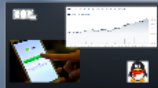




The Growing Empire

- Listed in September of 2004
- Largest IPO in US history
- By September 2013
- 200 billion in revenue
- 200 million employees worldwide
- 200 million users
- 200 million users
- 200 million users
- 200 million users
- 200 million users



Strategy

- Focus on mobile
- Focus on mobile
- Focus on mobile
- Focus on mobile
- Focus on mobile

Users & Innovation

- Focus on mobile
- Focus on mobile
- Focus on mobile
- Focus on mobile
- Focus on mobile

Wechat

- Focus on mobile
- Focus on mobile
- Focus on mobile
- Focus on mobile
- Focus on mobile

Expansion in the U.S.

- Focus on mobile
- Focus on mobile
- Focus on mobile
- Focus on mobile
- Focus on mobile

Reference:
<http://www.economist.com/news/business/21586557-chinese-internet-firm-finds-better-way-make-money-tencents-worth>
<http://qz.com/179007/wechat-is-nothing-like-whatsapp-and-that-makes-it-even-more-valuable/#/h/48545,2/>
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<http://quotes.wsj.com/TCEHY/interactive-chart>
http://www.chinadailyasia.com/business/2013-08/05/content_15081522.html

Tencent Holdings Limited

Christina Ye

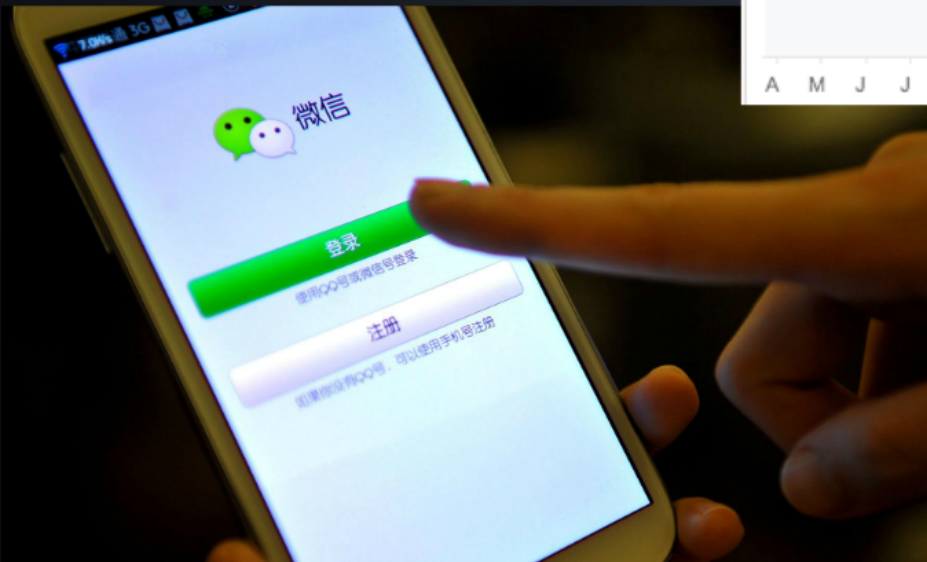
[TheCaseSolution.com](https://www.thecasesolution.com)

The company with
better ideas



The Growing Empire

- Found in November of 1998
- Largest Internet Community
- By November 21, 2013
 - QQ: 2 billion active users
 - Wechat: 650 million monthly active users
- In the first half of 2014:
 - Tencent: \$4.5 billion revenue, \$2.5 billion gross profits
 - Facebook: \$3.3 billion revenue, \$935 million gross profits





Strategies

- User-oriented operating strategies
- One-stop online lifestyle service
 - meet users' various needs
 - communication, information, entertainment, e-commerce
- Difference with Western rivals
 - does not heavily depend on giving things away
 - persuades users to pay for "value-added services"



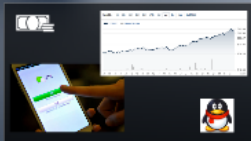
Wechat

- Strives to be everything at once
 - circles
 - games
- Brings in huge revenue
 - Whatsapp: \$1/year
 - Wechat: selling games, emotions, subscription account
- Substitutes normal texts and phone calls



Expansion in the U.S.

- New office in Palo Alto
- Has spent \$2 billion in foreign market
- Oversea users for Wechat exceeds 100 million
- 18 languages
- Collaboration with Google



Strategies

- Build a strong brand
- Focus on user experience
- Invest in research and development
- Expand into new markets
- Leverage partnerships
- Focus on customer service

Ideas & Innovation

- User-friendly interface
- Personalized content
- Seamless integration
- Innovative features

Wechat

- Focus on user experience
- Seamless integration
- Innovative features
- Personalized content
- Seamless integration
- Innovative features

Reference:

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