



For Immediate Release

Tencent to Provide Discovery Channel Content for Mobile Network Distribution in China

SHENZHEN, China, May 11, 2005 -- Tencent Holdings Limited (SEHK 700), a leading provider of Internet and mobile value-added services in China, today announced the availability of mobile content services from the Discovery Channel via its QQ.com portal and mobile distribution channels throughout China. Tencent will make Discovery's content available to its growing mobile subscriber base across the China market.

"Discovery Communications is an important content provider for Tencent and is unparalleled in the quality and breadth of its resources. Our core user base has strong demand for differentiated content with high educational value and social relevance. We believe that the incorporation of Discovery Channel into the Tencent portals will significantly enhance our users' wireless and online experiences," said David Wallerstein, Senior Executive Vice President, International Business for Tencent.

Tencent's 135 million active users will be able to choose from several MMS magazines offering daily in-depth reports from key Discovery Channel genres ranging from astronomy to travel to animals. Each is available for monthly subscription and can be delivered to either PC or mobile phone. In addition, mobile users can choose from a growing library of more than 100 ringtones featuring animal sounds, such as the roar of a lion, as well as wallpapers displaying original Discovery Channel imagery.

Discovery Channel, owned by leading global real-world media and entertainment company Discovery Communications, specializes in programming about science, technology, natural history and animals.

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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.

**Tencent currently offers three IM products – QQ, TM and RTX. QQ is a consumer IM communication product which offers a variety of entertainment and community features. TM is for professional IM communications in a business environment. RTX offers an IM package solution that allows an enterprise to operate and manage its own internal IM network.*

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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.