**For Immediate Release**

## Tencent Appoints Senior Advertising Executive to Drive Advertising Business and Corporate Branding

**Shenzhen, July 5, 2006** – Tencent Holdings Limited ("Tencent" or the "Company", SEHK 700), a leading provider of Internet and mobile & telecommunications value-added services in China, today appoints marketing communication veteran Mr. Lau Seng Yee as Executive Vice President, Online Marketing Services and Corporate Branding. The appointment is a strategic move to further strengthen its online advertising business and branding for its various web properties.

Mr. Lau is a seasoned professional in branding and marketing communication with more than 15 years of solid experience working in leading international advertising agencies, and with the previous 12 years in a leadership position in China. Prior to joining Tencent, he was the Managing Partner of Publicis China and the CEO for BBDO China before that. He had also held senior management positions at Dentsu Young & Rubicam in Shanghai, and McCann-Erickson in Beijing and Hong Kong. Mr. Lau has been a prolific speaker and article contributor in the advertising industry. He was a former chairman of Shanghai 4As Council in 2003.

Online advertising in China is still in its nascent stage, and is poised for significant growth as the Chinese economy continues to thrive and online penetration continues to grow, and more consumers will embrace the interactivity of this medium. "We hope to leverage SY's extensive expertise in the advertising industry to further develop our online advertising offerings. We already own some of the most compelling online platforms in China, and with SY on the team, we can deliver more innovative and effective marketing services to our growing clientele," said Mr. Martin Lau, President of Tencent.

"As the competition intensifies, clients in China will continue to expect more unconventional marketing avenues to engage their consumers. In this respect, the online platform with its unique characteristics will dominate the future." said Mr. SY Lau.

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## About Tencent

Tencent Holdings Limited is a leading provider of Internet and mobile & telecommunications value-added services in China. Tencent serves the largest instant messaging (IM) community in China as measured by registered IM user accounts. The Company's IM platform allows users to communicate in real-time across the Internet, and mobile and fixed line telecommunications networks using various terminal devices.

Tencent operates three principal lines of business: Internet value-added services, mobile and telecommunications value-added services and online advertising.

Shares of Tencent Holdings Limited are traded on the Main Board of The Stock Exchange of Hong Kong Limited, under the stock code 700. For more information, please visit our corporate website at www.tencent.com.

*Tencent currently offers three IM products – QQ, TM and RTX. QQ is a personal IM communication product which offers a variety of entertainment and community features. TM is for professional IM communications in a business environment. RTX offers IM solution that allows an enterprise to operate and manage its own internal IM network.*

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**Important note:**

*This press release contains forward-looking statements relating to the business outlook, forecast business plans and growth strategies of the Group. These forward-looking statements are based on information currently available to the Group and are stated herein on the basis of the outlook at the time of this announcement. They are based on certain expectations, assumptions and premises, some of which are subjective or beyond our control. These forward-looking statements may prove to be incorrect and may not be realized in future. Underlying the forward-looking statements are a large number of risks and uncertainties. Further information regarding these risks and uncertainties is included in our other public disclosure documents.*