



Partnership Announced Between Industry Leaders Glu and Tencent

Collaboration will see WeFire launch internationally in 2016

SAN FRANCISCO, Nov. 5, 2015 - Glu Mobile Inc. ("Glu", NASDAQ: GLUU), a leading US mobile game developer, and Tencent Holdings Limited ("Tencent", SEHK: 00700), a leading provider of Internet services in China, today announced that the companies have entered into a partnership to bring Tencent's chart-topping shooter game in China, WeFire, to international markets in 2016.

WeFire, China's most successful mobile shooter ever, has topped App Store charts in mainland China since its release in January 2015. According to App Annie, WeFire has been the top downloaded shooter app in China since January 2015. Additionally, it was the No.1 top-grossing mobile game in China in February 2015.

WeFire features dynamic 3D graphics, simple but classic gameplay and a rich array of weaponry. The shooter is distinguished by innovative features, including four game modes with versatile chapters and synchronous PVP modes. The partnership gives Glu the exclusive right to publish and operate WeFire in international markets except designated markets in Asia¹.

"Glu is a genre leader in mobile shooters in the west; Tencent has the No.1 shooter game in China. Our collaboration will bring China's chart-topping and top grossing² shooter WeFire, to North and South America, EMEA, Australia and New Zealand in 2016. The partnership with Tencent forms part of Glu's ongoing vision to deliver unmissable entertainment anywhere." said Niccolo de Masi, Chairman & CEO of Glu.

"Chinese gamers love WeFire. We look forward to working with Glu to bring this incredibly popular game to international markets and share this shooter with new gamers," said Steven Ma, SVP and Head of Tencent's Interactive Entertainment Group.

¹ WeFire to be released by Glu worldwide except the following markets and territories: the People's Republic of China, Hong Kong, Macau, Taiwan, Japan and Korea; the ASEAN states (Brunei Darussalam, Cambodia, Indonesia, Laos, Malaysia, Myanmar, the Philippines, Singapore, Thailand and Vietnam); and the SAARC countries (India, Pakistan, Bangladesh, Sri Lanka, Nepal, Bhutan, Maldives and Afghanistan)

² According to App Annie, WeFire was the #1 top grossing shooter in China between January and October 2015.



Forward-Looking Statements

This press release contains certain “forward-looking statements” related to the businesses of Tencent Holdings Limited and Glu Mobile Inc., which can be identified by the use of forward-looking terminology such as “believes,” “expects,” “plans” or similar expressions, including statements that our collaboration will bring China’s chart-topping and top grossing shooter WeFire to North and South America, EMEA, Australia and New Zealand in 2016; and that the partnership with Tencent forms part of Glu’s ongoing vision to deliver unmissable entertainment anywhere. Such forward-looking statements involve known and unknown risks and uncertainties, including, but not limited to, the risk that Glu does not realize the anticipated strategic benefits from its partnership with Tencent; the risk that WeFire does not resonate with Western audiences; the risk that consumer demand for smartphones, tablets and next-generation platforms does not grow as significantly as Glu anticipates or that Glu will be unable to capitalize on any such growth; the risk that Glu will not be able to maintain its good relationships with Apple and Google; the risk that the mobile games market, particularly with respect to free-to-play gaming, is smaller than anticipated; and other risks detailed under the caption “Risk Factors” in Glu’s Form 10-Q filed with the Securities and Exchange Commission on August 7, 2015 and Glu’s other SEC filings. You can locate these reports through Glu’s website at <http://www.glu.com/investors>. We are under no obligation, and expressly disclaim any obligation, to update or alter these forward-looking statements whether as a result of new information, future events or otherwise.



About Glu Mobile

Glu Mobile (NASDAQ:GLUU) is a leading global developer and publisher of free-to-play games for smartphone and tablet devices. Glu is focused on creating compelling original IP games such as CONTRACT KILLER, COOKING DASH, DEER HUNTER, DINER DASH, DINO HUNTER: DEADLY SHORES, ETERNITY WARRIORS, FRONTLINE COMMANDO, RACING RIVALS, TAP SPORTS BASEBALL and TAP SPORTS FOOTBALL, and branded IP games including KIM KARDASHIAN: HOLLYWOOD, ROBOCOP: THE OFFICIAL GAME, MISSION IMPOSSIBLE: ROGUE NATION and SNIPER X WITH JASON STATHAM, on the App Store, Google Play, Amazon Appstore, Facebook, Mac App Store, and Windows Phone. Glu's unique technology platform enables its titles to be accessible to a broad audience of consumers globally. Founded in 2001, Glu is headquartered in San Francisco with major U.S. offices outside of Seattle and in Long Beach, and international locations in Canada, China, India, Japan, Korea, and Russia. Consumers can find high-quality entertainment wherever they see the 'g' character logo or at www.glu.com. For live updates, please follow Glu via Twitter at www.twitter.com/glumobile or become a Glu fan at Facebook.com/glumobile.

CONTRACT KILLER, COOKING DASH, DEER HUNTER, DINER DASH, DINO HUNTER: DEADLY SHORES, ETERNITY WARRIORS, FRONTLINE COMMANDO, RACING RIVALS, TAP SPORTS BASEBALL, TAP SPORTS FOOTBALL GLU, SNIPER X, GLU MOBILE and the 'g' character logo are trademarks of Glu Mobile Inc. or its subsidiaries.

About Tencent Games/ IEG

Tencent Games is the world's leading online game publisher, and has the largest online game community in China. Believing in "create fun and happiness", Tencent Games is dedicated to providing reliable, fun and professional interactive entertainment experiences to users.

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.

For more information, please visit www.tencent.com/ir.

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