

Table 1: Tencent Service Offerings

Communications and Social	Monetization	User Base
Weixin & WeChat	Free	1,336 million combined monthly active user accounts (3Q23)
QQ IM	Free	558 million monthly active user accounts from smart devices (3Q23)

* Combined MAU for Weixin & WeChat denotes the total number of user accounts that logged in and sent a message, or conducted an activity in Moments, games, etc. during the last month of the quarter. Weixin and WeChat are two separate products. Weixin is a chat tool that serves users in the mainland of China, whereas WeChat is a sister product serving our international users.

* QQ MAU from smart devices denotes the total number of QQ MAU that logged in via applications on smart devices (iOS, Android) and sent a message, or conducted an activity in Moments, games, etc. during the last month of the quarter.

Value Added Services (VAS): Fee-based VAS registered subscriptions as of 3Q23: 245 million

1) Social Networks		
a) Digital Content		
Video (Long, short and mini)	Free; Monthly subscription fee for VIP privileges/premium content (RMB30); or item sales	117 million subscriptions of Tencent Video (3Q23)
Music (subsidiary: TME)	Free; Monthly subscription fee for VIP privileges/premium content (RMB8-40); or item sales	See Table 2
Online Literature (subsidiary: China Literature)	Free; Monthly subscription fee for VIP privileges/premium content (RMB18); or item sales	See Table 3
Anime	Free; Monthly subscription fee for VIP privileges/premium content (RMB18); or item sales	Not disclosed
Sports	Free; Monthly subscription fee for VIP privileges/premium content (RMB30-88)	Not disclosed
Live Broadcast	Free; Item sales	Not disclosed
b) Privileges Subscription		
SVIP	RMB20-25 per month	Not disclosed
QQ VIP	RMB10-12 per month	Not disclosed
Qzone	Free; Monthly subscription fee for VIP privileges (RMB10-18)	Not disclosed
2) Games:		
QQ Game Platform	(Refer to Table 4-9 for more details) Monthly subscription fee for VIP privileges (RMB10-30) or item sales	Not disclosed
ACGs	Monthly subscription fee for VIP privileges (RMB10-30) or item sales (See Table 4)	Not disclosed
MMOGs	Monthly subscription fee for VIP privileges (RMB20-30) or item sales; Time-based (See Table 5)	Not disclosed
Mobile Games	Monthly subscription fee for VIP privileges (RMB10) or item sales (See Table 6)	

Online Advertising

Online Advertising	Includes social properties, content platforms, app store, browser, and ad networks, eg. Qzone, QQ, Weixin Official Accounts, Weixin Moments, Weixin Search, Mini Programs, Video Accounts, QQ Browser, Mobile Ad Network, YingYongBao, casual games apps, eSports events, live streaming platforms, Tencent News app, Tencent Video app, QQ.com, QQ Music etc.	Not disclosed
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FinTech Services

Weixin Pay	Free; Transaction take-rate (0%-1%); Withdrawal fees(RMB1/1000); Credit card repayment charges(RMB1/1000)	Mobile Payment: Over 800 million monthly active user accounts (2Q18); Over 1 billion daily commercial transactions (4Q19)
LiCaiTong	Commission fees	100 million accumulated users (4Q18) Over RMB800 billion aggregated customer assets (2Q19)
Weilidai (affiliate: WeBank)	Interest rate	Not disclosed
WeSure (subsidiary)	Free; Commission fees	Not disclosed

Utilities and Infrastructures

Tencent Cloud	Transaction-based	Over 1 million paying customers (4Q19)
Mobile Security	Free	#2 in MAU
Mobile Browser	Free	#1 in MAU
Video Accounts	Technology service fees	Not disclosed

Table 2: Tencent Music Entertainment Group (3Q23)

Platform	Monetization	User Base
QQ Music	Not disclosed	Not disclosed
WeSing	Not disclosed	Not disclosed
Kugou Music	Not disclosed	Not disclosed
Kuwo Music	Not disclosed	Not disclosed
Kugou Live	Not disclosed	Not disclosed
TME Online Music	3Q23 Paying users: 103.0mn; 3Q23 Monthly ARPPU: RMB10.3	3Q23 Mobile MAU: 594mn
TME Social Entertainment	3Q23 Paying users: 7.8mn; 3Q23 Monthly ARPPU: RMB 86.2	3Q23 Mobile MAU: 129mn

Table 3: China Literature Group (1H23)

Platform	Monetization	User Base
QQ Reading QQ 阅读	Not disclosed	Not disclosed
Qidian.com 起点中文网	Free; Item sales	Not disclosed
Qdmm.com 起点女生网	Free; Item sales	Not disclosed
Chuangshi.qq.com 创世中文网	Free; Item sales	Not disclosed
Yunqi.qq.com 云起书院	Free; Item sales	Not disclosed
Xxsy.net 潇湘书院	Free; Item sales	Not disclosed
Hongxiu.com 红袖添香	Free; Item sales	Not disclosed
Readnovel.com 小说阅读网	Free; Item sales	Not disclosed
Xs8.cn 言情小说吧	Free; Item sales	Not disclosed
Online Reading 阅文在线阅读业务	1H23 Monthly paying users: 8.8mn; Monthly ARPPU: RMB33.3	1H23 Average MAU: 211.7mn

Table 4: Tencent's PC Client Games for Domestic Market

Game Title	Commercial Launch	Developer	Genre	
Commercialized:				
QQ Fantasy QQ 幻想	4Q05	In-house	MMORPG	Time-based; Item-based
QQ SanGuo QQ 三国	3Q07	In-house	MMORPG	Free; item-based
QQ Huaxia QQ 华夏	3Q07	In-house	MMORPG	Free; item-based
QQ Speed QQ 飞车	1Q08	In-house	Car racing	Free; monthly subscription fee for VIP privileges (RMB10); or item sales
Dungeon & Fighter 地下城与勇士	2Q08	Licensed	2D side-scrolling action	Free; monthly subscription fee for VIP privileges (RMB20); or item sales
QQ Dancer QQ 炫舞	2Q08	In-house	Music and dancing	Free; monthly subscription fee for VIP privileges (RMB20); or item sales
CrossFire 穿越火线	3Q08	Licensed	First-Person Shooter (FPS)	Free; monthly subscription fee for VIP privileges (RMB30); or item sales
Journey to the Fairyland 寻仙	4Q08	Licensed	MMORPG	Free; monthly subscription fee for VIP privileges (RMB20); or item sales
World of Fantasy 幻想世界	2Q10	In-house	MMORPG	Free; item-based
QQ Xian Xia Zhuan QQ 仙侠传	3Q11	In-house	MMORPG	Free; item-based
League of Legends 英雄联盟	3Q11	In-house	Multiplayer Online Battle Arena (MOBA)	Free; item-based
Lineage 天堂	1Q12	Licensed	MMORPG	Free; item-based
Assault Fire 逆战	3Q12	In-house	FPS	Free; item-based
Legend of Yulong 御龙在天	3Q12	In-house	MMORPG	Free; item-based
Legend of Xuanyuan 轩辕传奇	4Q12	In-house	MMORPG	Free; item-based
QQ Dancer 2 QQ 炫舞 2	1Q13	In-house	Music and dancing	Free; monthly subscription fee for VIP privileges (RMB10); or item sales
NBA2K Online 篮球在线	2Q13	Co-developed with Take-Two	Sports	Free; item-based
Lineage II 天堂 2	2Q13	Licensed	3D fighting MMOG	Free; item-based
Asura 斗战神	3Q13	In-house	MMORPG	Free; item-based
Blade & Soul 剑灵	4Q13	Licensed	3D fantasy martial arts style fighting MMOG	Free; monthly subscription fee for VIP privileges (RMB9.8); or item sales
Age of Gunslinger 枪神纪	3Q14	In-house	Third-Person Shooter (TPS)	Free; item-based
Moonlight Blade 天涯明月刀	3Q15	In-house	MMORPG	Free; item-based
ArcheAge 上古世纪	3Q15	Licensed	MMORPG	Free; item-based

Path of Exile 流放之路	1Q18	Licensed	3D Action RPG	Free; item-based
FIFA Online 4 足球在线 4	2Q18	Licensed	Sports	Free; item-based
NBA2K OL2 篮球在线 2	3Q18	Licensed	Sports	Free; item-based
Journey to the Fairyland 2 寻仙 2	3Q18	Licensed	MMORPG	Free; item-based
Rocket League 火箭联盟	4Q19	Licensed	Vehicular soccer (Sports)	Free; item-based
Ylands 艾兰岛	1Q23	Licensed	Sandbox	Free; item-based
VALORANT 无畏契约	3Q23	In-house	Shooter	Free; item-based
Lost Ark 命运方舟	3Q23	Licensed	MMORPG	Free; item-based
CalabiYau 卡拉彼丘	3Q23	Licensed	Shooter	Free; item-based
SYNCED 重生边缘	3Q23	In-house	Third-Person Shooter (TPS)	Free; item-based

Pipeline for domestic market:

Tom Clancy's The Division 2 全境封锁 2	TBC	Licensed	Action shooter RPG	TBC
Tom Clancy's Rainbow Six Siege 彩虹六号：围攻 (WeGame)	TBC	Licensed	First-Person Shooter (FPS)	TBC
Handmade Planet 手工星球	TBC	Licensed	Sandbox	TBC

Table 5: Tencent's PC Client Games for International Markets (games released from 2019 onwards)

Game Title	Commercial			Genre
	Launch	Developer		
Commercialized:				
Biped	1Q20	In-house	Coop action	Pay to play
VALORANT	2Q20	In-house	Shooter	Free; item-based
Legends of Runeterra	2Q20	In-house	Card	Free; item-based
Crown Trick	4Q20	In-house	Rogue-like RPG	Pay to play
Vampire: The Masquerade – Bloodhunt	2Q22	In-house	Battle royale	Free; item-based
Metal Hellsinger	3Q22	Licensed	Shooter	Pay to play
Warhammer 40000: Darktide	4Q22	In-house	Shooter	Pay to play
SYNCED	3Q23	In-house	Third-Person Shooter (TPS)	Free; item-based
Song of Nunu: A League of Legends Story	4Q23	In-house	Adventure	Pay to play

Table 6: Tencent's Mobile Games for Domestic Market (games released from 2019 onwards)

Game Title	Commercial Launch	Developer	Genre	Charging Model
Commercialized:				
Perfect World Mobile 完美世界手游	1Q19	Licensed	RPG	Free; item-based
Catchya 一起来捉妖	2Q19	In-house	Casual	Free; item-based
Peacekeeper Elite 和平精英	2Q19	In-house	Action	Free; item-based
Eastward Legend:The Empyrean 剑网3指尖江湖	2Q19	Licensed	RPG	Free; item-based
KartRider Rush 跑跑卡丁车	3Q19	Licensed	Action	Free; item-based
Game of Thrones 权力的游戏	3Q19	Licensed	SLG	Free; item-based
Dragon Raja 龙族幻想	3Q19	Licensed	RPG	Free; item-based
Ace Force Legion 王牌战士	3Q19	In-house	Action	Free; item-based
The Tale of Food 食物语	3Q19	Licensed	RPG	Free; item-based
HUNTERxHUNTER 猎人	4Q19	Licensed	Action	Free; item-based
Lord Xueying Mobile 雪鹰领主手游	4Q19	In-house	RPG	Free; item-based
The Outcast 一人之下	2Q20	In-house	RPG	Free; item-based
Brawl Stars 荒野乱斗	2Q20	In-house	SLG	Free; item-based
Dragon Nest Mobile 2 龙之谷2	3Q20	Licensed	RPG	Free; item-based
Moonlight Blade Mobile 天涯明月刀手游	4Q20	In-house	RPG	Free; item-based
Under the Firmament 鸿图之下	4Q20	Licensed	SLG	Free; item-based
Street Fighter Online 街霸OL	4Q20	Licensed	RPG	Free; item-based
Call of Duty Mobile 使命召唤手游	4Q20	In-house	Action	Free; item-based
Fancy World 妄想山海	1Q21	Licensed	RPG	Free; item-based
Legend of Blue Moon 2 蓝月传奇2	1Q21	Licensed	RPG	Free; item-based
Fairy Tail: Powers Awaken 妖精的尾巴 力量觉醒	1Q21	Licensed	RPG	Free; item-based
The New World 梦想新大陆	1Q21	Licensed	RPG	Free; item-based
Komori Life 小森生活	1Q21	Licensed	SLG	Free; item-based

Miracle 2 全民奇迹 2	2Q21	Licensed	RPG	Free; item-based
Light and Night 光与夜之恋	2Q21	In-house	Strategy	Free; item-based
Dynasty Warriors Dominate 真·三国无双 霸	3Q21	Licensed	RPG	Free; item-based
Fight of the Golden Spatula 金铲铲之战	3Q21	Licensed	Strategy	Free; item-based
荣耀新三国	3Q21	Licensed	Strategy	Free; item-based
League of Legends: Wild Rift 英雄联盟手游	4Q21	In-house	Strategy	Free; item-based
Digimon: New Century 数码宝贝新世纪	4Q21	Licensed	RPG	Free; item-based
Shin Kaku Gi Kou 神角技巧	4Q21	Licensed	Sandbox	Free; item-based
Story of Yanxi Palace 延禧攻略之凤凰于飞	1Q22	Licensed	RPG	Free; item-based
Wo Long Yin 2 卧龙吟 2	1Q22	Licensed	Strategy	Free; item-based
Return to Empire 重返帝国	1Q22	In-house	Strategy	Free; item-based
Black Desert Mobile 黑色沙漠手游	2Q22	Licensed	RPG	Free; item-based
全民大灌篮	2Q22	Licensed	Action	Free; item-based
Fingertip Lord 指尖领主	3Q22	Licensed	Strategy	Free; item-based
Arena Breakout 暗区突围	3Q22	In-house	Action	Free; item-based
LoL Esports Manager 英雄联盟电竞经理	3Q22	In-house	Strategy	Free; item-based
Ylands 艾兰岛	1Q23	Licensed	Sandbox	Free; item-based
Undawn 黎明觉醒：生机	1Q23	In-house	SOC	Free; item-based
Metal Slug: Awakening 合金弹头：觉醒	2Q23	In-house	Action	Free; item-based
Alchemy Stars 白夜极光	2Q23	In-house	RPG	Free; item-based
MapleStory: The Legends of Maple 冒险岛：枫之传说	3Q23	Licensed	RPG	Free; item-based
战地无疆	3Q23	Licensed	Strategy	Free; item-based
New TLBB Mobile 新天龙八部	3Q23	Licensed	RPG	Free; item-based
Hyper Legends 高能英雄	3Q23	In-house	Action	Free; item-based
The legendary Seven 七人传奇：光与暗之交战	4Q23	Licensed	RPG	Free; item-based

Beats of Soul 劲乐幻想	4Q23	Licensed	Casual	Free; item-based
Stone Age: Awakening 石器时代: 觉醒	4Q23	Licensed	RPG	Free; item-based
Pipeline for domestic market:				
Mobile DnF 地下城与勇士	TBC	Licensed	Action	TBC
Dream Stars 元梦之星	TBC	In-house	Casual	TBC
Honour of Kings World 王者荣耀世界	TBC	In-house	RPG	TBC
Honour of Fight 星之破晓	TBC	In-house	Action	TBC
Ash Echoes 白荆回廊	TBC	Licensed	Strategy	TBC
The Age of Navigation: Sea Overlord 大航海时代: 海上霸主	TBC	Licensed	Strategy	TBC
Delta Force: Hawk Ops 三角洲行动	TBC	In-house	Action	TBC

Table 7: Tencent's Mobile Games for International Markets (games released from 2019 onwards)

Game Title	Commercial Launch	Developer	Genre	Charging Model
Commercialized:				
Call of Duty Mobile	4Q19	Licensed	Action	Free; item-based
CODE:D Blood	2Q20	Licensed	RPG	Free; item-based
Saint Seiya: Rising Cosmo	3Q20	In-house	RPG	Free; item-based
League of Legends: Wild Rift	4Q20	In-house	Strategy	Free; item-based
Alchemy Stars	2Q21	In-house	RPG	Free; item-based
Contra Returns	3Q21	In-house	Action	Free; item-based
Pokémon UNITE	3Q21	In-house	Strategy	Free; item-based
Bladed Fury	1Q22	In-house	Action	Free; item-based
Triple Match 3D	2Q22	In-house	Matching	Free; item-based
Apex Legends Mobile	2Q22	In-house	Action	Free; item-based
Tower of Fantasy	3Q22	Licensed	RPG	Free; item-based
GODDESS OF VICTORY: NIKKE	4Q22	Licensed	RPG	Free; item-based
Re:Zero - Starting Life In Another World Infinity	4Q22	Licensed	RPG	Free; item-based
Honour of Kings	1Q23(selected regions)	In-house	Strategy	Free; item-based
Undawn	2Q23	In-house	SOC	Free; item-based
Arena Breakout	3Q23	In-house	Action	Free; item-based
Dragon Nest 2: Evolution	3Q23	Licensed	RPG	Free; item-based

Table 8: QQ Game Platform

Description	Charging Model
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Mini Casual Games	Board, chess and card games, etc.	Free; RMB10, 15 and 50 per month for VIP privileges or item sales
Web Games	In-house & third-party web games	Free; item-based

Table 9: Other Games

Game Title	Commercial Launch	Developer	Description	Charging Model	PCU
Roco Kingdom 洛克王国	3Q10	In-house	Community	Free; RMB10 per month for VIP privileges	PCU over 1m (1Q13)