

Tencent 腾讯

CORPORATE OVERVIEW

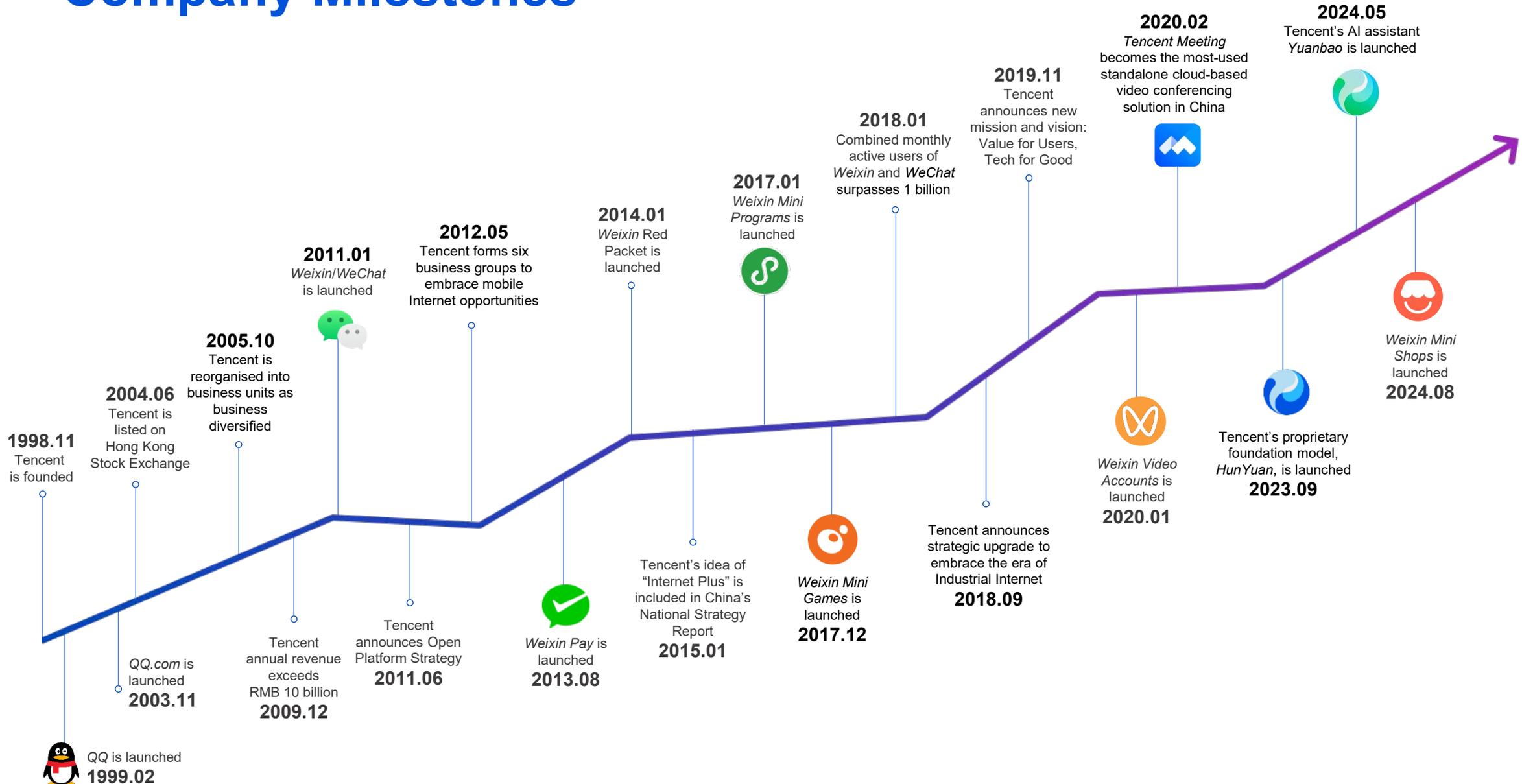
Fourth Quarter of 2024

1. *Business Overview*

2. *Financials*

3. *Tech for Good*

Company Milestones



Resilient Growth through Economic Cycles (2004-2024)

What we have achieved since our listing in 2004...

577x

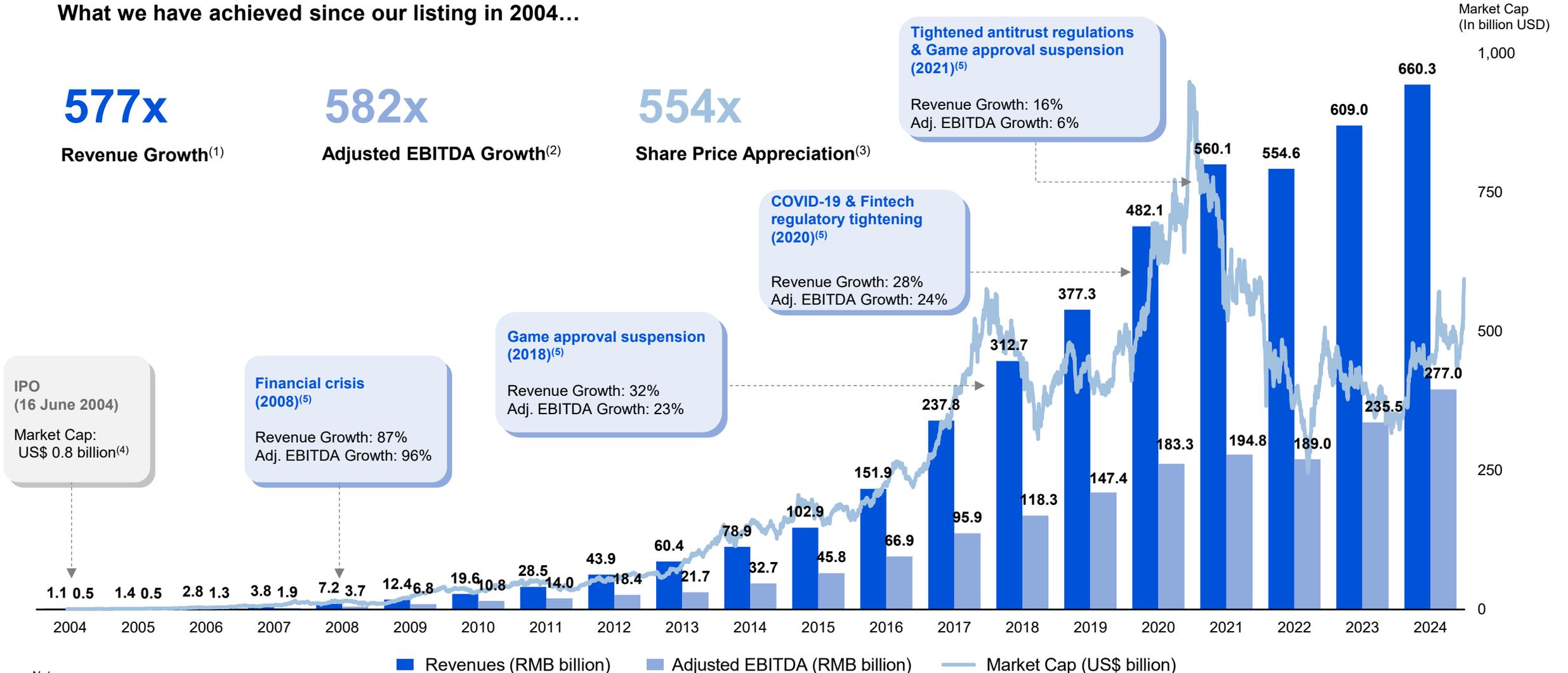
Revenue Growth⁽¹⁾

582x

Adjusted EBITDA Growth⁽²⁾

554x

Share Price Appreciation⁽³⁾



Notes:

- Growth of 2024 revenues over 2004 revenues.
 - Growth of 2024 Adjusted EBITDA over 2004 Adjusted EBITDA. Adjusted EBITDA consists of EBITDA plus equity-settled share-based compensation expenses.
 - Growth of market capitalisation on Dec 31, 2024 over market capitalisation at IPO on Jun 16, 2004.
 - Based on market capitalisation at IPO on Jun 16, 2004.
 - YoY growth from 2007 to 2008 for financial crisis; YoY growth from 2017 to 2018 for game approval suspension; YoY growth from 2019 to 2020 for the COVID-19 pandemic; YoY growth from 2020 to 2021 for tightened antitrust regulations and game approval suspension
- Sources: Company disclosure, Bloomberg

Digital Ecosystem Fulfilling Needs of Customers and Enterprises

1 billion+

daily average commercial payment transactions on *Weixin Pay* ⁽¹⁾

Several Trillions RMB

GMV facilitated by *Weixin Mini Programs* ⁽²⁾

262 million

total fee-based VAS subscriptions ⁽³⁾



1. Since 4Q19; 2. In 2022; 3. In 4Q24

Weixin Connects Users, Content and Services



Chat and Moments

- Weixin Chat is the most indispensable and highest daily user frequency service
- Moments provide asynchronous photo, video and audio sharing

Video Accounts

- A leading short-form video and live streaming platform in China
- Promoting original content through enhanced recommendation algorithms and traffic support

Mini Programs

- Enable conversions of user interactions into transactions, facilitated over RMB2 trillion GMV ⁽¹⁾
- Mini Games is the largest casual game platform in China, engaging over 500 million MAU ⁽²⁾

Mini Shops

- A platform for indexed and standardised merchandise, where merchants can operate store fronts, while leveraging Weixin social interactions, content services, and payment capabilities

Official Accounts

- Allow individuals, media and businesses to share original content and engage with audience

Weixin Search

- Comprehensive search feature enabling users to seamlessly access content and services within the Weixin Ecosystem, and across the web

Weixin Pay

- Easy and secured online/offline transactions
- Exceeded 1 billion average commercial transactions per day ⁽³⁾

Largest communications and social network platform in China with over 1.3 billion MAU ⁽⁴⁾

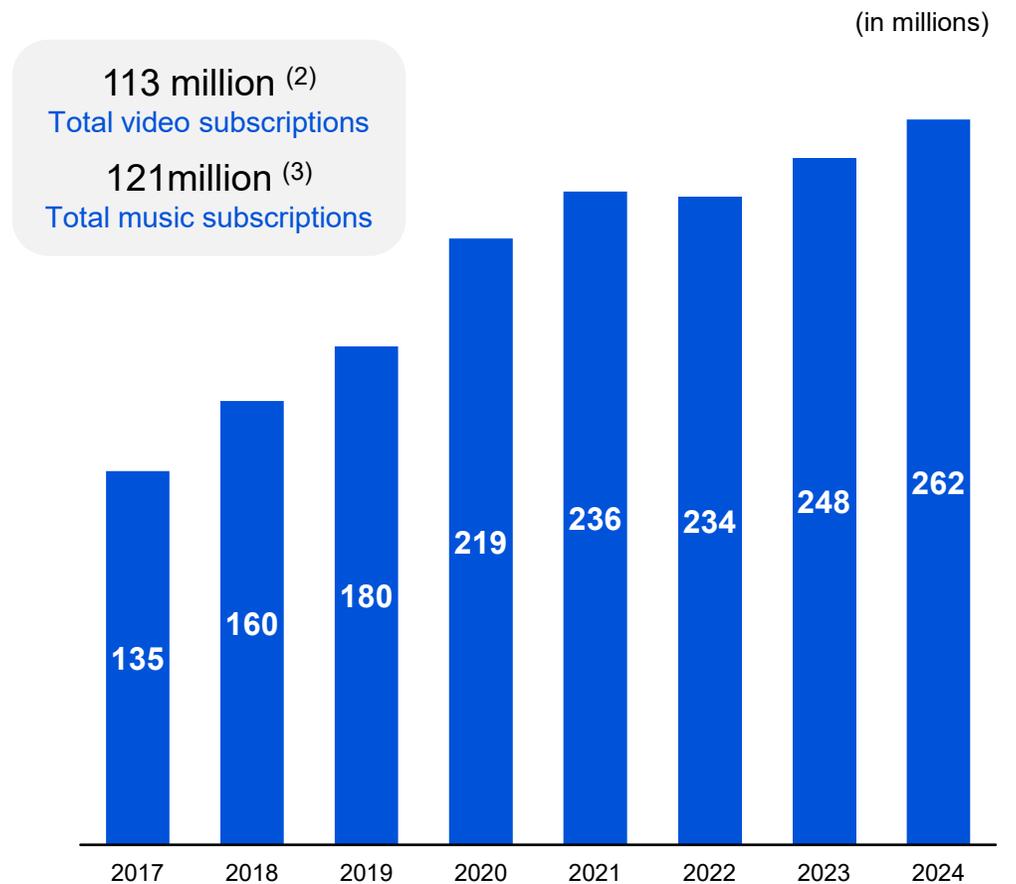
Digital Content Services

- ▶ Leading digital content platforms (including web novels, comics and games) nurture high quality IPs
- ▶ Expertise in creating high production value content 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 ⁽¹⁾



1. Starting 1Q24, we changed fee-based VAS subscriptions from “total subscriptions as of the last day of the period” to “the average daily number of total subscriptions during the period”, historical annual figures have not been restated; 2. The average daily number of subscriptions for 4Q24; 3. The average number of paying users as of the last day of each month during 4Q24

Games

Leading global platform for game development, publishing and operation

Sizable Developer

Owned Studios



Invested External Studios



External Partners



Global IP Portfolio

Flagship Evergreen Games



Proven Evergreen Games



New Games with Evergreen Potential



Strong Operating & Publishing Capabilities

eSports Leadership

- Publish **4 of 7** titles selected for the 19th Asian Games eSports medal event
- **LoL World Championship #1** international esports tournament by hours watched ⁽⁴⁾
- **Valorant Champions #9** international esports tournament by hours watched ⁽⁴⁾



Level Infinite

- Successful international publishing



1. QuestMobile, in 4Q24; 2. Sensor Tower, in 4Q24; 3. Newzoo, in Dec 2024; 4. esports charts, in 2024; 5. data.ai, by gross receipts in 2023

Marketing Services

Our Marketing Properties

Content Platforms



Tencent Video



QQ Music



Tencent News



Tencent Sports

Social Networks



Moments



Video Accounts



Mini Programs



Official Accounts



Weixin Search



QQ

Others



QQ Browser



Tencent Games



Tencent eSports



Mobile Advertising Network

Our Technology

Integrated Marketing Solutions



- Integrated digital marketing solutions provide access to full range of Tencent and third-party advertising inventories

AI-powered Ad Tech Platform

- Offers a range of digital tools including user insight, campaign management, and digital asset management, and genAI-powered tools including text-to-image ad creation and smart ad size optimisation
- Upgraded machine learning infrastructure by deploying our foundation model and integrating standard product unit database and training with more real-time parameters
- Enables us to increase targeting and attribution accuracy, generating higher ROI for advertisers, and driving revenue growth for the company

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, facilitating several trillions RMB of GMV in 2022
- Online + offline solutions reduce transaction friction and drive repeat sales for merchants

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 15+ million companies and organisations ⁽¹⁾
- *Tencent Meeting* registered users exceeded 400 million ⁽²⁾
- *Tencent Docs* MAU surpassed 200 million ⁽³⁾

PaaS:

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

IaaS:

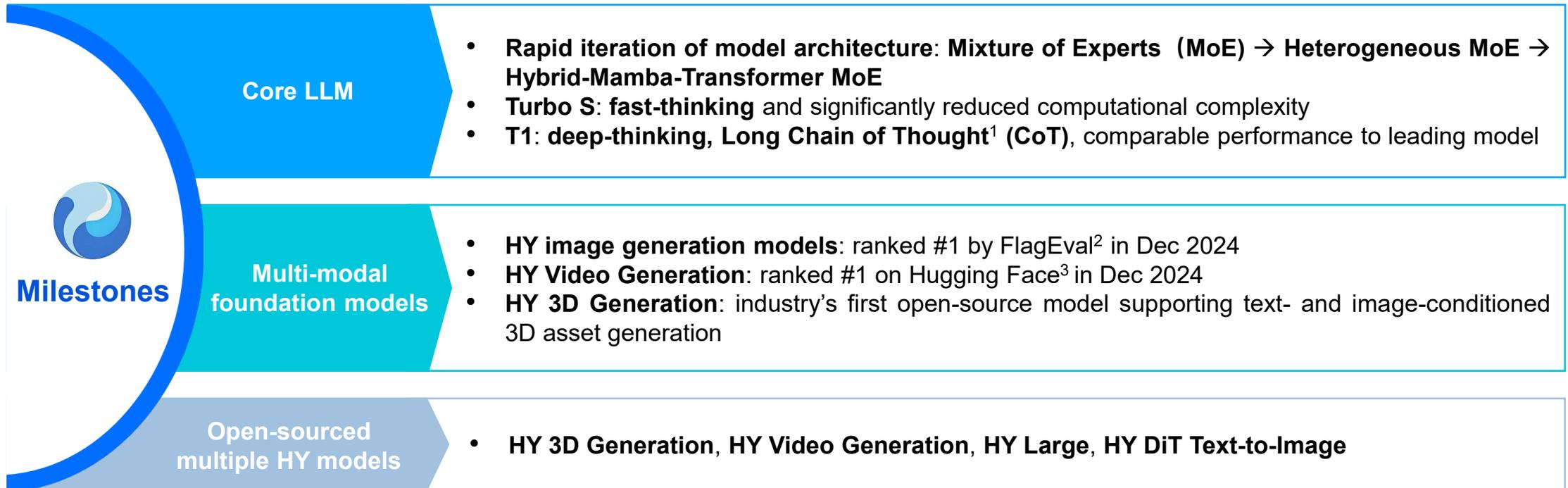
- Infrastructure spans 58 availability zones within 21 regions

1. As at Jun 2024; 2. As at Sep 2023; 3. As at Dec 2022; 4. "Market Share: All Software, Markets, Worldwide, 2023", Gartner; 5. "Sharing of Asia-Pacific Media Service Market Report, 2022-23, Frost & Sullivan; 6. "IDC China Semiannual Relational Database Management Systems Software Tracker, 2H2023", IDC

Building HY Foundation Model: Significant Investment and Progress

Thesis

- Established AI lab in 2016. Since 2023, investing heavily in our proprietary HY Foundation Model
- Investment in HY allows us to: 1) develop end-to-end foundation model capabilities in terms of infrastructure, algorithm, training, alignment, and data management; 2) fulfill customised internal and external needs



1. CoT: Chain of Thought is an approach in artificial intelligence that simulates human-like reasoning processes by delineating complex tasks into a sequence of logical steps towards a final resolution.
2. #1 in image generation capabilities on FlagEval
3. #1 in Penguin Video Benchmark on Hugging Face

Adopting Multi-Model Strategy to Provide Best AI Experience to Users

Multi-model strategy

- Seek to provide **best user experience** leveraging all available models
- Different AI models optimised for different capabilities, performance metrics and use cases - **combination of various models can handle complex tasks** better than a single model
- Our experience in software businesses (such as online games) demonstrates **synergies in being a developer and an operator**
- **Investing in our own foundation models** allows us to fully leverage our proprietary data, meet highly customised internal and customer needs
- Open-source ecosystem is gaining momentum, providing many more model options; **making use of external models** allows us to benefit from innovations across the industry

Consumer-facing applications

Yuanbao, breakout AI-native application

- Users can select among **multiple models** (CoT reasoning models, fast thinking models), and whether to integrate **web search** results
- Provides access to **proprietary high-quality content** from Tencent ecosystem
- Processes prompts in **image, voice, and document formats**
- Ensures **stable and uncapped access** to leading models
- DAU increased more than 20-fold in Feb and Mar to become **#3 among AI apps**¹

Testing AI features in Weixin

- AI-powered search, language input, content generation
- Will add additional AI features in the future

Accelerating AI Integration into Enterprise-facing Services

IaaS

- **Hyper Computing Cluster (HCC)** enables enterprises to run high-performance AI training and inference with low latency and elastic scalability
- **Hyper Application Inventor (HAI)** provides “one click” deployment of mainstream foundation models for developers through visual interfaces

PaaS

- **TI Platform** for fine-tuning and running inference on AI models
- **LLM Knowledge Engine** solution helps enterprises build customer support and coding assistants tuned with their own proprietary data
- **Tencent CloudBase** enables developers to generate mini programs and mobile applications through natural language prompts and uploading design mockups

SaaS

- **Tencent Meeting** AI-powered real-time transcription, recording and automated summary functions – MAUs doubled YoY to 15 million
- **Tencent Docs** boosted documentation productivity in content generation and processing

- AI cloud revenue approximately doubled YoY in FY24; however, increasing usage of GPUs for internal use cases has limited our provision of GPUs to external clients, and thus our Cloud Services revenue growth
- We have prioritised GPUs available for external workloads toward high value use cases and clients
- From 4Q24 onward, we have stepped up our purchases of GPUs; as we deploy those GPUs, we expect to accelerate revenue growth for our overall Cloud Services

Unlocking Growth Multiplier for Existing Businesses

AI boosts ad targeting & ad content creation

- **Enhanced our ad system with neural network AI capabilities** since 2015
- **Rebuilt our ad tech platform with large model capabilities** since 2020, enabling:
 - Analysis of long sequence user behaviour across multiple properties
 - Improved ad ranking mechanism, resulting in increased user engagement and higher click through rates
- **Adding LLM capabilities** from 2023, enabling:
 - Faster and more accurate approval of ad content
 - Better understanding of merchandise categories and user commercial intent
 - Automation and acceleration of ad creative production for advertisers
- **Marketing Services revenue increased 20% YoY in 2024**, benefiting from AI targeting and gen-AI created ads

AI enhances entertainment content production & experience

Games

- **Adopted machine learning technology in our PvP games** since 2017:
 - Leveraged AI to optimise matching experience, improve game balance, and power AI coaching
- **Now integrating LLM capabilities into our high production value games:**
 - Enhance production efficiency of 3D content leveraging digital assets and proprietary tools
 - Empower in-game chatbots, which increase user engagement

Video and music

- Improving productivity in animation, live action video, and music content creation
- Providing intelligent recommendation and efficient user discovery of short videos, music, and long-form videos

1. *Business Overview*

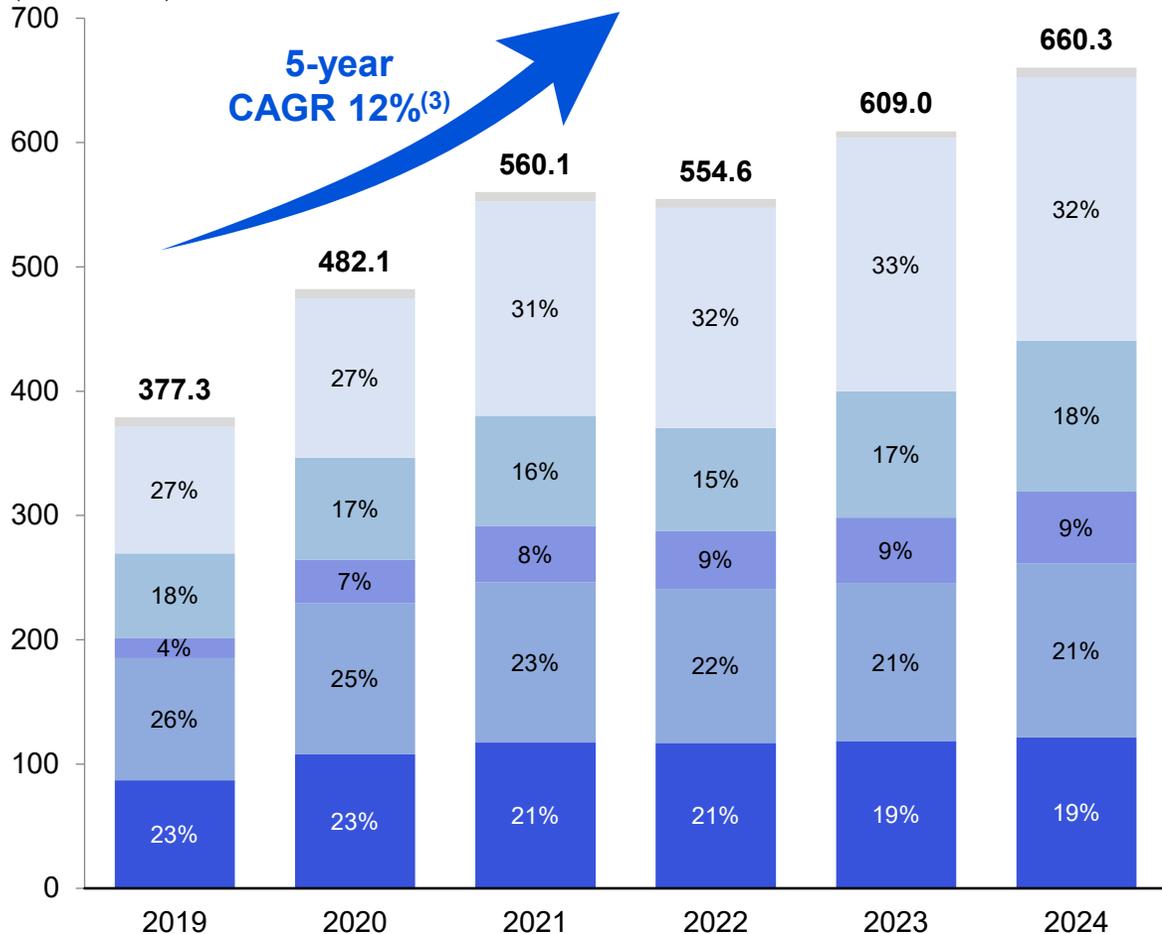
2. *Financials*

3. *Tech for Good*

Resilient Business Model with Diversified Revenue Streams

Revenues by Business Segment ⁽¹⁾⁽²⁾

(In billion RMB)



Segment

FinTech and Business Services

- Enterprise and consumer-driven
- Payment, wealth management, consumer loans, and online insurance services
- Cloud and other business services, such as eCommerce technology services

Marketing Services⁽⁴⁾

- Enterprise-driven
- Social Network inventories: Moments, Video Accounts, Mini Programs, Official Accounts, Weixin Search, etc.
- Content Platform inventories: video, music, news, etc.
- Mobile Ad Network inventories

VAS: International Games ⁽²⁾

• Consumer-driven

- Item-based sales
- Season Pass
- Copy sales

VAS: Domestic Games ⁽²⁾

• Consumer-driven

- Digital content subscriptions
- Membership privileges
- Virtual item sales
- Mini Games platform service fees

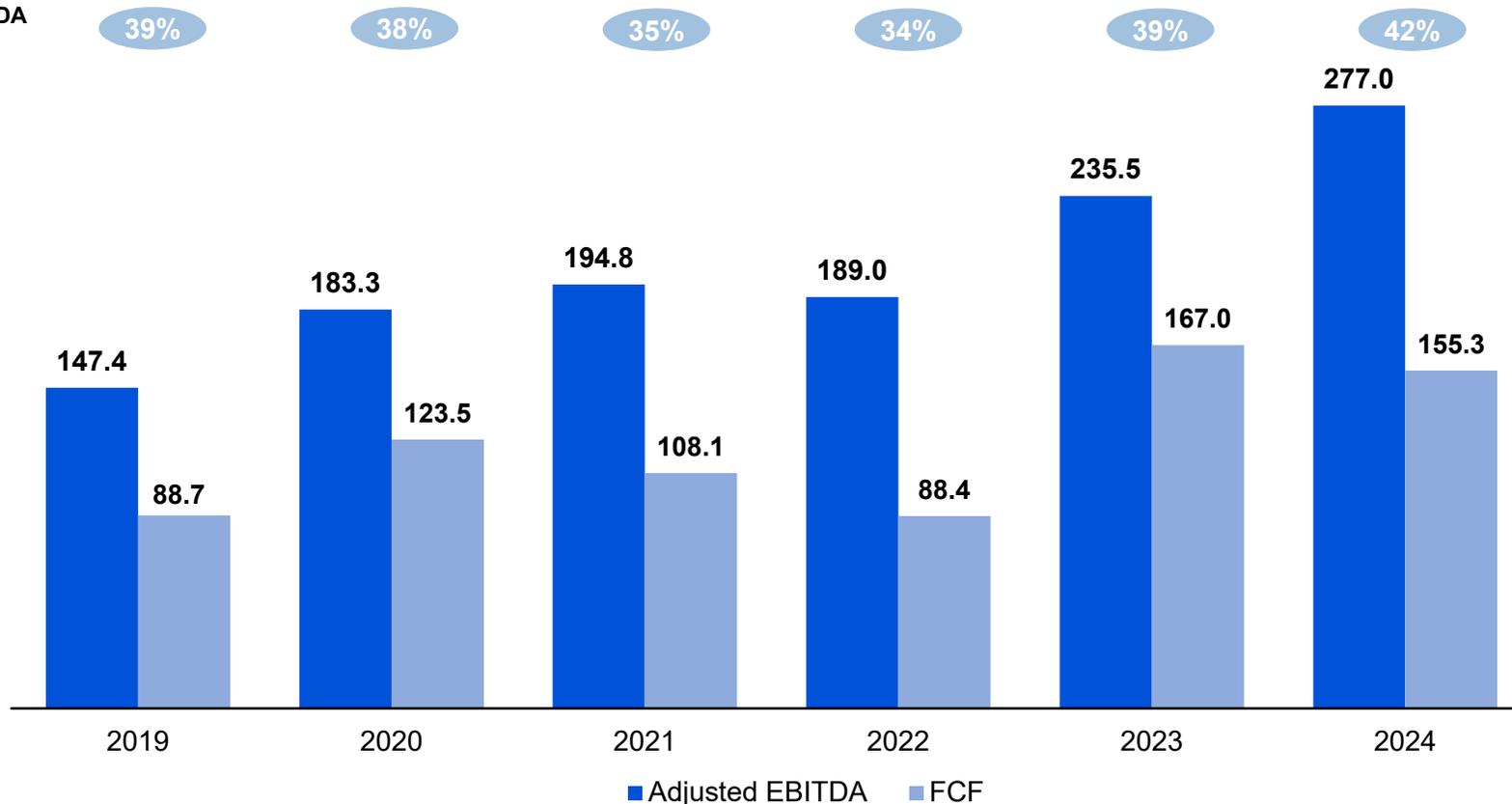
1. "Others" segment revenues is marked in grey. "Others" segment revenues included the financials of investment in, production of and distribution of, films and television programmes for third parties, copyrights licensing, merchandise sales and various other activities.
2. Starting 3Q21, we disclose 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.
3. 2019-2024 CAGR
4. Starting 3Q24, we rename this revenue segment from 'Online Advertising' to 'Marketing Services' to better represent the breadth of our marketing solutions and accompanying technology services across our online marketing properties

Profitable and Cash-Generative Business Model

Adjusted EBITDA ⁽¹⁾ and Free Cash Flow (FCF) ⁽²⁾

(In billion RMB)

Adj. EBITDA
Margin



Key Metrics

13%

Adj. EBITDA CAGR ⁽³⁾

42%

Adj. EBITDA Margin ⁽⁴⁾

56%

FCF Conversion ⁽⁵⁾

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

2. 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

3. 2019–2024 CAGR

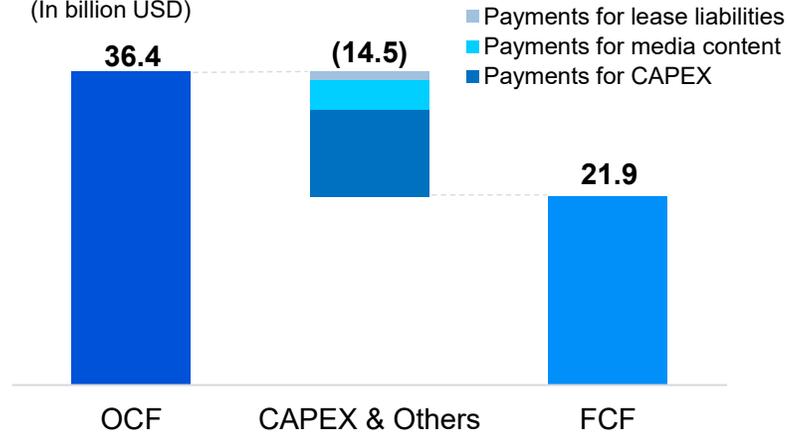
4. Adjusted EBITDA as % of Revenues ; In 2024

5. FCF Conversion = FCF / Adjusted EBITDA; In 2024

Sustainable Shareholder Return Supported by Financial Strength

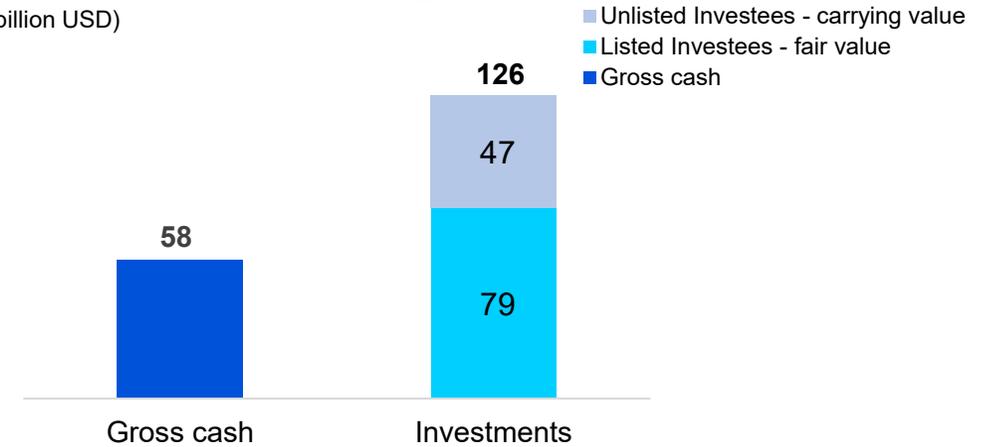
Robust free cash flow (2024)

(In billion USD)



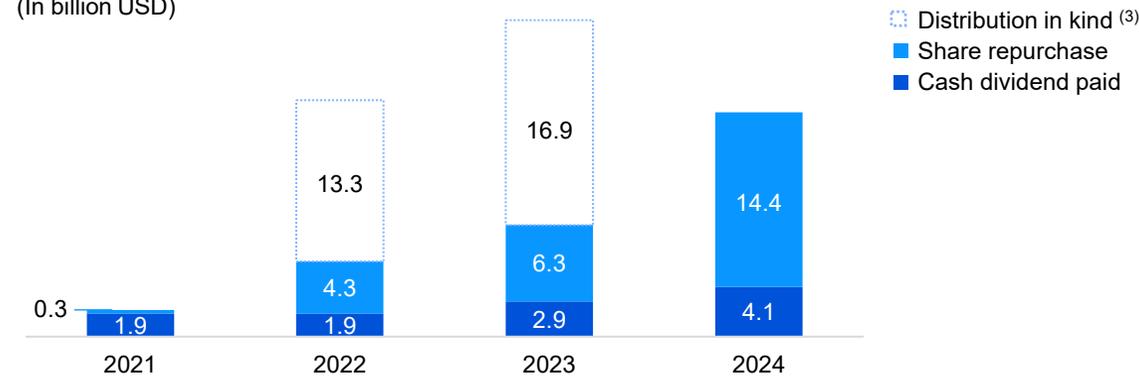
Sizeable cash and investment portfolio ^(1,2)

(In billion USD)



Return of capital to shareholders ⁽¹⁾

(In billion USD)



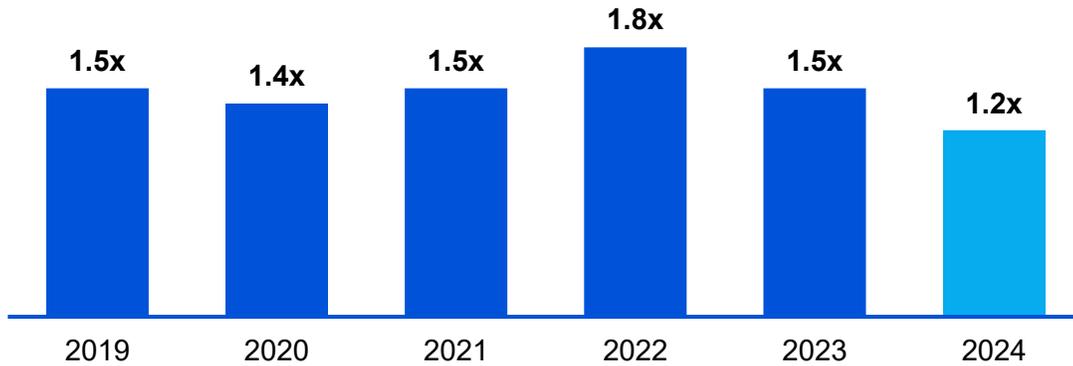
1. As at Dec 31, 2024, USD1 to RMB7.1884

2. 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) our shareholdings in unlisted investee companies (excluding subsidiaries) (defined as "Unlisted Investees")

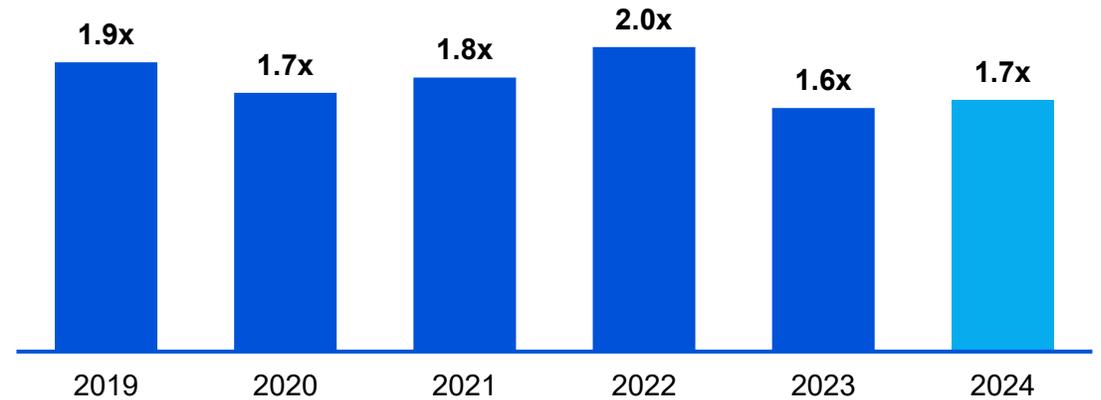
3. Based on closing share price on dispatch date(s) for JD.com (Mar 25, 2022) and Meituan (Mar 24, 2023)

Prudent Capital Management and Robust Credit Metrics

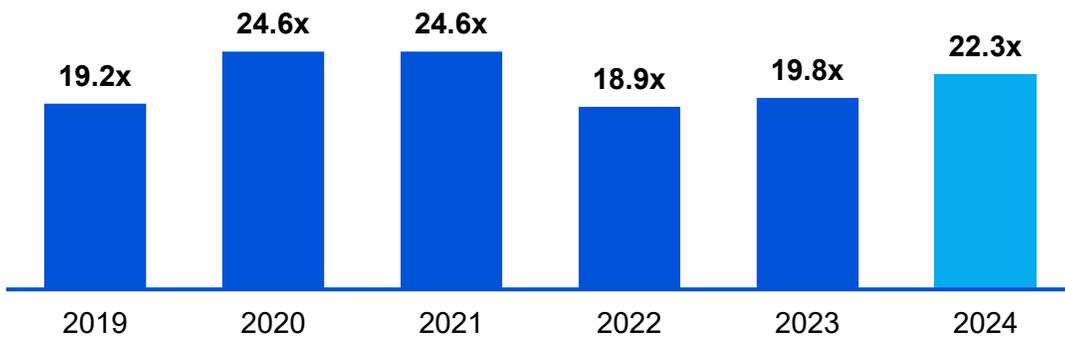
Total debt / Adjusted EBITDA ⁽¹⁾



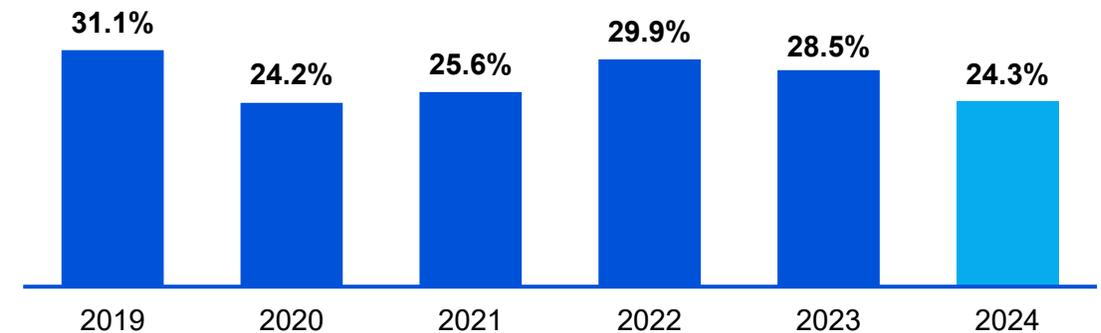
Total debt / (Adjusted EBITDA – CAPEX paid) ⁽²⁾



Adjusted EBITDA / Interest expense



Total debt / Total capitalisation ⁽³⁾



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)

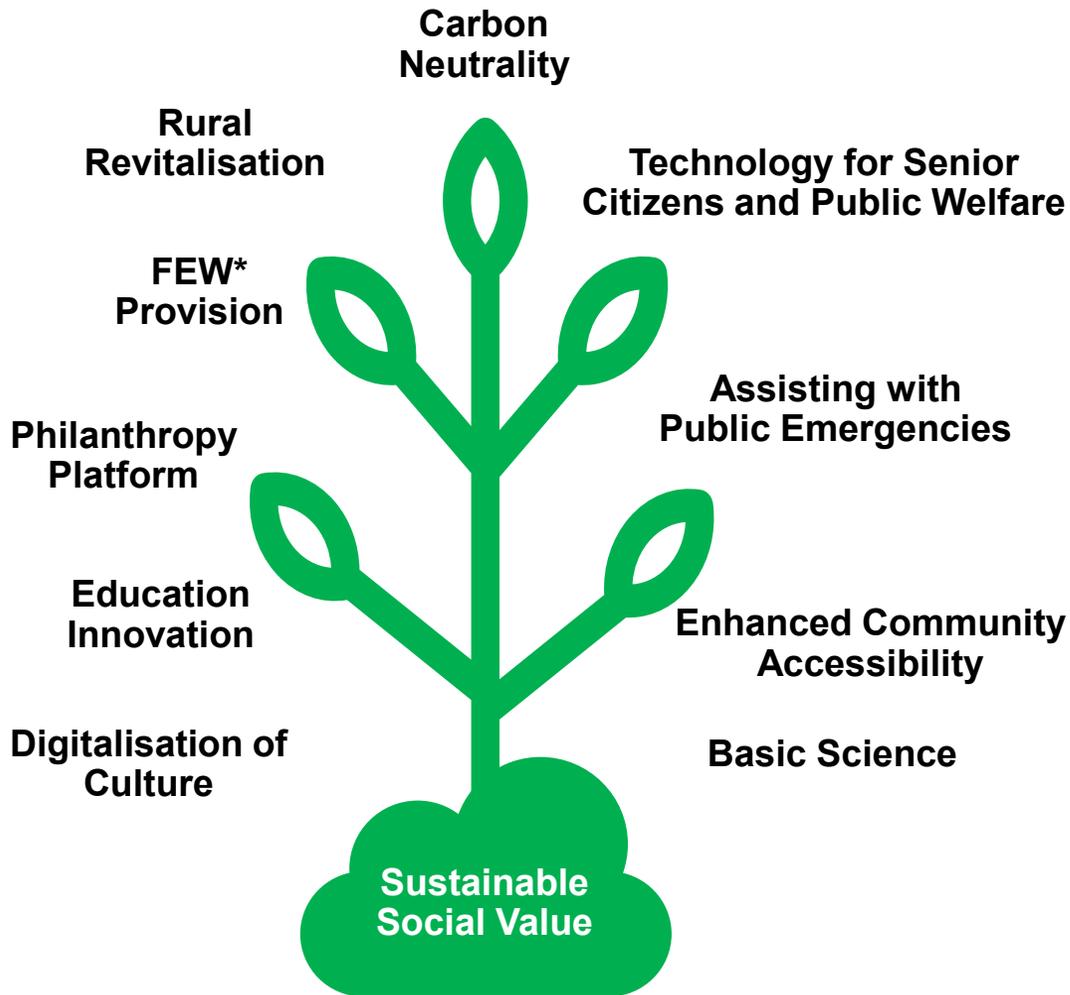
3. Total capitalisation consists of total debt plus total equity (book value)

1. *Business Overview*

2. *Financials*

3. ***Tech for Good***

Harnessing our Technology and Platform to Create 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** e.g., assisting the successful inclusion of Beijing Central Axis into UNESCO World Heritage List

* Food, Energy and Water

Our ESG Commitment and Approach

Integrate social responsibility into products and services

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

- Celebrated the **10th anniversary** of our annual public philanthropic event, Giving for Good, which connected with over **280 million users**, over **2,200 charitable organisations**, and over **20,000 enterprises** in 2024
- Signed up to the **Women's Empowerment Principles**
- **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
- **Integrated AI capabilities into risk control mechanism** and enhanced anti-fraud training for employees and key suppliers

Sustainability Commitment ▶ Joined the **United Nations Global Compact** as signatory in Aug 2023

Industry Recognition ▶ **1st in Best ESG** ⁽¹⁾ for 4 consecutive years and **1st in Best Company Board** ⁽¹⁾
▶ Included in the **2023 S&P Global Sustainability Yearbook** and recognised as **the industry mover**

MSCI ESG Rating: BBB | **Sustainalytics ESG risk score: 18.4 – Low Risk** ⁽²⁾ | **S&P Global ESG Score: 59** ⁽³⁾

1. By Institutional Investor in 2024, 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, score increased from 49 on Sep 2, 2024

Tencent Holdings Limited

Corporate Overview

Thank you!



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