

For Immediate Release

Tencent launches mobile instant messaging service on 3 Hong Kong's 3G network

September 27, 2004, Hong Kong --- Tencent Holdings Limited ("Tencent" or "The Company", SEHK 700) a leading provider of Internet and mobile value-added services in China, today launches its mobile instant messaging service in Hong Kong with the K-Java 3G QQ Demo version.

The demo version, which is an upgrade from its existing K-Java QQ software client, will be test-launched on 3's 3G network in Hong Kong. The commercial version will be released with new services added in the next few months.

"We are excited about the launch of the demo version, and hope the service can be further improvised before we launch our 3G commercial version," said Chief Technical Officer of Tencent, Mr. Tony Zhang Zhidong.

QQ currently serves the largest online community in China, providing a free instant messaging (IM) service plus a rich portfolio of value-added services befitting the contemporary lifestyle of the young Chinese generation.

QQ users can communicate with each other, via various terminal devices, in real-time across the Internet, mobile and fixed-line telecommunications networks. As of June 30, 2004, QQ has over 330 million registered IM user accounts, of which over 110 million are active.

QQ.com is a premier entertainment portal in China, offering a comprehensive range of creative value-added services for the fun-loving and fashionable QQ community. QQ currently hosts the largest community of concurrent users in China, recording a new high of 7 million in September 2004. In terms of traffic, QQ.com is the fourth most popular portal website in China and twelfth most popular website in the world.

Built with a Chinese language-based client interface, Tencent QQ is one of the first instant messaging software available to Internet users in China. Besides QQ, Tencent also offers other IM products suitable for mature professionals (Tencent Messenger) and enterprises (RTX).

Scope of K-Java 3G QQ services:

Mobile QQ (K-Java 3G Demo version) is downloadable from www.hi.qq.com/3g onto your 3G handset. Once registered and logged onto the QQ network, you will have access to the largest online community in China. You can mingle with buddies and meet new friends via a client interface and:

- Send and receive messages to QQ users;
- Receive message and reply directly via mobile handsets;
- Access buddy list and check buddies' online status;
- Search for other QQ users ;
- Access to China's premier entertainment portal QQ.com.

Customer servicing and enquiries is supported by 3 Hong Kong's customer service team. User can also contact Tencent's customer support by email to qqworld@tencent.com.

About Tencent Group

Tencent Group is a leading provider of Internet and mobile value-added services in China. The Group 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, under the stock code 700. For more information, please visit our corporate website at www.tencent.com.

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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.