



## Press Release

### **CJ Games teams up with Tencent to accelerate growth in global markets through mobile**

- *Tencent plans to buy 28% stake in CJ Games for a total consideration of US\$500 million (equivalent to KRW 530 billion)*
- *To maximise CJ Games' development capability and global competitiveness, a consolidated corporation will be created (tentatively "CJ Netmarble")*

**Seoul / Shenzhen, March 26, 2014** – CJ E&M (KOSDAQ: 130960) and Tencent Holdings Limited ("Tencent", SEHK: 00700), a leading provider of comprehensive Internet services in China, jointly announced that CJ E&M's games business, CJ Games Corp ("CJ Games"), will team up with Tencent to empower its growth in the global mobile games market.

Through this partnership, Tencent plans to acquire a 28% stake in CJ Games with a total consideration of US\$ 500 million (equivalent to KRW 530 billion). Upon completion of the transaction, Tencent shall become the third largest shareholder at CJ Games, after Bang JH, Senior Advisor at CJ E&M Games, holding 35.88%, and CJ E&M holding 35.86%, both on a fully-diluted basis.

As part of the restructuring, CJ Games will acquire and merge Netmarble, a game distribution division of CJ E&M, to maximize the synergies among distribution platforms and development via the creation of a consolidated corporation tentatively named 'CJ Netmarble'

CJ E&M, as the second largest shareholder of CJ Games following the transactions, remains committed to growing to its game business via CJ Netmarble.

"I believe Tencent has decided to make this substantial investment based on its high appreciation for CJ Games' game development capability" said Mr. Young-Sik Kwon, CEO of CJ Games, "CJ Games will take advantage of Tencent's platforms which is used by hundreds of millions of users, and its game industry know-how, to enhance the global popularity of CJ Games' mobile games.

CJ Games will use the proceeds to actively acquire attractive game titles through investment in leading game developers in order to strengthen its overall competency and to fortify its foundation for growth in the global market.

Mr. Martin Lau, President of Tencent, said, "We are delighted to further cement our partnership with CJ Games and accelerate its next phase of growth through this strategic investment. CJ Games is a leading game developer and publisher in Korea and overseas with multiple hit titles in its portfolio. Our partnership combines CJ Games' unrivalled game development skills and mobile game line-up,

together with Tencent's strong game publishing and operation capabilities in China. We look forward to collaborating with CJ Games to bring more high quality and enjoyable mobile gaming experience to our user base."

Following the partnership with Tencent, the largest integrated online game company in China, CJ Games will be better positioned to build stronger footholds in China and other overseas markets.

"This strategic partnership between CJ E&M, Mr. Bang, and Tencent represents a strategy to further consolidate the competency of CJ E&M's game business through partnership and investment with other industry leaders" said CEO of CJ E&M Netmarble, Yong-ki, CHO, "We will actively seek our opportunities for collaboration in game distribution and development and aim to further enhance our competency in the global market by investment in high potential game developers."

CJ Games and Netmarble expressed their aspiration to make a full-fledged leap and to become a global online game company going beyond Korea with this partnership with Tencent.

"We have steadily increased our presence in the global game market since 2012" added Bang. "Through this partnership with Tencent, we can further accelerate the growth of our leading game titles in online and mobile market in the global market. Going forward, we believe the merged business will be well-poised to grow into a leading global online game company."

CJ Games, established in October 2011 to strengthen the game development capability and global expansion of CJ E&M's game division, has a rich portfolio of top-ranking mobile games developed by its subsidiary studios such as 'Taming Monster' by Seed9, 'Modoo Marble' by N2Play, 'Everybody's ChaChaCha' by Turnon Games, and 'Everybody's Dungeon King' by Bluepepper.

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### **About CJ Games**

CJ Games is the development holding company of the CJ E&M Netmarble, established in 2011. This company leads well-known studios including ANIPARK, Seed9 Games, Bluepepper, N2Play, Turnon Games etc. Each company has been recognized for capability by releasing successful games continuously.

### **About CJ E&M Netmarble**

Asia's No.1 contents company CJ E&M produces and distributes content for the broadcast, film, music, live entertainment, game, and smart media sectors.

CJ E&M Netmarble (CJ E&M's Game division), the game portal, with 35 million users offers hundreds of mobile and online games such as 'MaguMagu', 'Taming Monsters', 'Modoo Marble', and 'Everybody Cha Cha Cha'. As the leading game company in Korea, Netmarble promises to bring quality games to the global market and provide fun and joy to the everyday lives of gamers.

For more information, please visit: [http://en.cjenm.com/html/business/business\\_game.aspx](http://en.cjenm.com/html/business/business_game.aspx).

## **About Tencent**

Tencent uses technology to enrich the lives of Internet users. Every day, hundreds of millions of people communicate, share experiences, consume information, seek entertainment, and shop online through our integrated platforms. Our diversified services include QQ, Weixin and WeChat for communications; Qzone for social networking; QQ Game Platform for online games and QQ.com for information.

Tencent was founded in Shenzhen in 1998 and went public on the Main Board of the Stock Exchange of Hong Kong Limited on in 2004. Tencent has been one of the 50 constituent stocks of the Hang Seng Index since June 10, 2008, under stock code 00700. We seek to evolve with the Internet by investing in innovation, providing a hospitable environment for our partners, and staying close to our users.

For more information, please visit [www.tencent.com/ir](http://www.tencent.com/ir)

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