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Tencent Prices US\$600 million Senior Unsecured Notes Offering

August 29, 2012 – Hong Kong - Tencent Holdings Limited (“Tencent” or the “Company”, SEHK 00700), a leading integrated Internet services company in China, announced that the Company has successfully priced US\$600 million unsecured senior notes at 3.375% (the “Notes”). The Notes will mature after 5.5 years on 5 March 2018. The Notes will be listed on The Stock Exchange of Hong Kong Limited and trading of the Notes is expected to commence on or about September 6, 2012 (Hong Kong time). The Notes are made available only to “professional investors” (as defined in the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong)) and are not offered to the public in Hong Kong.

The estimated net proceeds of the Notes offering, after the deduction of underwriting fees, discounts, and other estimated expenses, will amount to approximately US\$594 million. The Company intends to use the net proceeds from the Notes offering for general corporate purposes.

Mr. Martin Lau, President of Tencent, said, “We are pleased that investors continued to hold strong confidence in our business model and financial performance.” Mr. John Lo, Chief Financial Officer of Tencent, added, “Looking forward, we remain firmly committed to maintaining our strong credit profile and investment grade credit ratings.”

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About Tencent

Tencent aims to enrich the interactive online experience of Internet users 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, the QQ Game Platform under Tencent Games, multi-media social networking service Qzone and wireless portal, Tencent services the largest online community in China and fulfills the user's needs for communication, information, entertainment and e-Commerce on the Internet. Tencent has four main streams of revenues: Internet value-added services, mobile and telecommunications value-added services, online advertising and e-Commerce. Shares of Tencent Holdings Limited are traded on the Main Board of the Stock Exchange of Hong Kong Limited, under stock code 00700. The Company became a constituent of the Hong Kong's Hang Seng Index (HSI) on June 10, 2008. For more information, please visit www.tencent.com/ir.

Forward-Looking Statements

This press release contains forward-looking statements relating to the business outlook, forecast business plans and growth strategies of the Company. These forward-looking statements are based on information currently available to the Company 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 is a large number of risks and uncertainties. Further information regarding these risks and uncertainties is included in our other public disclosure documents on our corporate website.