



For immediate release

## **Tencent to be Official Internet Services Provider for the FIFA Women's World Cup China 2007**

**December 19, 2006, Hong Kong** Tencent Holdings Limited (SEHK 700), a leading provider of Internet and mobile & telecommunications value-added services in China, and FIFA (Fédération Internationale de Football Association), the world governing body of football, today jointly announced that Tencent was chosen to be the exclusive Official Internet Services Provider in China and the first National Supporter for the FIFA Women's World Cup China 2007.

Tencent will leverage the portal leadership of QQ.com and the huge user base of QQ instant messaging services to promote the FIFA Women's World Cup 2007 in the People's Republic of China and the official event website [www.FIFA.com](http://www.FIFA.com). In addition, Tencent will provide communications solutions through its instant messaging platforms to facilitate the internal communication within the Local Organizing Committee of the FIFA Women's World Cup 2007 and its volunteer network across China.

David A.M. Wallerstein, Senior Executive Vice President of Tencent, said, "We are delighted to be the first National Supporter for the Women's World Cup 2007, and working closely with FIFA to make this competition a huge success. Sports and football in particular are extremely popular with our QQ user base. This is a fantastic opportunity for China to host these spectacular players from around the globe, and we are very honored to support FIFA and all the stakeholders in the Women's World Cup 2007 with our Internet service platforms. The spirit of international competition embodied by FIFA and the participating teams is a great inspiration to all of us at Tencent."

FIFA General Secretary Urs Linsi said, "We are delighted to welcome the first Chinese enterprise to the FIFA sponsor family as a National Supporter for the FIFA Women's World Cup 2007. Tencent will play an important role in the promotion and support of the FIFA Women's World Cup and the official website, [FIFA.com](http://FIFA.com), throughout China. With its leading instant messaging technologies, Tencent will also provide essential internet communication services to the Local Organising Committee. We look forward to a strong and beneficial partnership with Tencent."

Xie Yalong, Vice President of Chinese Football Association and Executive Chairman of the Local Organising Committee of the FIFA Women's World Cup China 2007 said: "We are very pleased to know that Tencent becomes the first National Supporter. The FIFA Women's World Cup is the



next premier international football event after the Men's World Cup 2006. Tencent's vast popularity and its renowned online instant messenger in China will be of definite help to promote the event further to a much more extensive audience group beyond sports fan. Tencent is the ideal partner to provide supportive internet services for the official website of the FIFA Women's World Cup, FIFA.com. We sincerely hope that more domestic corporations will be joining Tencent as the event's National Supporter."

The FIFA Women's World Cup 2007 will bring together the leading sixteen teams of the six Confederations to five Chinese venues (Shanghai, Tianjin, Hangzhou, Chengdu and Wuhan), where they will compete for the ultimate prize. The tournament will kick off on 10 September and round up in Shanghai on 30 September 2007. The final draw will take place on 22 April 2007 in Wuhan.

Organized every four years, the chief event of women's football has grown by leaps and bounds in both live and television audiences over the last decade. In 1999, the FIFA Women's World Cup was broadcast to 67 countries. In 2003, the same event was broadcast to 144 countries worldwide, covering nearly 3000 hours of tournament play, and with a total cumulative TV audience of 526 million worldwide.

For more information on the FIFA Women's World Cup China 2007, including the match schedule as well as results and fixtures in the preliminary competition please visit [www.FIFA.com](http://www.FIFA.com). To request the Official Emblem of the FIFA Women's World Cup 2007, please fill out the marks request form for media on [www.FIFAdigitalarchive.com](http://www.FIFAdigitalarchive.com).

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## **About Tencent**

Tencent aims to enrich the interactive experience of Internet users in China 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 portal, multi-media blog service Qzone and wireless WAP portal, Tencent services the largest online community in China and meets the user's needs for communication, information, entertainment and e-Commerce on the Internet.

Tencent currently 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 stock code 700. For more information, please visit [www.tencent.com/ir](http://www.tencent.com/ir).

## **About FIFA**

For more than 100 years, the Fédération Internationale de Football Association, founded on 21 May 1904 in Paris and better known as FIFA, has continued to provide the essential leadership role to the international football family. Headquartered in Zurich, Switzerland, the eighth FIFA President, Joseph S. Blatter (Switzerland), guides the organisation today with a commitment to the evolution of FIFA as a modern and dynamic association. The basis of the world's football family is formed by FIFA's members. From the founding seven in 1904, the family has today grown to 207 affiliated football associations, also organised into six confederations spanning the globe. FIFA's worldwide activities go well beyond its various competitions, such as the world's biggest single-sport event, the FIFA World Cup™. In projects such as the Football for Hope movement (incl. SOS Children Villages, UNICEF and street football world) and the FIFA GOAL Programme- just to name a few of its development and charity activities- FIFA gives material, financial and promotional support to develop the game and bring joy to underprivileged worldwide. For further details on FIFA's events and activities please go to [www.FIFA.com](http://www.FIFA.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 Tencent. These forward-looking statements are based on information currently available to Tencent 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.*