
For Immediate Release

TENCENT FORMS SIX BUSINESS GROUPS TO EMBRACE FUTURE INTERNET OPPORTUNITIES

Hong Kong, May 18, 2012 – Tencent Holdings Limited (“Tencent” or the “Company”, SEHK 00700), a leading provider of Internet and mobile & telecommunications value-added services in China, today announces that it is reorganizing existing business units into six business groups to embrace market opportunities in the evolving Internet industry.

The reorganization envisions the formation of six new business groups based upon its existing business units:

- Corporate Development Group (CDG)
- Interactive Entertainment Group (IEG)
- Mobile Internet Group (MIG)
- Online Media Group (OMG)
- Social Network Group (SNG)
- Technology and Engineering Group (TEG)

In addition, the Company will set up Tencent E-Commerce Holding Company (ECC), a wholly-owned subsidiary, to focus on managing its fledgling e-Commerce business in China’s large and fast-growing consumer e-Commerce industry.

Chairman and CEO of Tencent Mr. Ma Huateng says, “Through the reorganization, we hope to unleash the Company’s potential capabilities to capture the opportunities of the evolving Internet industry. Our goals are: to strengthen our social networking services, to embrace the expanding global online games market, to extend our presence in mobile Internet, to integrate our online media platforms, to nurture our search business, to build out our e-Commerce platforms, and to enhance our capabilities to incubate new businesses. At the same time, we will pool certain of our technology and engineering teams to further develop core technologies and operational platforms so as to better support future business growth.”

Mr. Ma stresses that for users, the business groups will continue to be customer-centric, striving to fulfill their diversifying needs; for the industry, the business groups will strengthen various open platforms to cultivate a win-win ecosystem with industry partners; with respect to company management, the business groups will rekindle entrepreneurial spirit, pursuing execution with passion and agility, innovating on technologies and user experiences, with the aim to present amazing services to please users. In addition, the business groups, under the principle of “One Tencent”, will continue to realize synergies by sharing technical infrastructure and exploring integration that are valuable to users.

Effective today, the Company appoints the following senior executives to lead its new business groups:

1. Mr. REN Yuxin will become Chief Operating Officer of Tencent, leading both Social Network Group and Interactive Entertainment Group where he is also President.
2. Mr. LIU Chengmin will be President of Mobile Internet Group and Senior Executive Vice President of Tencent.
3. Mr. LAU Seng Yee will be President of Online Media Group and Senior Executive Vice President of Tencent.
4. Mr. Dowson TONG will be President of Social Network Group and Senior Executive Vice President of Tencent.
5. Mr. LU Shan will be President of Technology and Engineering Group, and Senior Executive Vice President of Tencent.
6. Mr. WU Xiaoguang will be Chief Executive Officer of Tencent E-Commerce Holding Company and Senior Executive Vice President of Tencent.

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About Tencent

Tencent aims to enrich the interactive online experience of Internet users by providing a comprehensive range of Internet and wireless value-added services. Through its various online platforms, including Instant Messaging QQ, web portal QQ.com, QQ Game Open Platform under Tencent Games, multi-media social network Qzone and wireless portal, Tencent services the largest online community in China and fulfills user's needs for communication, information, entertainment and e-Commerce on the Internet.

Tencent has four main streams of revenues: Internet value-added services, mobile and telecommunications value-added services, online advertising and e-Commerce.

Shares of Tencent Holdings Limited are traded on the Main Board of the Stock Exchange of Hong Kong Limited, under stock code 00700. The Company became one of the 43 constituents of the Hang Seng Index (HSI) on June 10, 2008. For more information, please visit www.tencent.com/ir.

For Enquiries

Mainland Chinese Media:

Isabel Liu

Tel: (86) 755 86013388 ext 34368 Email: isabelliu@tencent.com

Marsh Zhang

Tel: (86) 755 86013388 ext 65803 or (86) 189 8888 2022 Email: marshzhang@tencent.com

Hong Kong and International Media:

Catherine Chan

Tel: (86) 755 86013388 ext 88369 or (852) 31485100 Email: cchan@tencent.com

Jane Yip

Tel: (86) 755 86013388 ext 81374 or (852) 31485100 Email: janeyip@tencent.com