



# TENCENT: EXPANDING FROM CHINA TO THE WORLD

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# Background of Chinese Internet Industry

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- Walled garden in the Internet world
- Popular social media brands are all blocked like FB
- World's largest Internet population
- Initial success by cloning Western counterparts
- Tencent is the most successful among all local companies



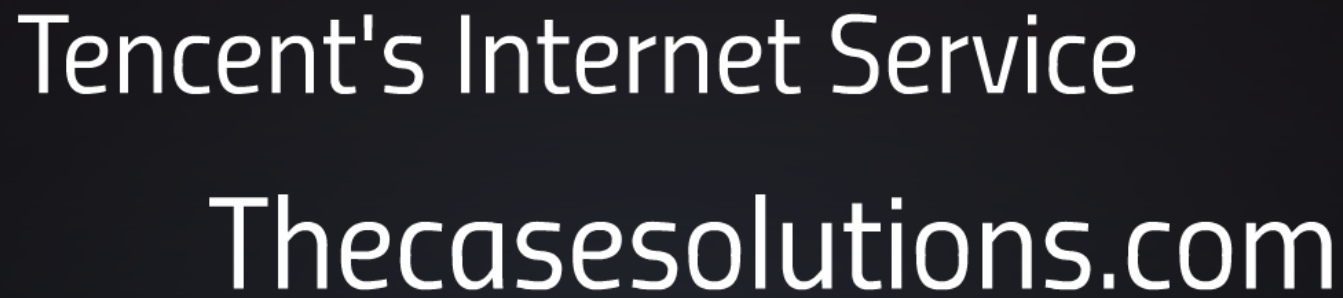


# Introduction of Tencent

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- Set up in 1998 by Pony Ma
- Starts from QQ IM
- Relentlessly expanding & diversifying its product portfolio
- Active IM user accounts reached 783,6 million in June 2012
- Most profitable internet company & benchmarking company in the industry
- Put eyes on the world







## QQ IM

- Launched in 1999
- Roll out mobile QQ in 2000
- VAS to QQ members in 2001
- QQi in 2001



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## Qzone

- Launched in 2005
- Tencent's first SNS
- Idea from Facebook, Blogger and Wordpress
- Remain popular among youth and in small city



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PengYou



- Real-name SNS like FB
- Launched in 2010
- Positioned for premium segments

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WeChat (\*\_\*)

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- 2011
- 2012/200million
- location-based
- worldwide launch