Tencent 腾讯

2025 Third Quarter Results Presentation

November 13, 2025

Cautionary Note

This presentation may contain forward-looking statements relating to the forecasts, targets, outlook, estimates of financial performance, opportunities, challenges, business developments, business plans and growth strategies of Tencent Holdings Limited (the “Company” or “Tencent”) and its group companies. These forward-looking statements are based on information currently available to Tencent and are stated here on the basis of the outlook at the time that this presentation was produced. The Company undertakes no obligation to publicly update any forward- looking statement, whether written or oral, that may be made from time to time, whether as a result of new information, future developments or otherwise. The forward-looking statements are based on certain expectations, assumptions and premises, some of which are subjective or beyond our control. The forward-looking statements may prove to be incorrect and may not be realised in the future. Underlying the forward-looking statements are a large number of risks and uncertainties. Therefore you should not rely on any of these forward-looking statements. Please see our various other public disclosure documents for a detailed discussion of those risks and uncertainties.

This presentation also contains some unaudited non-IFRS financial measures which should be considered in addition to, but not as a substitute for, measures of the Company's financial performance prepared in accordance with IFRS. In addition, these non-IFRS financial measures may be defined differently from similar terms used by other companies. The Company's management believes that the non-IFRS financial measures provide investors with useful supplementary information to assess the performance of the Company’s core operations by excluding certain non-cash items and certain impact of acquisitions. For further explanation of our non-IFRS measures and reconciliations between our IFRS and non-IFRS results, please refer to our earnings announcement.

In addition, information relating to other companies and the market in general presented in these materials has been obtained from publicly available information and other sources. The accuracy and appropriateness of that information has not been verified by Tencent and cannot be guaranteed.

The reporting currency of the company is Renminbi. For the purpose of this presentation, all figures quoted in US dollars are based on the exchange rate of US$1 to RMB7.1055 for 3Q2025.

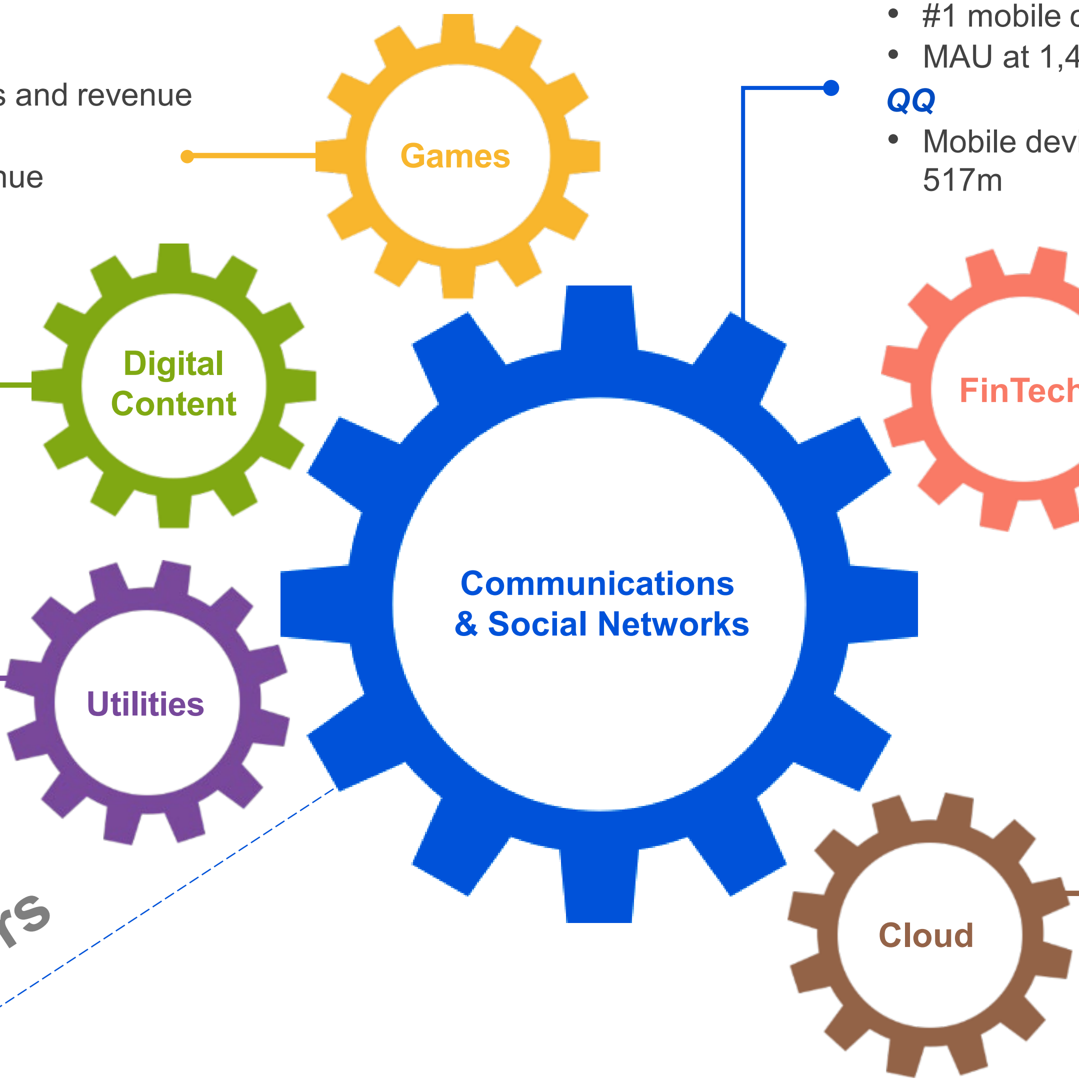
1. Overview
2. Business Review
3. Financial Review
4. Q&A

Financial Highlights

In billion RMB	3Q2025	3Q2024	YoY	2Q2025	QoQ
Total Revenue	**192.9**	**167.2**	***+15%***	**184.5**	***+5%***
Value-added Services	95.9	82.7	*+16%*	91.4	*+5%*
Social Networks	32.3	30.9	*+5%*	32.2	*+0.2%*
Domestic Games[1]	42.8	37.3	*+15%*	40.4	*+6%*
International Games	20.8	14.5	*+43%*	18.8	*+11%*
Marketing Services	36.2	30.0	*+21%*	35.8	*+1%*
FinTech and Business Services	58.2	53.1	*+10%*	55.5	*+5%*
Others	2.6	1.4	*+83%*	1.8	*+41%*
Gross Profit	**108.8**	**88.8**	***+22%***	**105.0**	***+4%***
Non-IFRS					
Operating Profit	**72.6**	**61.3**	***+18%***	**69.2**	***+5%***
Operating Margin	37.6%	36.6%	*+1.0ppt*	37.5%	*+0.1ppt*
Net Profit Attributable to Equity Holders	**70.6**	**59.8**	***+18%***	**63.1**	***+12%***

1. Domestic Games refers to our games business in the PRC excluding the Hong Kong Special Administrative Region, the Macao Special Administrative Region and Taiwan

Key Services Update



China
- #1 by users and revenue

Global
- #1 by revenue

Video
- #1 by paid subscriptions

Music
- #1 by paid subscriptions

Literature
- #1 by users' paid revenue

Mobile Browser
- #1 by MAU

Language Input
- #1 by MAU

Weixin & WeChat
- #1 mobile community
- MAU at 1,414m

QQ
- Mobile devices MAU at 517m

Mobile Payment
- #1 by MAU & DAU

IaaS
- Large scale, high-performance IaaS network

PaaS
- #2 by revenue[2]

SaaS
- #1 productivity office software applications by total user time spent

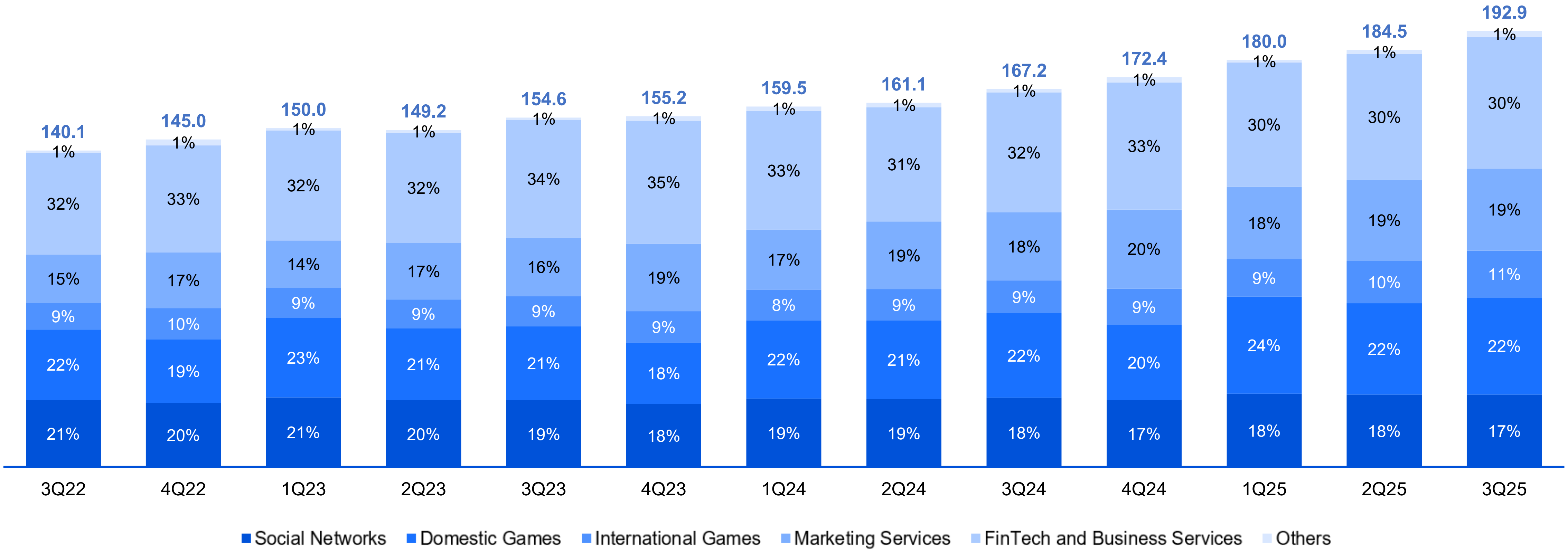
1. All rankings above refer to China market, unless otherwise stated. Company data and QuestMobile, 3Q25
2. IDC Quarterly Public Cloud Services Tracker, 2Q25

Revenue

Revenue Growth (YoY %)

-2%	+0.5%	+11%	+11%	+10%	+7%	+6%	+8%	+8%	+11%	+13%	+15%	+15%

Revenue by Segment (billion RMB)

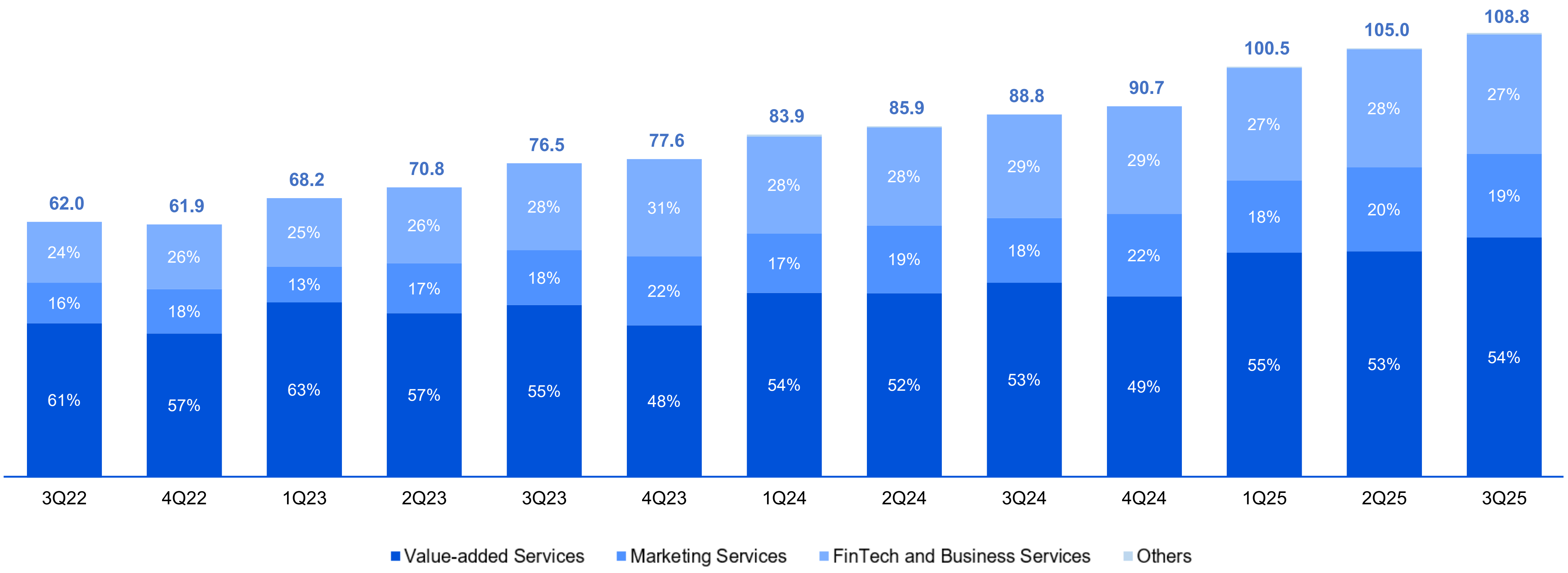


Gross Profit

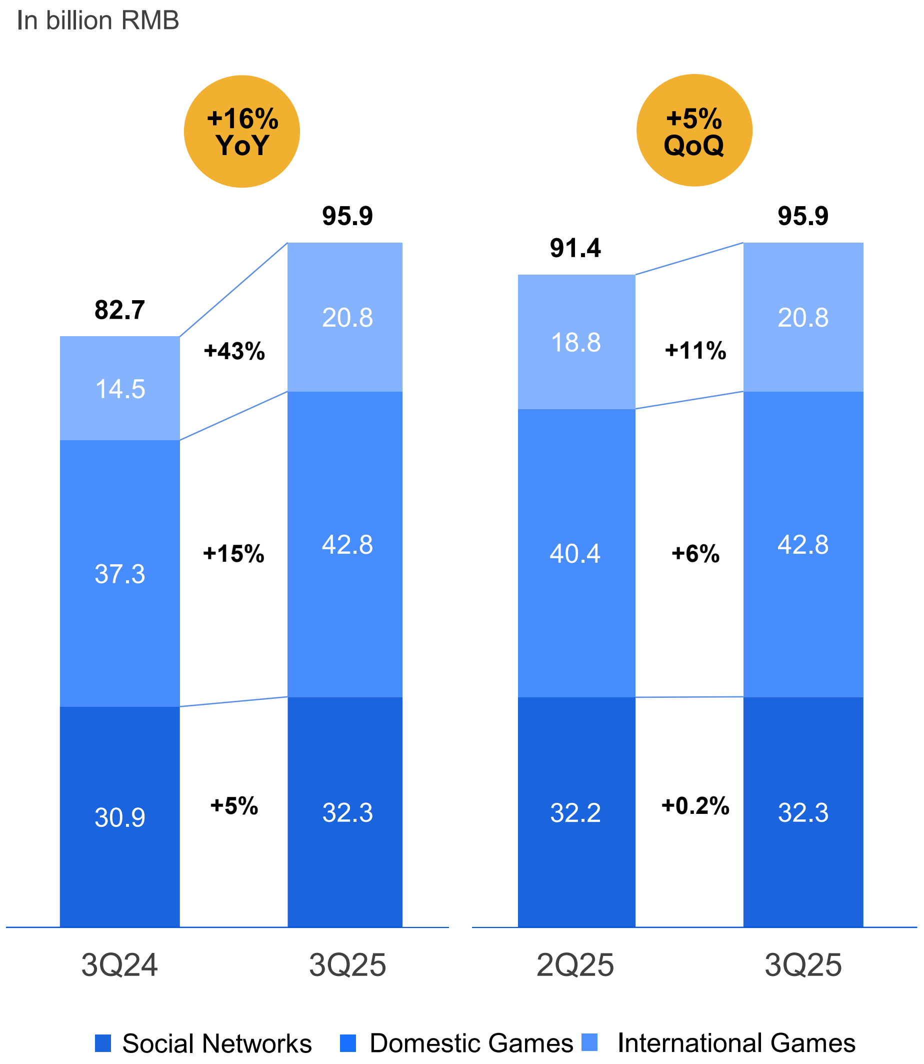
Gross Profit Growth (YoY %)

-1%	+7%	+19%	+22%	+23%	+25%	+23%	+21%	+16%	+17%	+20%	+22%	+22%

Gross Profit by Segment (billion RMB)



Value-added Services



Social Networks

- Revenue was up 5% YoY, driven by increased revenue from *Video Accounts* live streaming service, music subscriptions and *Mini Games* platform service fees
- Music subscription revenue increased 17% YoY, boosted by growth in ARPU and subscribers. Music subscribers grew 6% YoY to 126 million[1]
- Long-form video subscription revenue decreased 3% YoY. ARPU was stable while video subscribers declined 2% YoY to 114 million[2] due to delay of top-tier drama series, *Love's Ambition*. Following its release at the end of the quarter, *Love's Ambition* ranked among the most viewed drama series industry-wide year-to-date[3]

Domestic Games

- Revenue grew 15% YoY, primarily driven by *Delta Force*, *HoK*, and *VALORANT*

International Games

- Revenue increased 43% YoY, or 42% in constant currency, due to higher revenues from Supercell's games, recognising revenue upfront on copy sales of new game release, and to consolidation of recently acquired studios

1. The average number of subscriptions as of the last day of each month during 3Q25
2. The average daily number of subscriptions for 3Q25
3. Source: Enlightent, by video views across all long-form video platforms in China, Jan 1 – Nov 12, 2025

Communications & Social Networks

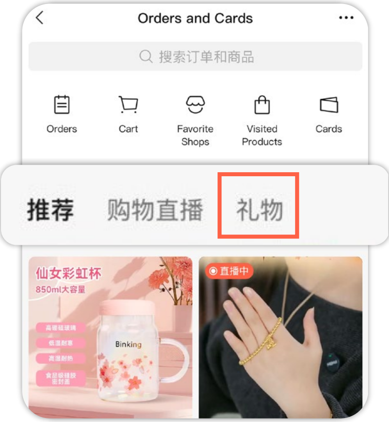
More vibrant transaction ecosystem, driving continued rapid growth in GMV

- Enhanced merchandise recommendation with foundation model capabilities to deepen understanding of user interests based on content consumption within *Weixin* ecosystem, driving higher sales conversions in *Mini Shops*
- Added “gifting” capabilities in *Weixin* Order and Card page, leveraging *Weixin* social graph to broaden customer reach for merchants
- Upgraded image search feature in *Weixin*, which can identify objects and direct users to related merchandise in *Mini Shops*

Enhanced AI features in *Weixin,* fueling greater usage of *Yuanbao*

- Provided @*Yuanbao* feature in *Video Accounts* and *Official Accounts* comment boxes, to generate summaries of content and encourage users to ask follow-up questions
- Enriched *Tencent News* feed in *Weixin* with *Yuanbao*-generated content, and facilitated user exploration of relevant topics via direct link to *Yuanbao* app

***Weixin* Order and Card page**



Added “gifting” tab

***Yuanbao* in *Video Accounts* comment box**

Content comprehension

Interaction with user

Domestic Games

HoK

- Gross receipts grew YoY in 3Q25, benefitting from collaborations with China Literature IPs, Lord of the Mysteries and Fox Spirit Matchmaker
- DAU reached 139 million on the game's 10th anniversary in Oct, featuring hero and minion outfits inspired by Bronze Age Shu Kingdom artefacts

Delta Force

- Ranked among top 3 games industry-wide by gross receipts in 3Q25[1]
- Achieved over 30 million DAU in Sep, including more than 10 million on PC, fueled by new season content with enriched warfare mode, extensive first anniversary events, and global eSports tournament

VALORANT Franchise

- Mobile version released on Aug 19 and became China's most successful mobile launch YTD by first month DAU and gross receipts[2]
- After mobile launch, *VALORANT* franchise MAU more than doubled from Jul to Oct, exceeding 50 million
- PC DAU and gross receipts reached record high in Sep on new eSports-themed weapon items

1. Source: Company data, Sensor Tower
2. Source: QuestMobile, Sensor Tower, for Jan 1 - Nov 12, 2025

International Games

Clash Royale

- Released new auto-chess mode Merge Tactics and extended Trophy Road achievement system, driving higher player engagement
- Monthly DAU and gross receipts in Sep achieved all-time highs since launch in 2016. Gross receipts increased more than 400% YoY in 3Q25

PUBG Mobile

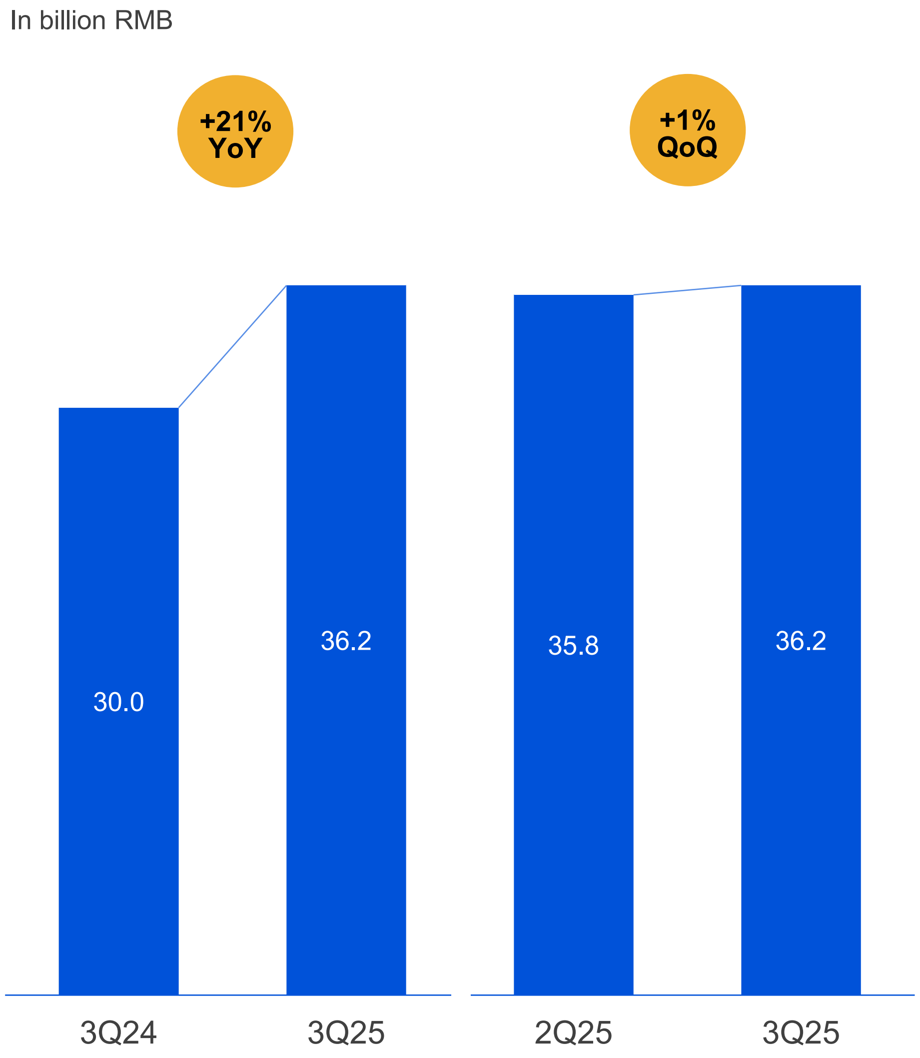
- Gross receipts increased YoY in 3Q25, benefitting from popular Egyptian-themed outfits, innovative X-suit with emote sound effects and a 2-player glider, and collaborations with Transformers and Lotus Cars

Dying Light: The Beast

- Open-world action survival game on PC & console based on Dying Light IP, developed and operated by subsidiary Techland; offers the engaging Beast Mode and a well-crafted world featuring the return of original protagonist
- Received "Very Positive" [1] user review scores on Steam since launch in Sep

1. Received 87% positive player review as of Nov 12, 2025

Marketing Services



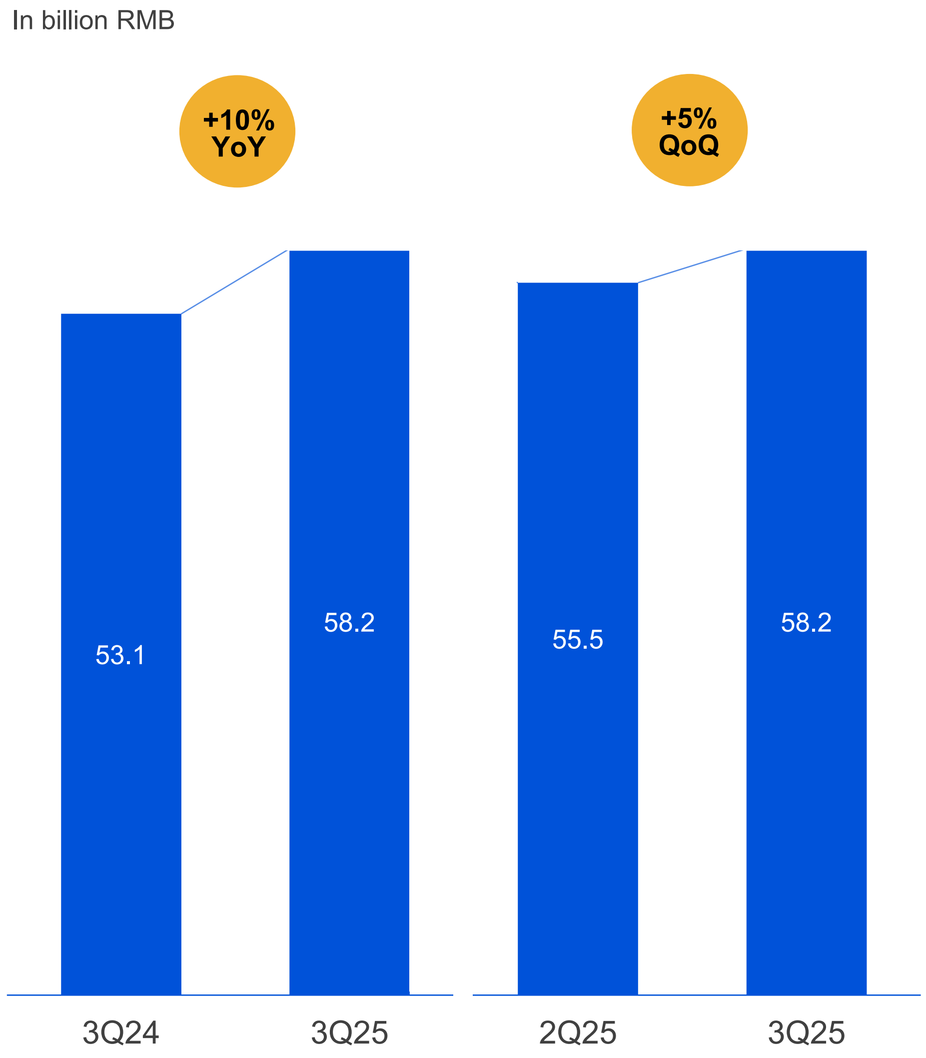
Overall

- Revenue increased 21% YoY, underpinned by ad spend growth in all major categories
- Impressions grew YoY as we enhanced engagement as well as increased ad load across *Video Accounts*, *Mini Programs* and *Weixin Search*
- Average eCPM increased YoY as we upgraded adtech foundation model and captured more closed-loop marketing demand
- Introduced our automated ad campaign solution *AIM+*

Weixin

- ***Video Accounts***: increases in DAU and time spent per user contributed to growth in ad impressions. Advertisers increasingly adopted our marketing tools to drive traffic to short videos, live streams and *Mini Shops*
- ***Mini Programs***: increases in activations and time spent attracted ad spend from mini dramas and mini games, bolstering the ecosystem's flywheel effect
- ***Weixin Search***: increases in commercial query volume and CTRs contributed to revenue growth. We improved relevance of search ad by upgrading LLM capabilities and optimising sponsored results for user queries

FinTech and Business Services



FinTech Services

- Revenue grew by high single-digit % YoY, primarily driven by commercial payment services and consumer loan services
- For commercial payment volume, YoY growth was higher than previous quarter. Online TPV grew robustly, and offline TPV trend improved, particularly in retail and transportation categories
- For consumer loan services, non-performing loan rates remained among the lowest in industry and improved YoY

Business Services

- Revenue grew at teens % YoY despite supply chain constraints on sourcing GPUs, driven by cloud services and fees collected on *Mini Shops* eCommerce transactions
- Revenue from cloud storage and data management products grew notably YoY
- *WeCom* launched AI summarisation feature to generate project recaps and provide advice based on users' emails and conversations, enhancing project collaboration efficiency

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Income Statement

In billion RMB	3Q2025	3Q2024	YoY	2Q2025	QoQ
Revenue	**192.9**	**167.2**	***+15%***	**184.5**	***+5%***
COPS	**(84.1)**	**(78.4)**	***+7%***	**(79.5)**	***+6%***
Gross profit	**108.8**	**88.8**	***+22%***	**105.0**	***+4%***
Operating expenses	(45.7)	(38.5)	*+19%*	(41.3)	*+11%*
Other gains (losses), net	0.5	3.0	*-84%*	(3.6)	*N/A*
Operating profit	**63.6**	**53.3**	***+19%***	**60.1**	***+6%***
Net gains from investments and others	2.8	3.1	*-8%*	2.6	*+7%*
Interest income	4.3	4.0	*+7%*	4.1	*+3%*
Finance costs	(3.8)	(3.5)	*+6%*	(3.9)	*-5%*
Share of profit of associates & JVs, net	7.8	6.0	*+30%*	4.5	*+76%*
Income tax expense	(9.8)	(8.9)	*+10%*	(11.4)	*-14%*
Net profit	**64.9**	**54.0**	***+20%***	**56.0**	***+16%***
Net profit attributable to equity holders	**63.1**	**53.2**	***+19%***	**55.6**	***+13%***
Diluted EPS in RMB	6.779	5.644	*+20%*	5.996	*+13%*
Non-IFRS					
Operating profit	**72.6**	**61.3**	***+18%***	**69.2**	***+5%***
Net profit attributable to equity holders	**70.6**	**59.8**	***+18%***	**63.1**	***+12%***
Diluted EPS[1] in RMB	7.575	6.340	*+19%*	6.793	*+12%*
Weighted average number of shares in million[2]	9,232	9,360	*-1%*	9,247	*-0.2%*

1. Diluted EPS is calculated using the weighted average number of outstanding shares in the period incl. the dilutive effect of share options and awarded shares as determined under the treasury stock method
2. Weighted average number of shares for calculation of diluted EPS includes the dilutive effect of share options and awarded shares as determined under the treasury stock method

Non-IFRS Adjustments

In billion RMB	IFRS 3Q2025	SBC	Net (gains)/ losses from investee companies[1]	Amortisation of intangible assets	Impairment provisions/ (reversals)[2]	SSV & CPP[3]	Others[4]	Tax effects	Non-IFRS 3Q2025	*YoY change*	*QoQ change*
Operating profit	**63.6**	7.2	-	1.6	-	0.2	-	-	**72.6**	*+18%*	*+5%*
Share of profit of associates & JVs, net	**7.8**	0.9	(0.6)	1.8	-	-	0.4	-	**10.3**	*+21%*	*+63%*
Net profit	**64.9**	8.1	1.7	3.4	(4.8)	0.3	0.4	(1.2)	**72.8**	*+19%*	*+12%*
Net profit attributable to equity holders	**63.1**	7.9	1.7	3.1	(4.8)	0.3	0.4	(1.1)	**70.6**	*+18%*	*+12%*
Operating margin	***33.0%***								***37.6%***	*+1.0ppt*	*+0.1ppt*

Note:

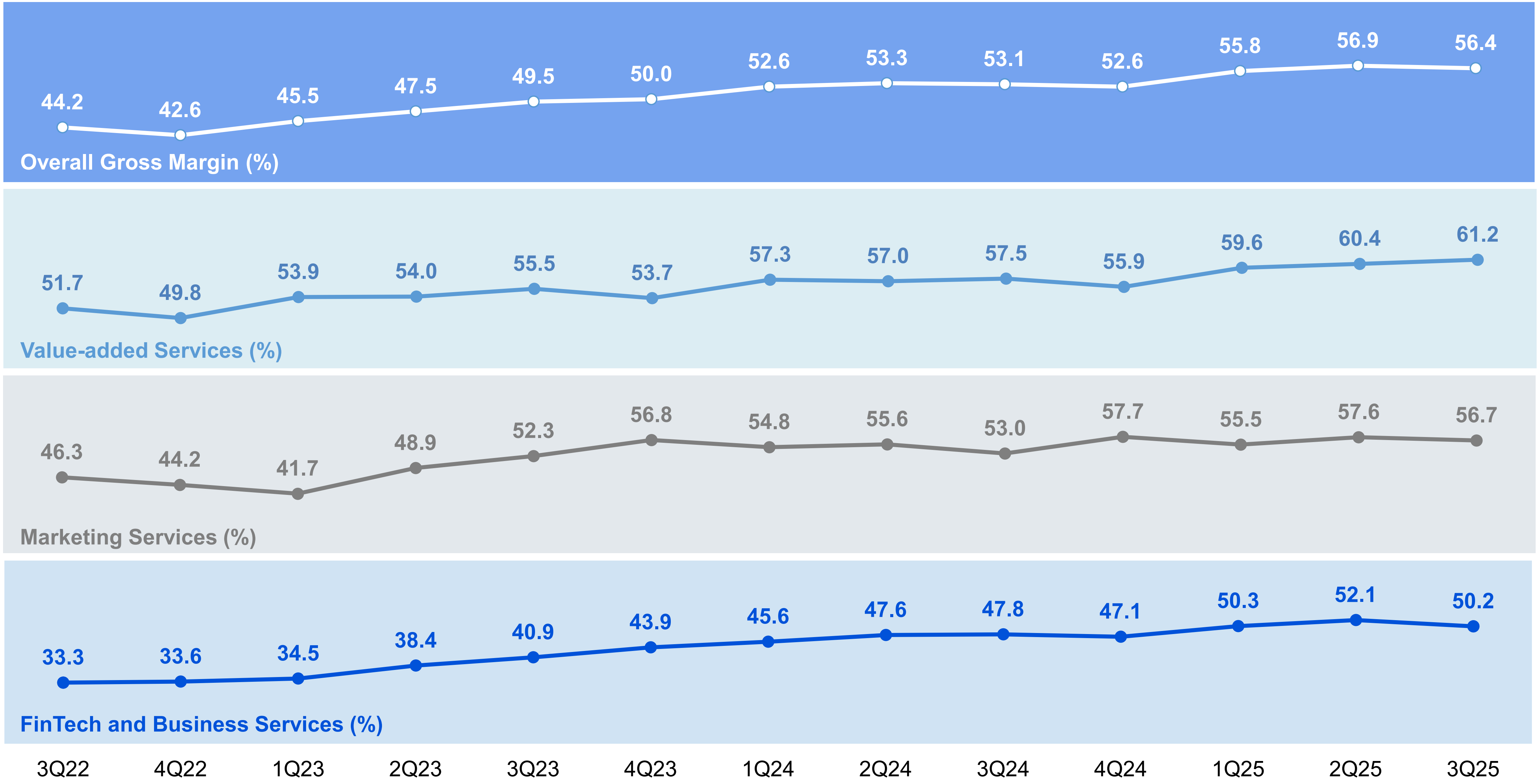
1. Including net (gains)/losses on deemed disposals/disposals of investee companies, fair value changes arising from investee companies, and other expenses in relation to equity transactions of investee companies.

2. Mainly including impairment provisions/(reversals) for associates, joint ventures, goodwill and other intangible assets arising from acquisitions.

3. Mainly including donations and expenses incurred for the Group’s Sustainable Social Value & Common Prosperity Programme initiatives.

4. Primarily non-recurring compliance-related costs and expenses incurred for certain litigation settlements of the Group and/or arising from investee companies

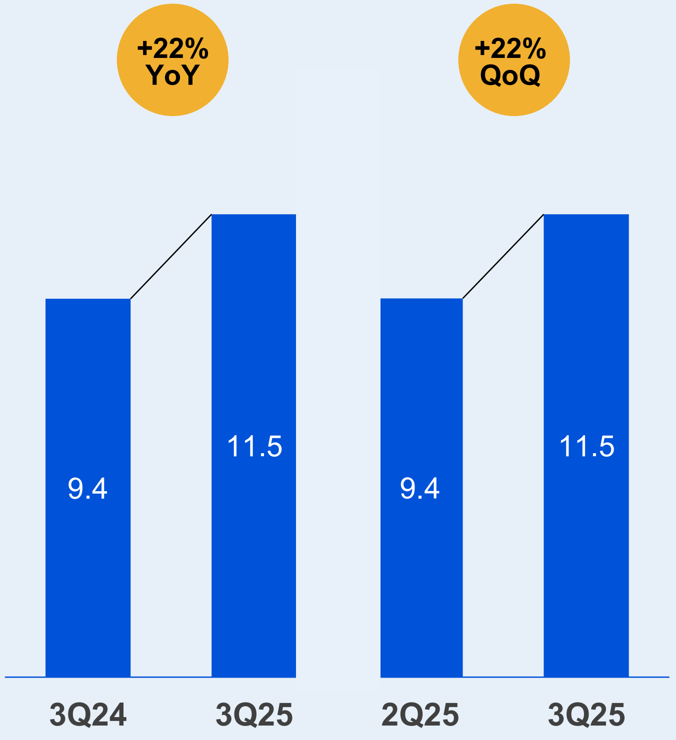
Gross Margins



Operating Expenses

S&M

in billion RMB

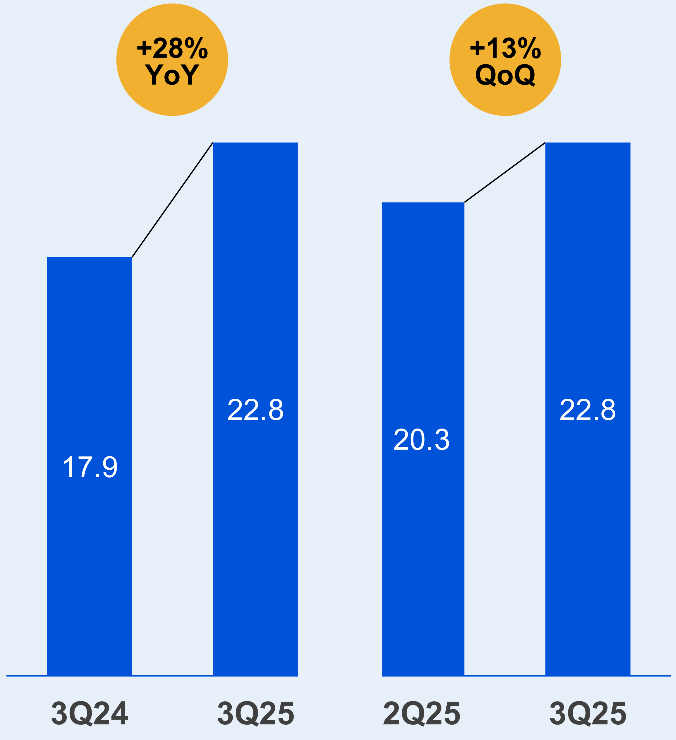


Non-IFRS

3Q25 S&M grew by 22% YoY and 23% QoQ

R&D

in billion RMB

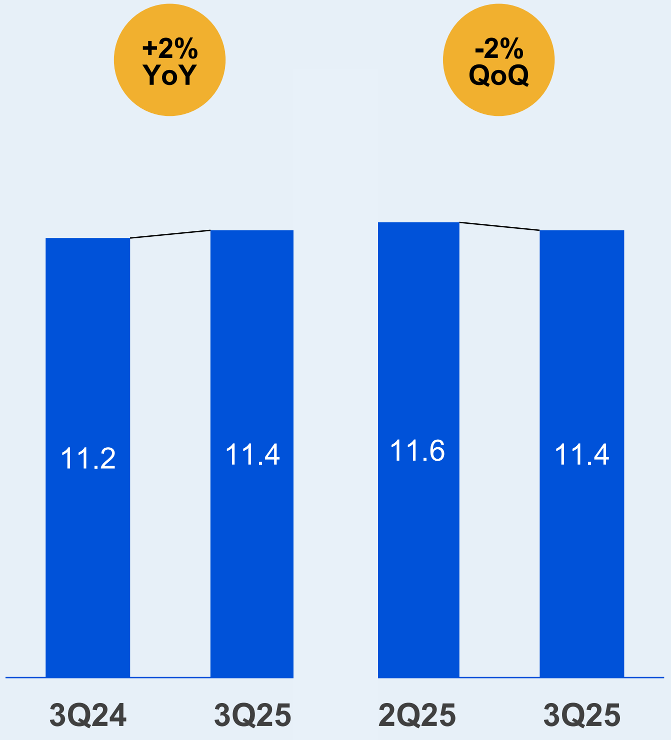


Non-IFRS

3Q25 R&D grew by 25% YoY and 13% QoQ

G&A (excl. R&D)

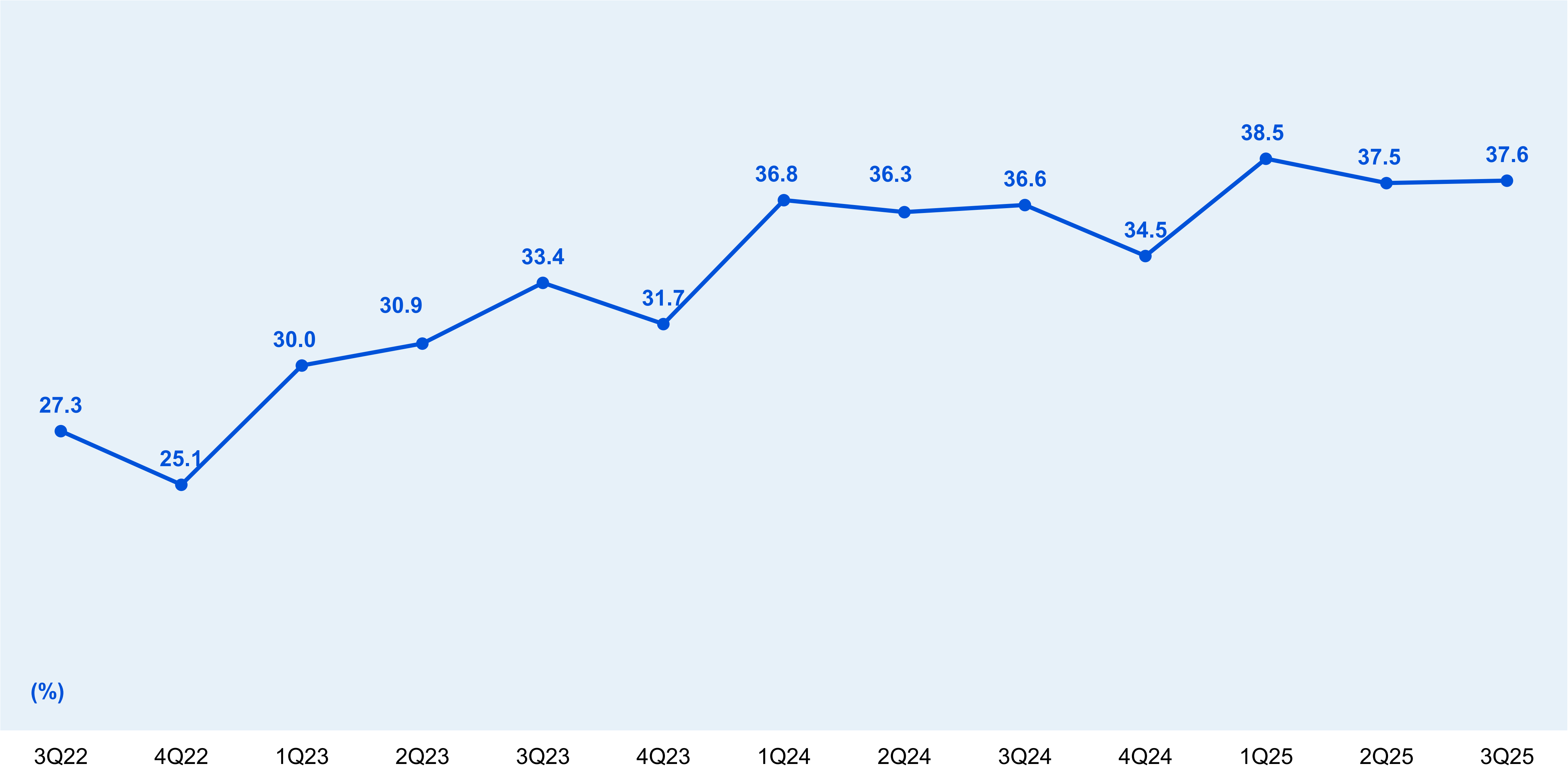
in billion RMB



Non-IFRS

3Q25 G&A (excl. R&D) grew by 11% YoY and 5% QoQ

Non-IFRS Operating Margin



CAPEX, FCF and Cash Position

In billion RMB	3Q2025	3Q2024	YoY	2Q2025	QoQ
Operating CAPEX	12.0	14.7	*-18%*	17.9	*-33%*
Non-operating CAPEX	1.0	2.4	*-59%*	1.2	*-19%*
Total CAPEX	**13.0**	**17.1**	***-24%***	**19.1**	***-32%***
Operating Cash Flow	85.3	78.1	*+9%*	74.4	*+15%*
Less: CAPEX Paid	(20.0)	(12.0)	*+67%*	(22.9)	*-12%*
Payments for media content	(4.9)	(5.6)	*-11%*	(6.3)	*-22%*
Payments for lease liabilities	(1.9)	(2.0)	*-3%*	(2.2)	*-14%*
Free Cash Flow	**58.5**	**58.5**	***-0.1%***	**43.0**	***+36%***
Total Cash	493.3	425.5	*+16%*	468.4	*+5%*
Less: Total Debt	(390.9)	(330.0)	*+18%*	(393.8)	*-0.7%*
Net Cash	**102.4**	**95.5**	***+7%***	**74.6**	***+37%***

- **Repurchased ~35 million shares with an aggregated cost of ~RMB19 billion during 3Q25**
- **As at 30 Sep 2025, the fair value of our shareholdings[1] in listed investee companies (excluding subsidiaries) was ~RMB801 billion (USD113 billion) and the carrying book value of our shareholdings in unlisted investee companies (excluding subsidiaries) was ~RMB345 billion (USD49 billion)**

1. Including those held via special purpose vehicles, on an attributable basis.

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Thank you!

https://www.tencent.com/ir