs in foundation models and generative AI applications are significant new boost to our growth potential
- Our core user-to-user services are unaffected or empowered by AI technology enhancements, while foundation models facilitate our introduction of user-to-machine services

## Rollout strategies for AI

- Gradually rolling out our own foundation models at the back end, while enhancing front-end use cases
- Leverage AI technologies to enhance product innovations, monetisation and operational efficiency

## Strengths across the AI value chain

- Broad range of use cases via applications with deep user engagement
- Long-term investments in machine learning
- Breadth and depth in data for model training
- Scale in advanced cloud infrastructure
- Rapid advancement in proprietary foundation model *HunYuan*

1. *Overview*

2. *Businesses*

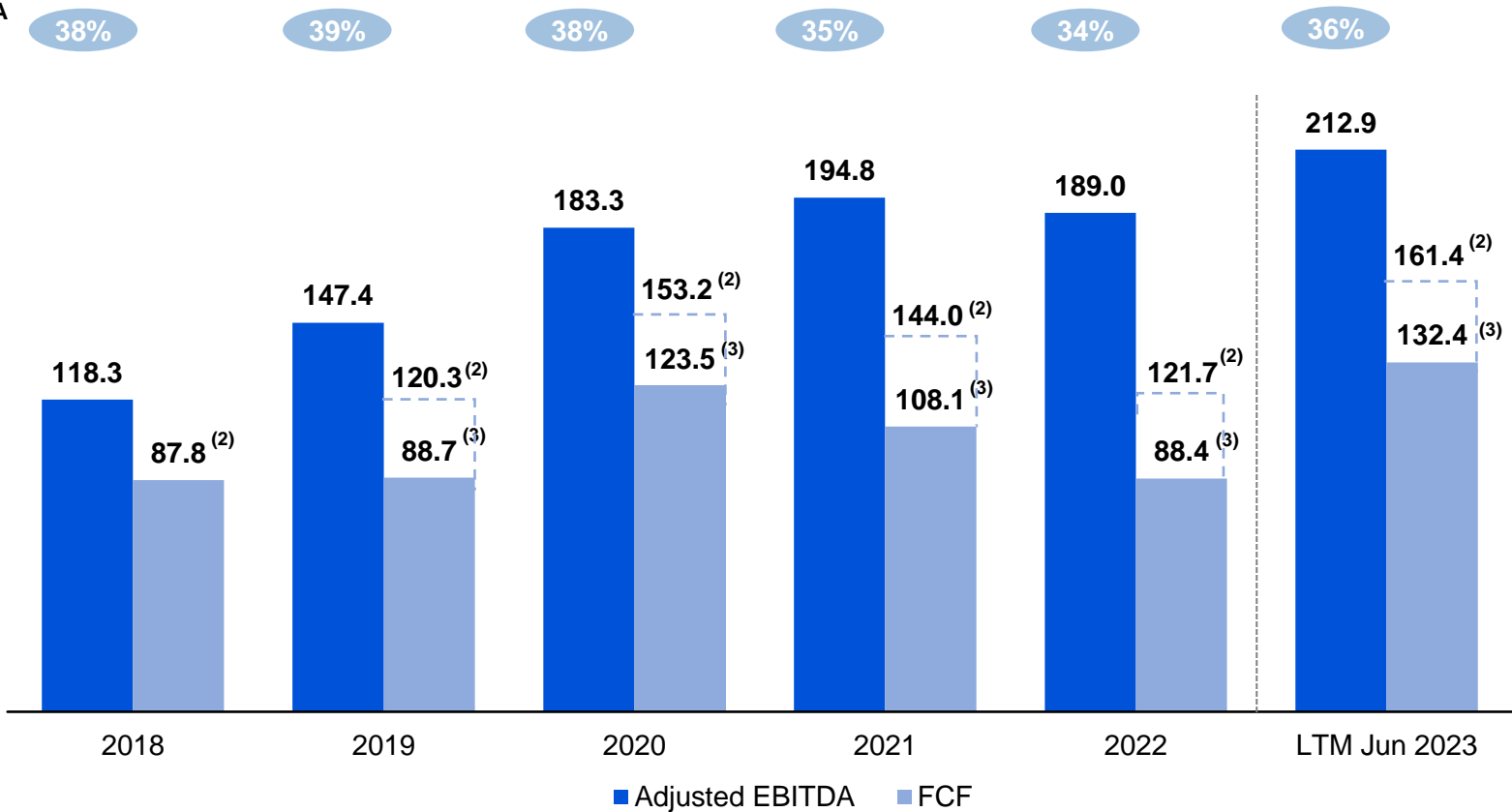
**3. *Financials***

# Profitable and Cash-Generative Business Model

Adjusted EBITDA <sup>(1)</sup> and Free Cash Flow (FCF) <sup>(2)</sup>

(RMB in billions)

Adj. EBITDA  
Margin



Key Metrics

12%

Adj. EBITDA CAGR <sup>(4)</sup>

34%

Adj. EBITDA Margin <sup>(5)</sup>

47%

FCF Conversion <sup>(6)</sup>

1. Adjusted EBITDA consists of EBITDA plus equity-settled share-based compensation expenses

2. Free cash flow calculated as net cash flow generated from operating activities minus payments for capital expenditures. In 2019, interest paid was re-classified from operating to financing cash flows, comparative figures from 2018 were re-stated accordingly

3. Starting from 2020, free cash flow was adjusted by subtracting payments for media contents and lease liabilities, in addition to subtracting payments for capital expenditure from operating cash flow.

4. 2018–2022 CAGR

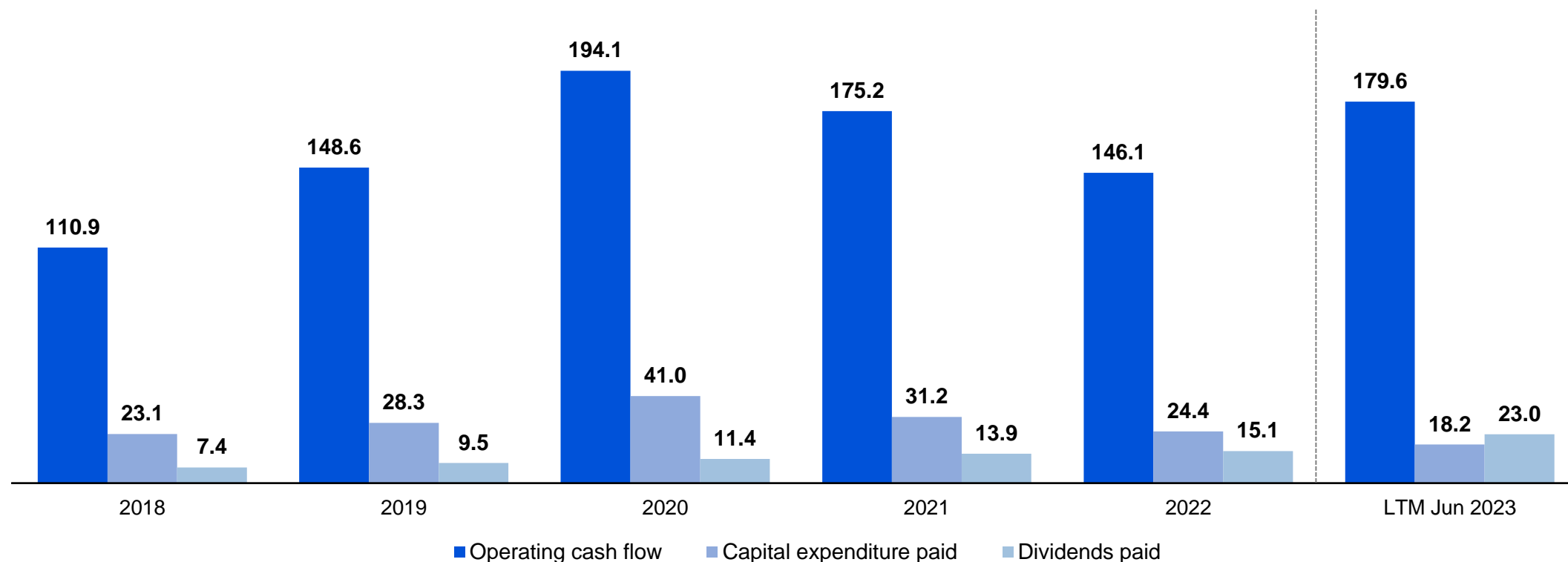
5. 2022 Adjusted EBITDA as % of Revenues

6. FCF Conversion = FCF / Adjusted EBITDA; In 2022

# Stable and Sustainable Cash Generation

Operating Cash Flow (OCF)<sup>(1)</sup>, Capital Expenditure Paid and Dividends Paid<sup>(2)</sup>

(RMB in billions)



Capital expenditure paid (as % of OCF):

21%

19%

21%

18%

17%

10%

Dividends paid (as % of OCF):

7%

6%

6%

8%

10%

13%

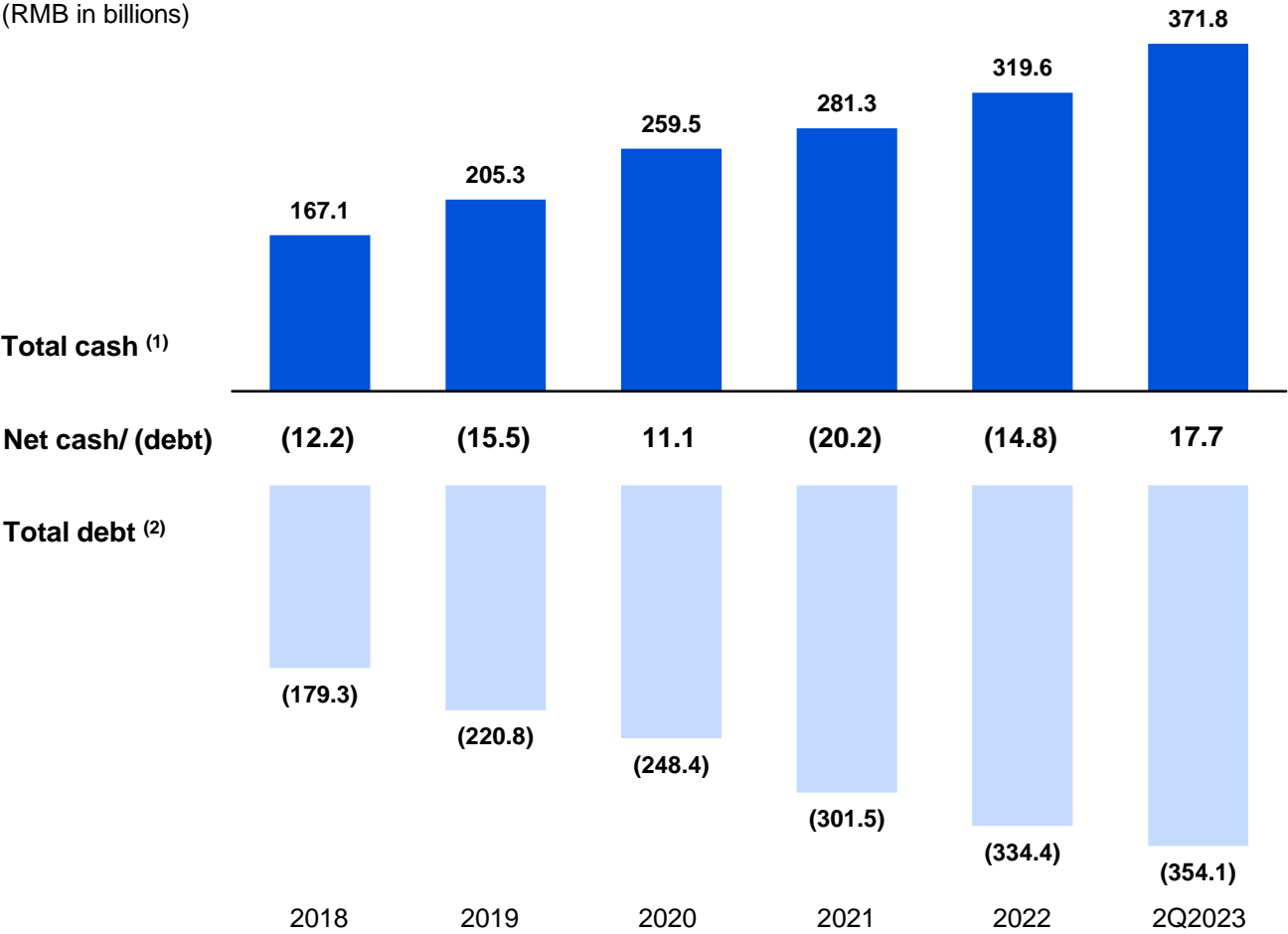
1. In 2019, interest paid was re-classified from operating to financing cash flows, comparative figures from 2018 were re-stated accordingly.

2. Capital expenditure paid includes purchase of property, plant and equipment, constructions in progress and investment properties, payments for land use rights and payments for intangible assets (excluding media contents, game licences and other contents). Dividends paid include dividends paid to both the Company's shareholders and non-controlling interests.

# Solid Financial Position

## Net Cash / (Debt) Position

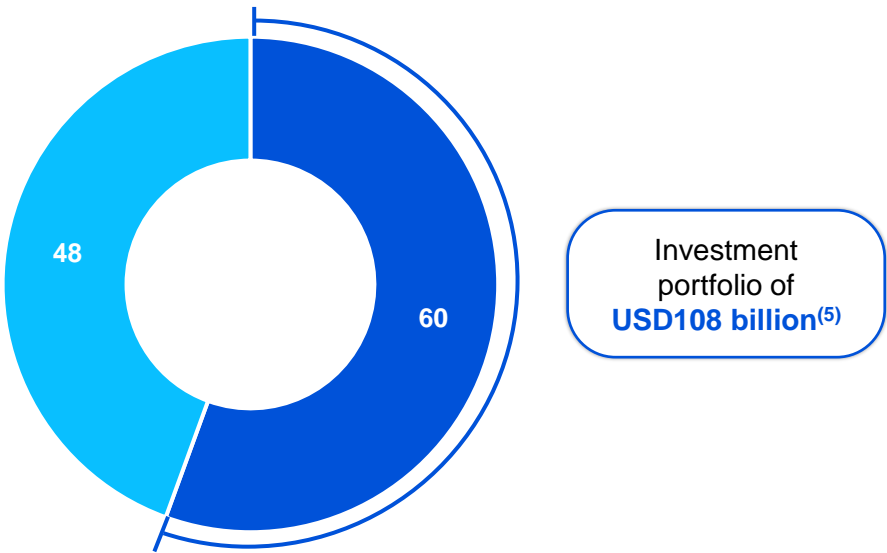
(RMB in billions)



## Investment portfolio<sup>(3)(4)</sup>

(USD in billions)

- Listed Investees<sup>(3)</sup> – fair value
- Unlisted Investees<sup>(3)</sup> – carrying value



1. Based on cash and cash equivalents, and term deposits and others

2. Total debt consists of borrowings and notes payable

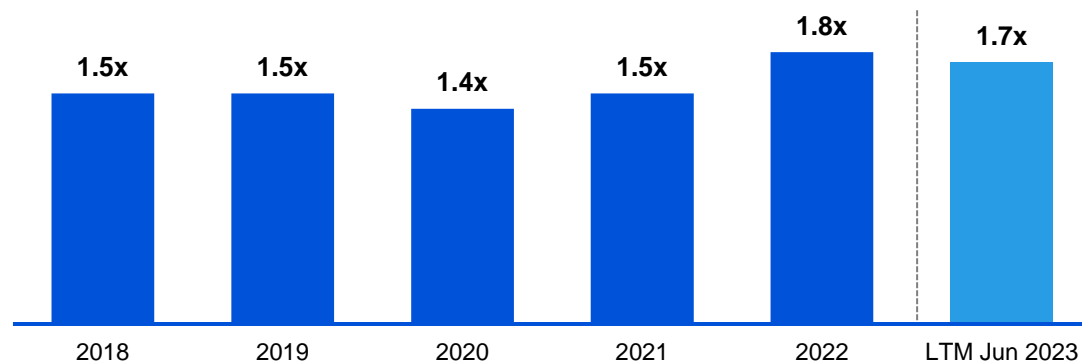
3. Investment portfolio consists of: a) our shareholdings (including those held via special purpose vehicles on an attributable basis) in listed investee companies (excluding subsidiaries) (defined as “Listed Investees”); and b) unlisted investees companies (defined as “Unlisted Investees”)

4. 2Q2023 figures quoted in US dollars are based on the exchange rate of US\$1 to RMB7.2258

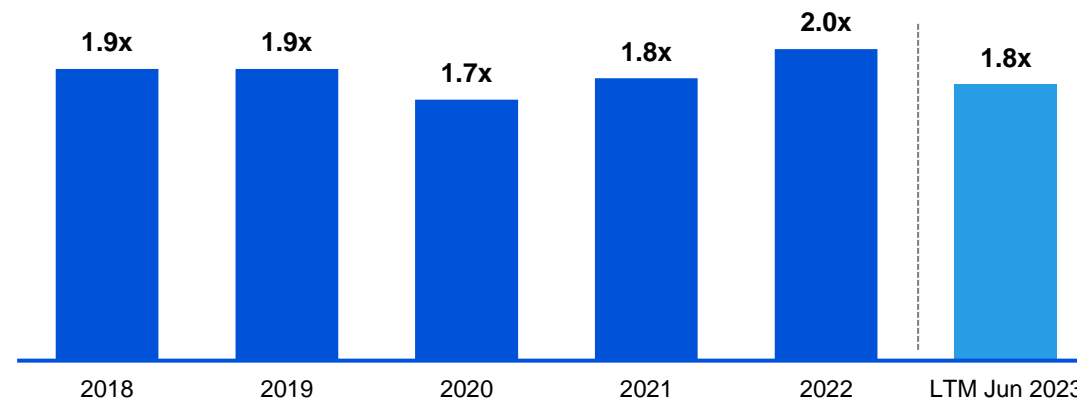
5. Representing the sum of: a) fair value of Listed Investees, and b) carrying value of Unlisted Investees as of 30 Jun 2023

# Prudent Capital Management and Robust Credit Metrics

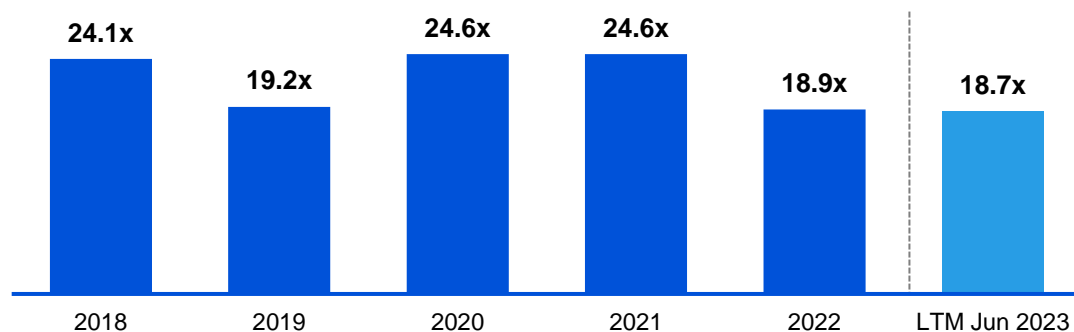
Total debt / Adjusted EBITDA <sup>(1)</sup>



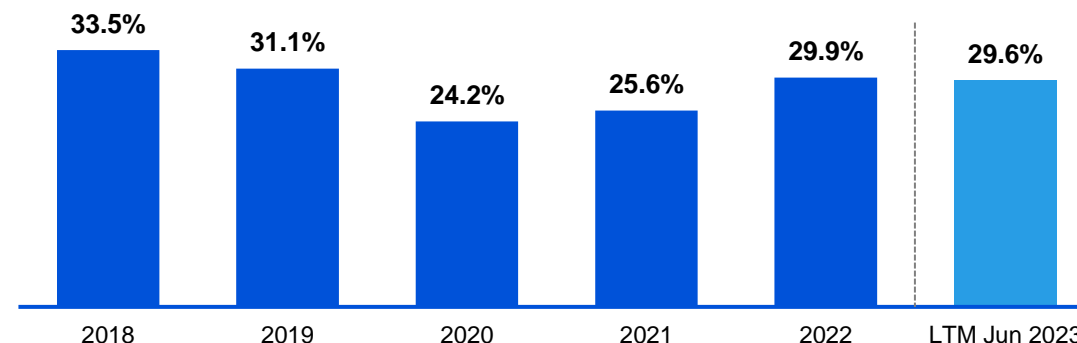
Total debt / (Adjusted EBITDA – CAPEX paid) <sup>(2)</sup>



Adjusted EBITDA / Interest expense



Total debt / Total capitalisation <sup>(3)</sup>



1. Total debt consists of borrowings and notes payable; Adjusted EBITDA consists of EBITDA plus equity-settled share-based compensation expenses

2. Capital expenditure paid includes purchase of property, plant and equipment, constructions in progress and investment properties, payments for land use rights and payments for intangible assets (excluding media contents, game licences and other contents)

3. Total capitalisation consists of total debt plus total equity (book value)

*Tencent Holdings Limited*

*Corporate Overview*

*Thank you!*



*<https://www.tencent.com/ir>*