

	Year ended 31 December		
	2025	2024	Year- on-year change
	(RMB in millions, unless specified)		
Revenues	751,766	660,257	14%
Gross profit	422,593	349,246	21%
Operating profit	241,562	208,099	16%
Profit for the year	229,801	196,467	17%
Profit attributable to equity holders of the Company	224,842	194,073	16%
EPS (RMB per share)			
– basic	24.749	20.938	18%
– diluted	24.153	20.486	18%
Non-IFRS operating profit	280,656	237,811	18%
Non-IFRS profit attributable to equity holders of the Company	259,626	222,703	17%
Non-IFRS EPS (RMB per share)			
– basic	28.577	24.027	19%
– diluted	27.877	23.505	19%

DIVIDEND

The Board has recommended the payment of a final dividend of HKD5.30 per share (2024: HKD4.50 per share) for the year ended 31 December 2025, subject to the approval of the shareholders at the 2026 AGM. Such proposed dividend is expected to be payable on 1 June 2026 to the shareholders whose names appear on the register of members of the Company on 20 May 2026.

OPERATING INFORMATION

	As at 31 December 2025	As at 31 December 2024	Year- on-year change	As at 30 September 2025	Quarter- on-quarter change
Combined MAU of Weixin and WeChat	1,418	1,385	2%	1,414	0.3%
Mobile device MAU of QQ	508	524	-3%	517	-2%
Fee-based VAS subscriptions [#]	267	262	2%	265	0.8%

[#] Average daily number of subscriptions during the quarter

BUSINESS REVIEW AND OUTLOOK

We sustained healthy growth rates in 2025, as AI capabilities improved our ad targeting and supported more engagement with our games, and as our cloud business delivered improving revenue growth and profit at scale. Our highly resilient and cash-generative core businesses provide us with the resources to fund our increasing investments in AI, including recruiting top-tier AI talent and upgrading our AI infrastructure. The increasing intelligence of our HY 3.0 large language model, and the utility of our AI products such as Yuanbao, WorkBuddy, and QClaw, are encouraging early signs that these investments will unlock new opportunities. People enjoy consuming and being entertained, and derive satisfaction from creating and being productive, and it is Tencent's privilege to provide AI services that can enhance our users' capabilities across these dimensions.

Below are some highlights from our key products and services for 2025:

- We expanded our evergreen games¹ portfolio with the breakout success of Delta Force, and reinforced our existing evergreen games, such as Honour of Kings and Peacekeeper Elite.
- Our International Games revenue surpassed USD10 billion in the year, driven by the sustained growth of our evergreen games and rapid expansion of our content-driven games.
- By deploying AI in games, we accelerated our content production, improved the user experience and enhanced our marketing efficiency.
- We upgraded our adtech foundation model and introduced automated campaign solution AIM+, delivering above-industry revenue growth in Marketing Services, while our ad load remained at a much lower level than peers’.
- Video Accounts’ total user time spent increased over 20% year-on-year, benefitting from upgraded content recommendation algorithms and enriched content ecosystem.
- We grew user engagement with Mini Shops, Mini Games and other content-related Mini Programs at rapid year-on-year rates, by strengthening Weixin’s commerce experience and content ecosystem.
- Tencent Video maintained its leading position in China’s long-form video market with year-on-year growth in video subscribers. Tencent Music extended its leading position in China’s music streaming market with year-on-year growth in ARPU and subscribers.
- Tencent Cloud achieved profit at scale due to increased enterprise demand for AI workloads, higher contributions from market-leading PaaS and SaaS products, and optimised supply chain.

¹ Evergreen games refer to domestic and international games surpassing average quarterly DAU of 5 million for mobile or 2 million for PC, and generating over RMB4 billion annual gross receipts

- Through deepened cooperation with licensed financial institutions and prudent risk management, we sustained healthy revenue growth in FinTech.
- Leveraging our proprietary data and abundant use cases, our HY foundation models became industry leaders in multimodal capabilities including 3D, text-to-image and World modeling.
- We upgraded our team with top AI talent, built processes for improving foundation model intelligence in a systematic way, and deployed new AI capabilities in services including Yuanbao and Weixin.

Below are some highlights of our sustainability initiatives for 2025:

- Our Giving for Good campaign promoted charity as part of everyday life, by leveraging our social network, digital tools and offline partners, users engaged in over 530 million philanthropic acts.
- Through our XPLOER PRIZE and New Cornerstone Investor Program, which aim at helping scientists to pursue original breakthroughs in fundamental research, we have supported over 430 outstanding scientists.
- By improving energy efficiency, advancing our transition to green electricity and implementing supply chain decarbonisation initiatives, we are well on track to reach our carbon neutrality target by 2030.
- Our efforts in sustainability development were recognised with inclusion in major ESG indices, improvements in ESG ratings such as an MSCI rating upgrade from BBB to A, and ESG awards.

MANAGEMENT DISCUSSION AND ANALYSIS

Year Ended 31 December 2025 Compared to Year Ended 31 December 2024

The following table sets forth the comparative figures for the years ended 31 December 2025 and 2024:

	Year ended 31 December	
	2025	2024
	(RMB in millions)	
Revenues	751,766	660,257
Cost of revenues	(329,173)	(311,011)
Gross profit	422,593	349,246
Selling and marketing expenses	(41,727)	(36,388)
General and administrative expenses	(136,127)	(112,761)
Other gains/(losses), net	(3,177)	8,002
Operating profit	241,562	208,099
Net gains/(losses) from investments and others	10,168	4,187
Interest income	16,909	16,004
Finance costs	(15,130)	(11,981)
Share of profit/(loss) of associates and joint ventures, net	23,740	25,176
Profit before income tax	277,249	241,485
Income tax expense	(47,448)	(45,018)
Profit for the year	229,801	196,467
Attributable to:		
Equity holders of the Company	224,842	194,073
Non-controlling interests	4,959	2,394
	229,801	196,467
Non-IFRS operating profit	280,656	237,811
Non-IFRS profit attributable to equity holders of the Company	259,626	222,703

Revenues. Revenues increased by 14% year-on-year to RMB751.8 billion for the year ended 31 December 2025. The following table sets forth revenues of the Group and its segments for the years ended 31 December 2025 and 2024.

	Year ended 31 December				
	2025	2024	Year-on-year change	2025	2024
	Revenues			% of total revenues	
	(RMB in millions, unless specified)				
VAS	369,281	319,168	16%	49%	49%
Marketing Services	144,973	121,374	19%	19%	18%
FinTech and Business Services	229,435	211,956	8%	31%	32%
Others	8,077	7,759	4%	1%	1%
The Group	751,766	660,257	14%	100%	100%

- Revenues from VAS increased by 16% year-on-year to RMB369.3 billion for the year ended 31 December 2025. Domestic Games revenues were RMB164.2 billion, up 18% year-on-year, underpinned by robust performance of recently released Delta Force, as well as higher revenues from evergreen games such as Honour of Kings and Peacekeeper Elite, and from VALORANT franchise (PC and mobile). International Games revenues were RMB77.4 billion, up 33% year-on-year (32% on a constant-currency basis), reflecting higher revenues from Supercell’s games and PUBG MOBILE, as well as incremental revenue contribution from Wuthering Waves. Social Networks revenues rose by 5% year-on-year to RMB127.7 billion, due to growth in Video Accounts live streaming revenue, music subscription revenue and app-based game virtual item sales.
- Revenues from Marketing Services increased by 19% year-on-year to RMB145.0 billion for the year ended 31 December 2025, primarily driven by growth in pricing and ad impressions. Pricing benefitted from AI-powered ad targeting, advertisers using AI to create more ads, and an increasing proportion of closed-loop ads (where the user clicks through to native transactional experiences, such as Mini Programs, Mini Shops, or Mini Games). Impression growth benefitted primarily from greater user engagement with products including Video Accounts and Weixin Search, and modest increases in ad load. Advertising spending grew across most major industry categories during the year.

- Revenues from FinTech and Business Services grew by 8% year-on-year to RMB229.4 billion for the year ended 31 December 2025. FinTech Services revenues increased at a high single-digit rate year-on-year, due to higher revenues from wealth management services, consumer loan services, and commercial payment activities. Business Services revenues rose by a high-teens rate year-on-year, reflecting increased domestic and international demand for cloud services, including demand for AI-related services, as well as higher eCommerce technology service fees, underpinned by growth in Mini Shops GMV.

Gross profit. Gross profit rose by 21% year-on-year to RMB422.6 billion for the year ended 31 December 2025, primarily driven by greater contributions from high-margin revenue streams, including internally developed games, Video Accounts and Weixin Search marketing services, and by enhanced cost efficiency in FinTech services and cloud services. Gross margin was 56%, up from 53% last year. The following table sets forth gross profit and gross margin of the Group and its segments for the years ended 31 December 2025 and 2024.

	Year ended 31 December				
	2025	2024	Year-on-year change	2025	2024
	Gross profit			Gross margin	
	(RMB in millions, unless specified)				
VAS	222,296	181,657	22%	60%	57%
Marketing Services	83,389	67,232	24%	58%	55%
FinTech and Business Services	116,616	99,701	17%	51%	47%
Others	292	656	-55%	4%	8%
The Group	<u>422,593</u>	<u>349,246</u>	21%	56%	53%

- Gross profit for VAS increased by 22% year-on-year to RMB222.3 billion, due to greater revenue contributions from internally developed games. Gross margin was 60%, up from 57% in the prior year.
- Gross profit for Marketing Services rose by 24% year-on-year to RMB83.4 billion, as AI-powered marketing services drove strong growth in high-margin revenue streams, particularly Video Accounts and Weixin Search. Gross margin improved to 58% from 55% in the previous year.

- Gross profit for FinTech and Business Services increased by 17% year-on-year to RMB116.6 billion, benefitting from growing scale of cloud services and improved revenue mix in FinTech services, alongside enhanced cost efficiency. Gross margin rose to 51% from 47% in the previous year.

Selling and marketing expenses. Selling and marketing expenses grew by 15% year-on-year to RMB41.7 billion for the year ended 31 December 2025, reflecting increased promotional efforts to support the growth of our AI-native applications and games.

General and administrative expenses. General and administrative expenses rose by 21% year-on-year to RMB136.1 billion for the year ended 31 December 2025. This growth was due to increased R&D expenses, primarily higher staff costs and increased depreciation expenses driven by our AI investments, alongside a one-off share-based compensation expense of RMB4.0 billion related to restructuring of an existing commercial arrangement at an overseas subsidiary.

Interest income. Interest income increased by 6% year-on-year to RMB16.9 billion for the year ended 31 December 2025 due to growth in cash reserves.

Finance costs. Finance costs were RMB15.1 billion for the year ended 31 December 2025, compared with RMB12.0 billion in the prior year, mainly due to net foreign exchange losses recognised this year, versus net foreign exchange gains recorded last year.

Share of profit/(loss) of associates and joint ventures, net. We recorded share of profits of associates and joint ventures of RMB23.7 billion for the year ended 31 December 2025, compared with share of profits of RMB25.2 billion last year. Non-IFRS share of profits of associates and joint ventures rose to RMB33.5 billion, compared with RMB31.6 billion last year.

Income tax expense. Income tax expense increased by 5% year-on-year to RMB47.5 billion for the year ended 31 December 2025, mainly reflecting operating profit growth, partially offset by lower withholding tax provision recognised this year.

Profit attributable to equity holders of the Company. Profit attributable to equity holders of the Company increased by 16% year-on-year to RMB224.8 billion for the year ended 31 December 2025. Non-IFRS profit attributable to equity holders of the Company increased by 17% year-on-year to RMB259.6 billion.

Fourth Quarter of 2025 Compared to Fourth Quarter of 2024

The following table sets forth the comparative figures for the fourth quarter of 2025 and the fourth quarter of 2024:

	Unaudited	
	Three months ended	
	31 December	31 December
	2025	2024
	(RMB in millions)	
Revenues	194,371	172,446
Cost of revenues	(86,082)	(81,793)
Gross profit	108,289	90,653
Selling and marketing expenses	(12,983)	(10,285)
General and administrative expenses	(36,283)	(31,403)
Other gains/(losses), net	1,315	2,513
Operating profit	60,338	51,478
Net gains/(losses) from investments and others	3,303	1,119
Interest income	4,784	3,910
Finance costs	(3,573)	(2,512)
Share of profit/(loss) of associates and joint ventures, net	6,832	9,253
Profit before income tax	71,684	63,248
Income tax expense	(12,595)	(11,781)
Profit for the period	59,089	51,467
Attributable to:		
Equity holders of the Company	58,260	51,324
Non-controlling interests	829	143
	59,089	51,467
Non-IFRS operating profit	69,518	59,475
Non-IFRS profit attributable to equity holders of the Company	64,694	55,312

Revenues. Revenues increased by 13% year-on-year to RMB194.4 billion for the fourth quarter of 2025. The following table sets forth revenues of the Group and its segments for the fourth quarter of 2025 and the fourth quarter of 2024.

	Unaudited				
	Three months ended				
	31 December	31 December	Year-	31 December	31 December
	2025	2024	on-year	2025	2024
	Revenues			% of total revenues	
	(RMB in millions, unless specified)				
VAS	89,920	79,022	14%	47%	46%
Marketing Services	41,116	35,004	17%	21%	20%
FinTech and Business Services	60,818	56,125	8%	31%	33%
Others	2,517	2,295	10%	1%	1%
The Group	<u>194,371</u>	<u>172,446</u>	13%	<u>100%</u>	<u>100%</u>

- Revenues from VAS increased by 14% year-on-year to RMB89.9 billion for the fourth quarter of 2025. Domestic Games revenues were RMB38.2 billion, up 15% year-on-year, driven by Delta Force, increased revenues from VALORANT franchise (PC and mobile), as well as incremental revenue contribution from Wuthering Waves. International Games revenues were RMB21.1 billion, up 32% year-on-year (31% on a constant-currency basis), primarily due to higher revenues from Supercell’s games and PUBG MOBILE, alongside incremental revenue contribution from Wuthering Waves. Social Networks revenues grew by 3% year-on-year to RMB30.6 billion, reflecting growth in Video Accounts live streaming revenue and music subscription revenue.
- Revenues from Marketing Services were RMB41.1 billion for the fourth quarter of 2025, up 17% year-on-year. Enhancements to AI-powered ad targeting and expansion of closed-loop marketing capabilities within the Weixin ecosystem boosted ad performance and pricing, and represented the main drivers of growth. Ad impressions increased slightly, due to greater user engagement and modest increases in ad load.

- Revenues from FinTech and Business Services increased by 8% year-on-year to RMB60.8 billion for the fourth quarter of 2025. FinTech Services revenue growth was mainly due to higher revenues from wealth management services and commercial payment activities. Business Services revenue growth accelerated to 22% year-on-year, reflecting higher cloud services revenues across domestic and international markets, including revenues for AI-related services, as well as higher eCommerce technology service fees, mainly arising from growth in Mini Shops GMV.

Gross profit. Gross profit for the fourth quarter of 2025 grew by 19% year-on-year to RMB108.3 billion, primarily due to increased contributions from high-margin revenue streams, including internally developed games, Video Accounts and Weixin Search marketing services, as well as improved cost efficiency in FinTech services and cloud services. Gross margin was 56%, up from 53% in the same period last year. The following table sets forth gross profit and gross margin of the Group and its segments for the fourth quarter of 2025 and the fourth quarter of 2024.

	Unaudited				
	Three months ended				
	31 December	31 December	Year-	31 December	31 December
	2025	2024	on-year	2025	2024
	Gross profit/(loss)			Gross margin	
	(RMB in millions, unless specified)				
VAS	53,539	44,157	21%	60%	56%
Marketing Services	24,559	20,197	22%	60%	58%
FinTech and Business Services	30,857	26,460	17%	51%	47%
Others	(666)	(161)	NM	(26%)	(7%)
	<hr/>	<hr/>			
The Group	<u>108,289</u>	<u>90,653</u>	19%	56%	53%

- Gross profit for VAS grew by 21% year-on-year to RMB53.5 billion, primarily driven by increased contributions from internally developed games. Gross margin rose to 60%, up from 56% in the same period last year.
- Gross profit for Marketing Services was RMB24.6 billion, up 22% year-on-year, as AI-powered marketing services drove strong growth in high-margin revenue streams, particularly Video Accounts and Weixin Search. Gross margin was 60%, compared to 58% in the same period last year.
- Gross profit for FinTech and Business Services rose by 17% year-on-year to RMB30.9 billion, benefitting from growing scale of cloud services and improved revenue mix in FinTech services, alongside enhanced cost efficiency. Gross margin increased to 51% from 47% in the same period last year.

Selling and marketing expenses. Selling and marketing expenses increased by 26% year-on-year to RMB13.0 billion in the fourth quarter of 2025, mainly due to greater promotional efforts to support the growth of our AI-native applications and games.

General and administrative expenses. General and administrative expenses rose by 16% year-on-year to RMB36.3 billion for the fourth quarter of 2025, primarily reflecting higher staff costs and increased depreciation expenses arising from our AI investments.

Interest income. Interest income increased by 22% year-on-year to RMB4.8 billion for the fourth quarter of 2025, driven in part by growth in cash reserves.

Finance costs. Finance costs were RMB3.6 billion for the fourth quarter of 2025, compared with RMB2.5 billion in the same quarter last year, primarily due to foreign exchange losses this quarter, versus foreign exchange gains in the same quarter last year.

Share of profit/(loss) of associates and joint ventures, net. We recorded share of profits of associates and joint ventures of RMB6.8 billion for the fourth quarter of 2025, compared to share of profits of RMB9.3 billion in the same period last year, with the decrease arising from two associates booking substantial non-recurring gains in the fourth quarter of 2024. Non-IFRS share of profits of associates and joint ventures was RMB9.1 billion, compared to share of profits of RMB7.7 billion in the same period last year, with the increase arising from improved performance of certain domestic associates due to operational efficiencies and business growth.

Income tax expense. Income tax expense rose by 7% year-on-year to RMB12.5 billion for the fourth quarter of 2025.

Profit attributable to equity holders of the Company. Profit attributable to equity holders of the Company increased by 14% year-on-year to RMB58.3 billion for the fourth quarter of 2025. Non-IFRS profit attributable to equity holders of the Company increased by 17% year-on-year to RMB64.7 billion.

Fourth Quarter of 2025 Compared to Third Quarter of 2025

The following table sets forth the comparative figures for the fourth quarter of 2025 and the third quarter of 2025:

	Unaudited	
	Three months ended	
	31 December	30 September
	2025	2025
	(RMB in millions)	
Revenues	194,371	192,869
Cost of revenues	(86,082)	(84,071)
Gross profit	108,289	108,798
Selling and marketing expenses	(12,983)	(11,468)
General and administrative expenses	(36,283)	(34,259)
Other gains/(losses), net	1,315	483
Operating profit	60,338	63,554
Net gains/(losses) from investments and others	3,303	2,820
Interest income	4,784	4,256
Finance costs	(3,573)	(3,756)
Share of profit/(loss) of associates and joint ventures, net	6,832	7,854
Profit before income tax	71,684	74,728
Income tax expense	(12,595)	(9,785)
Profit for the period	59,089	64,943
Attributable to:		
Equity holders of the Company	58,260	63,133
Non-controlling interests	829	1,810
	59,089	64,943
Non-IFRS operating profit	69,518	72,570
Non-IFRS profit attributable to equity holders of the Company	64,694	70,551

Revenues. Revenues for the fourth quarter of 2025 increased by 0.8% quarter-on-quarter to RMB194.4 billion.

- Revenues from VAS decreased by 6% quarter-on-quarter to RMB89.9 billion. Domestic Games revenues were RMB38.2 billion, down 11% quarter-on-quarter, primarily due to seasonally lower monetisation and revenues in the fourth quarter. International Games revenues were RMB21.1 billion, up 1% quarter-on-quarter. Social Networks revenues were RMB30.6 billion, down 5% quarter-on-quarter reflecting seasonally lower domestic app-based game revenues.
- Revenues from Marketing Services rose by 13% quarter-on-quarter to RMB41.1 billion, mainly driven by increased revenues from Video Accounts, Mini Programs and our mobile ad network, benefitting from ongoing improvements to our AI-powered advertising capabilities and positive seasonality.
- Revenues from FinTech and Business Services increased by 5% quarter-on-quarter to RMB60.8 billion, mainly due to higher revenues from cloud services and payment activities.

Gross profit. Gross profit was RMB108.3 billion for the fourth quarter of 2025, and gross margin was 56%, both remaining broadly stable quarter-on-quarter.

- Gross profit for VAS was RMB53.5 billion, down 9% quarter-on-quarter primarily due to seasonally lower revenues from Domestic Games. Gross margin was 60%, compared to 61% in the third quarter of 2025.
- Gross profit for Marketing Services increased by 20% quarter-on-quarter to RMB24.6 billion, driven by growth in high-margin revenues supported by AI-powered advertising capabilities and positive seasonality. Gross margin expanded to 60%, up from 57% in the third quarter of 2025.
- Gross profit for FinTech and Business Services increased by 6% quarter-on-quarter to RMB30.9 billion mainly driven by cloud services revenue growth. Gross margin was 51%, compared to 50% in the third quarter of 2025.

Selling and marketing expenses. Selling and marketing expenses rose by 13% quarter-on-quarter to RMB13.0 billion for the fourth quarter of 2025, mainly reflecting seasonally higher marketing spending related to games and eSports events.

General and administrative expenses. General and administrative expenses increased by 6% quarter-on-quarter to RMB36.3 billion for the fourth quarter of 2025, driven by higher R&D expenses associated with our AI efforts and higher staff costs.

Share of profit/(loss) of associates and joint ventures, net. We recorded share of profits of associates and joint ventures of RMB6.8 billion for the fourth quarter of 2025, compared to share of profits of RMB7.8 billion for the previous quarter. Non-IFRS share of profits of associates and joint ventures was RMB9.1 billion for the fourth quarter of 2025, compared to share of profits of RMB10.3 billion for the previous quarter.

Profit attributable to equity holders of the Company. Profit attributable to equity holders of the Company decreased by 8% quarter-on-quarter to RMB58.3 billion for the fourth quarter of 2025. Non-IFRS profit attributable to equity holders of the Company decreased by 8% quarter-on-quarter to RMB64.7 billion.

Other Financial Information

	Unaudited				
	Three months ended			Year ended	
	31 December 2025	30 September 2025	31 December 2024	31 December 2025	31 December 2024
	(RMB in millions, unless specified)				
EBITDA (a)	77,126	80,357	63,917	310,767	256,310
Adjusted EBITDA (a)	83,048	86,698	69,579	336,427	277,012
Adjusted EBITDA margin (b)	43%	45%	40%	45%	42%
Interest and related expenses	3,323	3,206	3,340	13,456	12,447
Net cash (c)	107,145	102,422	76,798	107,145	76,798
Capital expenditures (d)	19,632	12,983	36,578	79,198	76,760

Note:

- (a) EBITDA is calculated as operating profit minus other gains/(losses), net, and adding back depreciation of property, plant and equipment, investment properties as well as right-of-use assets, and amortisation of intangible assets and land use rights. Adjusted EBITDA is calculated as EBITDA plus equity-settled share-based compensation expenses.
- (b) Adjusted EBITDA margin is calculated by dividing Adjusted EBITDA by revenues.
- (c) Net cash represents period end balance and is calculated as cash and cash equivalents, plus term deposits and others, including highly liquid investment products held for treasury purposes, minus borrowings and notes payable.
- (d) Capital expenditures primarily consist of investments in IT infrastructure (including computer equipment, components, and software), data centres, land use rights, office premises and intellectual properties (excluding media content).

The following table reconciles our operating profit to our EBITDA and Adjusted EBITDA for the periods presented:

	Unaudited				
	Three months ended			Year ended	
	31 December	30 September	31 December	31 December	31 December
	2025	2025	2024	2025	2024
	(RMB in millions, unless specified)				
Operating profit	60,338	63,554	51,478	241,562	208,099
Adjustments:					
Other (gains)/losses, net	(1,315)	(483)	(2,513)	3,177	(8,002)
Depreciation of property, plant and equipment and investment properties	7,912	7,297	5,811	26,580	21,141
Depreciation of right-of-use assets	1,638	1,511	1,595	6,219	6,191
Amortisation of intangible assets and land use rights	8,553	8,478	7,546	33,229	28,881
EBITDA	77,126	80,357	63,917	310,767	256,310
Equity-settled share-based compensation	5,922	6,341	5,662	25,660	20,702
Adjusted EBITDA	83,048	86,698	69,579	336,427	277,012

Non-IFRS Financial Measures

To supplement the consolidated results of the Group prepared in accordance with IFRS, certain additional non-IFRS financial measures (in terms of operating profit, operating margin, profit for the period, profit attributable to equity holders of the Company, basic EPS and diluted EPS) have been presented in this announcement. These unaudited non-IFRS financial measures should be considered in addition to, not as a substitute for, measures of the Group's financial performance prepared in accordance with IFRS. In addition, these non-IFRS financial measures may be defined differently from similar terms used by other companies.

The Company's management believes that the non-IFRS financial measures provide investors with useful supplementary information to assess the performance of the Group's core operations by excluding certain non-cash items and certain impact of investment-related transactions. In addition, non-IFRS adjustments include relevant non-IFRS adjustments for the Group's major associates based on available published financials of the relevant major associates, or estimates made by the Company's management based on available information, certain expectations, assumptions and premises.

The following tables set forth the reconciliations of the Group's non-IFRS financial measures for the fourth quarter of 2025 and 2024, the third quarter of 2025, as well as the years ended 31 December 2025 and 2024 to the nearest measures prepared in accordance with IFRS:

Unaudited three months ended 31 December 2025								
	Adjustments							Non-IFRS
	As reported	Share-based compensation	Net (gains)/ losses from investee companies	Amortisation of intangible assets	Impairment provisions/ (reversals)	SSV & CPP	Income tax effects	
	(a)	(b)	(c)	(d)	(e)	(g)		
(RMB in millions, unless specified)								
Operating profit	60,338	7,210	-	1,594	-	376	-	69,518
Share of profit/(loss) of associates and joint ventures, net	6,832	773	(26)	1,522	46	-	-	9,147
Profit for the period	59,089	7,983	(7,479)	3,116	3,617	1,338	(953)	66,711
Profit attributable to equity holders	58,260	7,902	(7,515)	2,793	2,812	1,338	(896)	64,694
EPS (RMB per share)								
- basic	6.433							7.144
- diluted	6.276							6.966
Operating margin	31%							36%

Unaudited three months ended 30 September 2025

	Adjustments								Non-IFRS
	As reported	Share-based compensation (a)	Net (gains)/ losses from investee companies (b)	Amortisation of intangible assets (c)	Impairment provisions/ (reversals) (d)	SSV & CPP (e)	Others (f)	Income tax effects (g)	
	(RMB in millions, unless specified)								
Operating profit	63,554	7,188	–	1,622	–	206	–	–	72,570
Share of profit/(loss) of associates and joint ventures, net	7,854	909	(555)	1,755	(1)	–	360	–	10,322
Profit for the period	64,943	8,097	1,703	3,377	(4,798)	321	360	(1,207)	72,796
Profit attributable to equity holders	63,133	7,905	1,730	3,003	(4,805)	321	360	(1,096)	70,551
EPS (RMB per share)									
– basic	6.952								7.769
– diluted	6.779								7.575
Operating margin	33%								38%

Unaudited three months ended 31 December 2024

	Adjustments								Non-IFRS
	As reported	Share-based compensation (a)	Net (gains)/ losses from investee companies (b)	Amortisation of intangible assets (c)	Impairment provisions/ (reversals) (d)	SSV & CPP (e)	Income tax effects (g)		
	(RMB in millions, unless specified)								
Operating profit	51,478	6,140	–	1,416	–	441	–	–	59,475
Share of profit/(loss) of associates and joint ventures, net	9,253	1,003	(3,799)	1,176	116	–	–	–	7,749
Profit for the period	51,467	7,143	(6,888)	2,592	1,760	1,109	(706)	–	56,477
Profit attributable to equity holders	51,324	7,034	(6,931)	2,396	1,037	1,109	(657)	–	55,312
EPS (RMB per share)									
– basic	5.597								6.032
– diluted	5.485								5.909
Operating margin	30%								34%

Year ended 31 December 2025

	Adjustments								Non-IFRS
	As reported	Share-based compensation (a)	Net (gains)/ losses from investee companies (b)	Amortisation of intangible assets (c)	Impairment provisions/ (reversals) (d)	SSV & CPP (e)	Others (f)	Income tax effects (g)	
	(RMB in millions, unless specified)								
Operating profit	241,562	31,859	-	6,345	-	890	-	-	280,656
Share of profit/(loss) of associates and joint ventures, net	23,740	3,553	(1,268)	6,534	538	-	360	-	33,457
Profit for the year	229,801	35,412	(8,203)	12,879	(2,242)	2,570	360	(3,612)	266,965
Profit attributable to equity holders	224,842	34,711	(7,896)	11,498	(3,117)	2,570	360	(3,342)	259,626
EPS (RMB per share)									
- basic	24.749								28.577
- diluted	24.153								27.877
Operating margin	32%								37%

Year ended 31 December 2024

	Adjustments								Non-IFRS
	As reported	Share-based compensation (a)	Net (gains)/ losses from investee companies (b)	Amortisation of intangible assets (c)	Impairment provisions/ (reversals) (d)	SSV & CPP (e)	Others (f)	Income tax effects (g)	
	(RMB in millions, unless specified)								
Operating profit	208,099	23,424	-	5,294	-	991	3	-	237,811
Share of profit/(loss) of associates and joint ventures, net	25,176	4,423	(4,289)	5,478	847	-	-	-	31,635
Profit for the year	196,467	27,847	(18,646)	10,772	10,636	2,570	3	(2,455)	227,194
Profit attributable to equity holders	194,073	27,230	(18,770)	9,994	9,836	2,570	3	(2,233)	222,703
EPS (RMB per share)									
- basic	20.938								24.027
- diluted	20.486								23.505
Operating margin	32%								36%

Note:

- (a) Including put options granted to employees of investee companies on their shares and shares to be issued under investee companies' share-based incentive plans which can be acquired by the Group, and other incentives
- (b) Including net (gains)/losses on deemed disposals/disposals of investee companies, fair value changes arising from investee companies, and other expenses in relation to equity transactions of investee companies
- (c) Amortisation of intangible assets resulting from acquisitions
- (d) Mainly including impairment provisions/(reversals) for associates, joint ventures, goodwill and other intangible assets arising from acquisitions
- (e) Mainly including donations and expenses incurred for the Group's SSV & CPP initiatives
- (f) Primarily non-recurring compliance-related costs and expenses incurred for certain litigation settlements of the Group and/or arising from investee companies
- (g) Income tax effects of non-IFRS adjustments

Liquidity and Financial Resources

Our cash and debt positions as at 31 December 2025 and 30 September 2025 were as follows:

	Audited 31 December 2025	Unaudited 30 September 2025
	(RMB in millions)	
Cash and cash equivalents	141,041	159,982
Term deposits and others	353,837	333,366
Borrowings	(250,987)	(252,889)
Notes payable	(136,746)	(138,037)
Net cash	<u>107,145</u>	<u>102,422</u>

As at 31 December 2025, the Group had net cash of RMB107.1 billion, compared to net cash of RMB102.4 billion as at 30 September 2025. The sequential increase in net cash was mainly due to free cash flow generation, partially offset by share repurchases of RMB19.6 billion and net cash outflow of RMB6.9 billion primarily related to investments in other corporations.

Free cash flow for the fourth quarter of 2025 was RMB34.0 billion, reflecting net cash generated from operating activities of RMB66.5 billion, partially offset by payments for capital expenditures of RMB22.4 billion (primarily to support our AI efforts), as well as payments for media content of RMB8.1 billion and lease liabilities of RMB2.0 billion.

As at 31 December 2025, the fair value of our shareholdings² in listed investee companies (excluding subsidiaries) was RMB672.7 billion, compared with RMB800.8 billion as at 30 September 2025. The carrying book value of our shareholdings in unlisted investee companies (excluding subsidiaries) was RMB363.1 billion as at 31 December 2025, compared with RMB345.2 billion as at 30 September 2025.

² Including those held via special purpose vehicles, on an attributable basis

FINANCIAL INFORMATION

CONSOLIDATED INCOME STATEMENT FOR THE YEAR ENDED 31 DECEMBER 2025

		Year ended 31 December	
	Note	2025 RMB' Million	2024 RMB' Million
Revenues			
Value-added Services		369,281	319,168
Marketing Services		144,973	121,374
FinTech and Business Services		229,435	211,956
Others		8,077	7,759
	2	<u>751,766</u>	<u>660,257</u>
Cost of revenues	3	<u>(329,173)</u>	<u>(311,011)</u>
Gross profit		422,593	349,246
Selling and marketing expenses	3	(41,727)	(36,388)
General and administrative expenses	3	(136,127)	(112,761)
Other gains/(losses), net		(3,177)	8,002
Operating profit		241,562	208,099
Net gains/(losses) from investments and others	4	10,168	4,187
Interest income		16,909	16,004
Finance costs		(15,130)	(11,981)
Share of profit/(loss) of associates and joint ventures, net		23,740	25,176
Profit before income tax		277,249	241,485
Income tax expense	5	<u>(47,448)</u>	<u>(45,018)</u>
Profit for the year		<u>229,801</u>	<u>196,467</u>
Attributable to:			
Equity holders of the Company		224,842	194,073
Non-controlling interests		4,959	2,394
		<u>229,801</u>	<u>196,467</u>
Earnings per share for profit attributable to equity holders of the Company (in RMB per share)			
– basic	6(a)	<u>24.749</u>	<u>20.938</u>
– diluted	6(b)	<u>24.153</u>	<u>20.486</u>

**CONSOLIDATED STATEMENT OF COMPREHENSIVE INCOME
FOR THE YEAR ENDED 31 DECEMBER 2025**

	Year ended 31 December	
	2025	2024
	RMB' Million	RMB' Million
Profit for the year	229,801	196,467
Other comprehensive income, net of tax:		
<i>Items that may be subsequently reclassified to profit or loss</i>		
Share of other comprehensive income of associates and joint ventures	(217)	(492)
Transfer of share of other comprehensive income to profit or loss upon disposal and deemed disposal of associates and joint ventures	(96)	(13)
Net gains from changes in fair value of financial assets at fair value through other comprehensive income	6	23
Transfer to profit or loss upon disposal of financial assets at fair value through other comprehensive income	(9)	1
Currency translation differences	(6,060)	(2,746)
Net movement in reserves for hedges	(177)	(2,618)
<i>Items that will not be subsequently reclassified to profit or loss</i>		
Share of other comprehensive income of associates and joint ventures	477	(711)
Net gains from changes in fair value of financial assets at fair value through other comprehensive income	53,734	94,249
Currency translation differences	(2,042)	111
Net movement in reserves for hedges	(66)	71
	45,550	87,875
Total comprehensive income for the year	275,351	284,342
Attributable to:		
Equity holders of the Company	267,794	279,009
Non-controlling interests	7,557	5,333
	275,351	284,342

**CONSOLIDATED STATEMENT OF FINANCIAL POSITION
AS AT 31 DECEMBER 2025**

		As at 31 December	
		2025	2024
	Note	RMB' Million	RMB' Million
ASSETS			
Non-current assets			
Property, plant and equipment		149,905	80,185
Land use rights		22,339	23,117
Right-of-use assets		17,367	17,679
Construction in progress		9,670	12,302
Investment properties		950	801
Intangible assets		205,999	196,127
Investments in associates	8	342,409	290,343
Investments in joint ventures		6,303	7,072
Financial assets at fair value through profit or loss	9	207,157	204,999
Financial assets at fair value through other comprehensive income	10	356,640	302,360
Prepayments, deposits and other assets		24,540	42,828
Other financial assets		1,327	1,076
Deferred income tax assets		28,618	28,325
Term deposits		70,302	77,601
		1,443,526	1,284,815
Current assets			
Inventories		530	440
Accounts receivable	11	49,930	48,203
Prepayments, deposits and other assets		111,270	101,044
Other financial assets		4,201	4,750
Financial assets at fair value through profit or loss	9	35,929	9,568
Financial assets at fair value through other comprehensive income	10	8,781	3,345
Term deposits		236,801	192,977
Restricted cash		6,977	3,334
Cash and cash equivalents		141,041	132,519
		595,460	496,180
Total assets		2,038,986	1,780,995

		As at 31 December	
		2025	2024
	Note	RMB'Million	RMB'Million
EQUITY			
Equity attributable to equity holders of the Company			
Share capital		–	–
Share premium		63,796	43,079
Treasury shares		(3,450)	(3,597)
Shares held for share award schemes		(7,124)	(5,093)
Other reserves		90,494	47,129
Retained earnings		1,010,436	892,030
		<u>1,154,152</u>	<u>973,548</u>
Non-controlling interests		86,913	80,348
		<u>1,241,065</u>	<u>1,053,896</u>
LIABILITIES			
Non-current liabilities			
Borrowings	14	208,369	146,521
Notes payable	15	126,204	130,586
Long-term payables		10,544	10,201
Other financial liabilities		2,879	4,203
Deferred income tax liabilities		21,684	18,546
Lease liabilities		13,280	13,897
Deferred revenue		2,210	6,236
		<u>385,170</u>	<u>330,190</u>
Current liabilities			
Accounts payable	13	121,127	118,712
Other payables and accruals		96,496	84,032
Borrowings	14	42,618	52,885
Notes payable	15	10,542	8,623
Current income tax liabilities		18,558	16,586
Other tax liabilities		3,723	4,038
Other financial liabilities		3,992	6,336
Lease liabilities		5,386	5,600
Deferred revenue		110,309	100,097
		<u>412,751</u>	<u>396,909</u>
Total liabilities		797,921	727,099
		<u>2,038,986</u>	<u>1,780,995</u>
Total equity and liabilities		2,038,986	1,780,995

CONSOLIDATED STATEMENT OF CHANGES IN EQUITY FOR THE YEAR ENDED 31 DECEMBER 2025

	Attributable to equity holders of the Company								
	Share capital RMB'Million	Share premium RMB'Million	Treasury shares RMB'Million	Shares held for share award schemes RMB'Million	Other reserves RMB'Million	Retained earnings RMB'Million	Total RMB'Million	Non- controlling interests RMB'Million	Total equity RMB'Million
Balance at 1 January 2025	-	43,079	(3,597)	(5,093)	47,129	892,030	973,548	80,348	1,053,896
Comprehensive income									
Profit for the year	-	-	-	-	-	224,842	224,842	4,959	229,801
Other comprehensive income, net of tax:									
- share of other comprehensive income of associates and joint ventures	-	-	-	-	334	-	334	(74)	260
- transfer of share of other comprehensive income to profit or loss upon disposal and deemed disposal of associates and joint ventures	-	-	-	-	(95)	-	(95)	(1)	(96)
- net gains from changes in fair value of financial assets at fair value through other comprehensive income	-	-	-	-	51,735	-	51,735	2,005	53,740
- transfer to profit or loss upon disposal of financial assets at fair value through other comprehensive income	-	-	-	-	(8)	-	(8)	(1)	(9)
- currency translation differences	-	-	-	-	(8,771)	-	(8,771)	669	(8,102)
- net movement in reserves for hedges	-	-	-	-	(243)	-	(243)	-	(243)
Total comprehensive income for the year	-	-	-	-	42,952	224,842	267,794	7,557	275,351
Transfer of gains on disposal and deemed disposal of financial instruments to retained earnings, net of tax	-	-	-	-	(8,034)	8,034	-	-	-
Transfer of share of other comprehensive income to retained earnings upon disposal and deemed disposal of associates and joint ventures	-	-	-	-	(8)	8	-	-	-
Share of other changes in net assets of associates and joint ventures	-	-	-	-	3,423	-	3,423	-	3,423
Transfer of share of other changes in net assets of associates and joint ventures to profit or loss upon disposal and deemed disposal	-	-	-	-	(7)	-	(7)	-	(7)
Transactions with equity holders									
Capital injections	-	-	-	-	-	-	-	141	141
Employee share option schemes:									
- value of employee services	-	1,494	-	-	56	-	1,550	48	1,598
- proceeds from shares issued, net of withholding individual income tax	-	1,767	-	-	-	-	1,767	-	1,767
Employee share award schemes:									
- value of employee services	-	19,922	-	-	3,707	-	23,629	396	24,025
- shares purchased/withheld for share award schemes	-	-	-	(4,869)	-	-	(4,869)	-	(4,869)
- vesting of awarded shares	-	(2,612)	-	2,612	-	-	-	-	-
Tax benefit from share-based payments	-	-	-	-	818	-	818	-	818
Repurchase and cancellation of shares	-	-	3,597	-	-	(73,360)	(69,763)	-	(69,763)
Repurchase of shares (to be cancelled)	-	-	(3,450)	-	-	-	(3,450)	-	(3,450)
Cash dividends	-	-	-	-	-	(37,665)	(37,665)	(2,324)	(39,989)
Non-controlling interests arising from business combinations	-	-	-	-	-	-	-	740	740
Acquisition of additional equity interests in non wholly-owned subsidiaries	-	-	-	-	463	-	463	(2,053)	(1,590)
Dilution of interests in subsidiaries	-	-	-	-	(1,486)	-	(1,486)	2,032	546
Disposal of subsidiaries	-	-	-	-	40	-	40	(47)	(7)
Others	-	146	-	226	1,441	(3,453)	(1,640)	75	(1,565)
Total transactions with equity holders in their capacity as equity holders for the year	-	20,717	147	(2,031)	5,039	(114,478)	(90,606)	(992)	(91,598)
Balance at 31 December 2025	-	63,796	(3,450)	(7,124)	90,494	1,010,436	1,154,152	86,913	1,241,065

	Attributable to equity holders of the Company								
	Share capital RMB'Million	Share premium RMB'Million	Treasury shares RMB'Million	Shares held for share award schemes RMB'Million	Other reserves RMB'Million	Retained earnings RMB'Million	Total RMB'Million	Non-controlling interests RMB'Million	Total equity RMB'Million
Balance at 1 January 2024	–	37,989	(4,740)	(5,350)	(33,219)	813,911	808,591	65,090	873,681
Comprehensive income									
Profit for the year	–	–	–	–	–	194,073	194,073	2,394	196,467
Other comprehensive income, net of tax:									
– share of other comprehensive income of associates and joint ventures	–	–	–	–	(1,181)	–	(1,181)	(22)	(1,203)
– transfer of share of other comprehensive income to profit or loss upon disposal and deemed disposal of associates and joint ventures	–	–	–	–	(13)	–	(13)	–	(13)
– net gains from changes in fair value of financial assets at fair value through other comprehensive income	–	–	–	–	90,612	–	90,612	3,660	94,272
– transfer to profit or loss upon disposal of financial assets at fair value through other comprehensive income	–	–	–	–	1	–	1	–	1
– currency translation differences	–	–	–	–	(1,953)	–	(1,953)	(682)	(2,635)
– net movement in reserves for hedges	–	–	–	–	(2,530)	–	(2,530)	(17)	(2,547)
Total comprehensive income for the year	–	–	–	–	84,936	194,073	279,009	5,333	284,342
Transfer of gains on disposal and deemed disposal of financial instruments to retained earnings, net of tax	–	–	–	–	(5,007)	4,773	(234)	–	(234)
Transfer of share of other comprehensive income to retained earnings upon disposal and deemed disposal of associates and joint ventures	–	–	–	–	(15)	15	–	–	–
Share of other changes in net assets of associates and joint ventures	–	–	–	–	4,083	–	4,083	–	4,083
Transfer of share of other changes in net assets of associates and joint ventures to profit or loss upon disposal and deemed disposal	–	–	–	–	(529)	–	(529)	–	(529)
Transactions with equity holders									
Employee share option schemes:									
– value of employee services	–	1,917	–	–	45	–	1,962	38	2,000
– proceeds from shares issued, net of withholding individual income tax	–	1,827	–	–	–	–	1,827	–	1,827
Employee share award schemes:									
– value of employee services	–	16,829	–	–	1,572	–	18,401	356	18,757
– shares purchased/withheld for share award schemes	–	–	–	(3,420)	–	–	(3,420)	–	(3,420)
– vesting of awarded shares	–	(3,338)	–	3,338	–	–	–	–	–
Tax benefit from share-based payments	–	–	–	–	13	–	13	–	13
Repurchase and cancellation of shares	–	(13,681)	4,740	–	–	(89,725)	(98,666)	–	(98,666)
Repurchase of shares (to be cancelled)	–	–	(3,597)	–	–	–	(3,597)	–	(3,597)
Cash dividends	–	–	–	–	–	(28,924)	(28,924)	(2,158)	(31,082)
Non-controlling interests arising from business combinations	–	–	–	–	–	–	–	12,624	12,624
Acquisition of additional equity interests in non wholly-owned subsidiaries	–	–	–	–	(4,637)	–	(4,637)	(2,957)	(7,594)
Dilution of interests in subsidiaries	–	–	–	–	(1,924)	–	(1,924)	1,634	(290)
Disposal of subsidiaries	–	–	–	–	–	–	–	11	11
Others	–	1,536	–	339	1,811	(2,093)	1,593	377	1,970
Total transactions with equity holders in their capacity as equity holders for the year	–	5,090	1,143	257	(3,120)	(120,742)	(117,372)	9,925	(107,447)
Balance at 31 December 2024	–	43,079	(3,597)	(5,093)	47,129	892,030	973,548	80,348	1,053,896

**CONDENSED CONSOLIDATED STATEMENT OF CASH FLOWS
FOR THE YEAR ENDED 31 DECEMBER 2025**

	Year ended 31 December	
	2025	2024
	RMB' Million	RMB' Million
Net cash flows generated from operating activities	303,052	258,521
Net cash flows used in investing activities	(205,732)	(122,187)
Net cash flows used in financing activities	(87,155)	(176,494)
Net increase/(decrease) in cash and cash equivalents	10,165	(40,160)
Cash and cash equivalents at beginning of the year	132,519	172,320
Exchange (losses)/gains on cash and cash equivalents	(1,643)	359
Cash and cash equivalents at end of the year	<u>141,041</u>	<u>132,519</u>

NOTES TO THE CONSOLIDATED FINANCIAL STATEMENTS

1 General information, basis of preparation and presentation

The Company was incorporated in the Cayman Islands with limited liability. The shares of the Company have been listed on the Main Board of the Stock Exchange since 16 June 2004.

The Company is an investment holding company. The Group is principally engaged in the provision of VAS, Marketing Services, and FinTech and Business Services.

The consolidated financial statements of the Group have been prepared in accordance with all applicable IFRS Accounting Standards and the disclosure requirements of the Hong Kong Companies Ordinance. The consolidated financial statements have been prepared under the historical cost convention, as modified by the revaluation of FVPL, FVOCI, certain other financial assets and liabilities, which are carried at fair values.

The following amendments to standards have been adopted by the Group for the first time for the financial year beginning on 1 January 2025:

Amendments to IAS 21

Lack of Exchangeability

The adoption of these amendments to standards does not have significant impact on the consolidated financial statements of the Group.

2 Segment information and revenues

The Group has the following reportable segments for the years ended 31 December 2025 and 2024:

- VAS;
- Marketing Services;
- FinTech and Business Services; and
- Others.

The “Others” business segment consists of the financials of investment in, production of and distribution of, films and television programmes for third parties, copyrights licensing, merchandise sales and various other activities.

There were no material inter-segment sales during the years ended 31 December 2025 and 2024. The revenues from external customers reported to the chief operating decision-makers are measured in a manner consistent with that applied in the consolidated income statement.

The segment information provided to the chief operating decision-makers for the reportable segments for the years ended 31 December 2025 and 2024 is as follows:

	Year ended 31 December 2025				Total RMB'Million
	VAS RMB'Million	Marketing Services RMB'Million	FinTech and Business Services RMB'Million	Others RMB'Million	
Segment revenues	<u>369,281</u>	<u>144,973</u>	<u>229,435</u>	<u>8,077</u>	<u>751,766</u>
Gross profit	<u>222,296</u>	<u>83,389</u>	<u>116,616</u>	<u>292</u>	<u>422,593</u>
Cost of revenues					
Depreciation	5,671	7,935	7,299	755	21,660
Amortisation	<u>18,578</u>	<u>9,070</u>	<u>140</u>	<u>2,284</u>	<u>30,072</u>
	Year ended 31 December 2024				Total RMB'Million
	VAS RMB'Million	Marketing Services RMB'Million	FinTech and Business Services RMB'Million	Others RMB'Million	
Segment revenues	<u>319,168</u>	<u>121,374</u>	<u>211,956</u>	<u>7,759</u>	<u>660,257</u>
Gross profit	<u>181,657</u>	<u>67,232</u>	<u>99,701</u>	<u>656</u>	<u>349,246</u>
Cost of revenues					
Depreciation	5,242	6,792	7,773	55	19,862
Amortisation	<u>16,270</u>	<u>7,327</u>	<u>152</u>	<u>2,243</u>	<u>25,992</u>

3 Expenses by nature

	2025 RMB'Million	2024 RMB'Million
Transaction costs (a)	136,382	134,954
Employee benefits expenses (b)	130,699	112,826
Content costs (excluding amortisation of intangible assets)	69,595	68,581
Amortisation of intangible assets (c)	33,042	28,765
Depreciation of property, plant and equipment, investment properties and right-of-use assets	32,799	27,332
Bandwidth and server custody fees (excluding depreciation of right-of-use assets)	31,961	26,419
Promotion and advertising expenses	30,572	25,062

Note:

- (a) Transaction costs primarily consist of bank handling fees, channel and distribution costs.
- (b) During the year ended 31 December 2025, the Group had incurred expenses for the purpose of R&D of approximately RMB85,747 million (2024: RMB70,686 million), which mainly comprised employee benefits expenses of approximately RMB63,620 million (2024: RMB56,061 million).

No significant development expenditures had been capitalised for the years ended 31 December 2025 and 2024.

During the year ended 31 December 2025, employee benefits expenses included share-based compensation expenses of approximately RMB31,859 million (2024: RMB23,424 million), which contained those incurred for employees related to the Group's SSV & CPP initiatives of approximately RMB68 million (2024: RMB60 million).

- (c) Amortisation charges of intangible assets are mainly in respect of media content including long-form video and music content, game licences, and other content. During the year ended 31 December 2025, amortisation of media content was approximately RMB30,323 million (2024: RMB26,166 million).

During the year ended 31 December 2025, amortisation of intangible assets included amortisation of intangible assets arising from acquisitions of approximately RMB6,345 million (2024: RMB5,294 million).

- (d) During the year ended 31 December 2025, expenses incurred which were related to the Group's SSV & CPP initiatives (excluding share-based compensation expenses) were approximately RMB890 million (2024: RMB991 million).

4 Net gains/(losses) from investments and others

	2025 RMB'Million	2024 RMB'Million
Net gains on disposals and deemed disposals of investee companies (a)	4,942	12,810
Net fair value gains on FVPL ((b) and Note 9)	1,907	3,533
Other net fair value gains/(losses) (c)	828	(892)
Impairment reversals/(provisions) for investments in associates (Note 8(c))	3,427	(8,250)
Impairment reversals/(provisions) for investments in joint ventures and others	1,475	(170)
Impairment provisions for goodwill and other intangible assets arising from acquisitions	(2,122)	(1,369)
Donations (d)	(2,260)	(2,003)
Dividend income	1,797	715
Others	174	(187)
	<u>10,168</u>	<u>4,187</u>

Note:

- (a) The net disposal and deemed disposal gains of approximately RMB4,942 million recognised during the year ended 31 December 2025 (2024: RMB12,810 million) comprised the following:
- aggregate net gains of approximately RMB1,953 million (2024: RMB2,370 million) on disposals and partial disposals of investee companies of the Group;
 - aggregate net gains of approximately RMB2,983 million (2024: RMB6,781 million) on deemed disposals of investee companies of the Group; and
 - aggregate net gains of approximately RMB6 million (2024: RMB3,659 million) (Note 8) on dilution of the Group’s equity interests in certain associates due to new equity interests issued by these associates.
- (b) During the year ended 31 December 2025, the net fair value gains on FVPL mainly comprised net gains of approximately RMB1,076 million as a result of changes in valuations of certain investee companies (2024: RMB2,988 million).
- (c) During the year ended 31 December 2025, the other net fair value gains/(losses) mainly included net gains of approximately RMB917 million on other investment-related financial assets and liabilities (2024: net losses of approximately RMB912 million).
- (d) During the year ended 31 December 2025, donations mainly included approximately RMB1,680 million for SSV & CPP initiatives of the Group (2024: RMB1,579 million).

5 Income tax expense

Income tax expense is recognised based on management's best knowledge of the income tax rates expected to be applicable for the financial year.

(a) Cayman Islands and British Virgin Islands corporate income tax

The Group was not subject to any taxation in the Cayman Islands and the British Virgin Islands for the years ended 31 December 2025 and 2024.

(b) Hong Kong profits tax

Hong Kong profits tax had been provided for at the rate of 16.5% on the estimated assessable profits for the years ended 31 December 2025 and 2024.

(c) PRC CIT

PRC CIT had been provided for at applicable tax rates under the relevant laws and regulations of the PRC after considering the available preferential tax benefits from refunds and allowances, and on the estimated assessable profits of entities within the Group established in Chinese Mainland for the years ended 31 December 2025 and 2024. The general PRC CIT rate was 25% for the years ended 31 December 2025 and 2024.

Certain subsidiaries of the Company in Chinese Mainland were approved as High and New Technology Enterprise, and they were subject to a preferential corporate income tax rate of 15% for the years ended 31 December 2025 and 2024.

In addition, certain subsidiaries of the Company were entitled to other tax concessions, mainly including the preferential tax rate of 15% applicable to some subsidiaries located in certain areas of Chinese Mainland upon fulfilment of certain requirements of the respective local governments.

(d) Corporate income tax in other jurisdictions

Income tax on profits arising from other jurisdictions, including the North America, Europe, Asia and South America, had been calculated on the estimated assessable profits for the year at the respective rates prevailing in the relevant jurisdictions, which were not higher than 39%.

(e) **Withholding tax**

According to applicable tax laws and regulations prevailing in Chinese Mainland, dividends distributed by a company established in Chinese Mainland to a foreign investor with respect to profit derived after 1 January 2008 are generally subject to a 10% withholding tax. If a foreign investor is incorporated in Hong Kong, under the double taxation arrangement between Chinese Mainland and Hong Kong, the relevant withholding tax rate applicable to such foreign investor will be reduced from 10% to 5% subject to the fulfilment of certain conditions.

Dividends distributed from certain jurisdictions which the Group's entities operate in are also subject to withholding tax at respective applicable tax rates.

The income tax expense of the Group is analysed as follows:

	2025	2024
	RMB' Million	RMB' Million
Current income tax	39,535	34,903
Deferred income tax	7,913	10,115
	<u>47,448</u>	<u>45,018</u>

6 Earnings per share

(a) **Basic**

Basic EPS is calculated by dividing the profit attributable to equity holders of the Company by the weighted average number of ordinary shares in issue (excluding shares held for share award schemes and treasury shares) during the year.

	2025	2024
Profit attributable to equity holders of the Company (RMB' Million)	<u>224,842</u>	<u>194,073</u>
Weighted average number of ordinary shares in issue excluding shares held for share award schemes and treasury shares (million shares)	<u>9,085</u>	<u>9,269</u>
Basic EPS (RMB per share)	<u>24.749</u>	<u>20.938</u>

(b) Diluted

The share options and awarded shares granted by the Company have potential dilutive effect on the EPS. Diluted EPS is calculated by adjusting the weighted average number of ordinary shares outstanding by the assumption of the conversion of all potential dilutive ordinary shares arising from share options and awarded shares granted by the Company (collectively forming the denominator for computing the diluted EPS), which is determined under the treasury stock method.

In addition, the profit attributable to equity holders of the Company (numerator) has been adjusted by the effect of the share-based awards granted by the Company's non wholly-owned subsidiaries and associates, excluding those which have anti-dilutive effect on the Group's diluted EPS.

	2025	2024
Profit attributable to equity holders of the Company (RMB' Million)	224,842	194,073
Dilution effect arising from share-based awards granted by non wholly-owned subsidiaries and associates (RMB' Million)	<u>(1,572)</u>	<u>(1,343)</u>
Profit attributable to equity holders of the Company for the calculation of diluted EPS (RMB' Million)	<u><u>223,270</u></u>	<u><u>192,730</u></u>
Weighted average number of ordinary shares in issue excluding shares held for share award schemes and treasury shares (million shares)	9,085	9,269
Adjustments for share options and awarded shares (million shares)	<u>159</u>	<u>139</u>
Weighted average number of ordinary shares for the calculation of diluted EPS (million shares)	<u><u>9,244</u></u>	<u><u>9,408</u></u>
Diluted EPS (RMB per share)	<u><u>24.153</u></u>	<u><u>20.486</u></u>

7 Dividends

The final dividends amounting to HKD40,966 million (2024: HKD31,743 million) were paid during the year ended 31 December 2025.

A final dividend in respect of the year ended 31 December 2025 of HKD5.30 per share (2024: HKD4.50 per share) was proposed pursuant to a resolution passed by the Board on 18 March 2026 and subject to the approval of the shareholders at the 2026 AGM. This proposed dividend has not been reflected as dividend payable in these consolidated financial statements.

8 Investments in associates

	As at 31 December	
	2025	2024
	RMB' Million	RMB' Million
Investments in associates		
– Listed entities (Note)	182,757	149,557
– Unlisted entities	159,652	140,786
	<u>342,409</u>	<u>290,343</u>

Note:

As at 31 December 2025, the fair value of the investments in associates consisting of directly and indirectly held listed equity interests was approximately RMB349,313 million (31 December 2024: RMB280,088 million).

Movement of investments in associates is analysed as follows:

	2025	2024
	RMB' Million	RMB' Million
At beginning of the year	290,343	253,696
Additions (a)	24,757	3,986
Transfers (b)	4,043	15,271
Dilution gains on deemed disposals (Note 4(a))	6	3,659
Share of profit/(loss) of associates, net	23,282	24,686
Share of other comprehensive income of associates	258	(1,206)
Share of other changes in net assets of associates	3,417	4,074
Dividends	(4,250)	(2,675)
Disposals	(1,571)	(2,721)
Impairment reversals/(provisions), net ((c) and Note 4)	3,427	(8,250)
Currency translation differences	(1,303)	(177)
	<u>342,409</u>	<u>290,343</u>
At end of the year	342,409	290,343

Note:

- (a) During the year ended 31 December 2025, the Group's additions mainly comprised new investments and additional investments in ordinary shares of certain investee companies.

- (b) During the year ended 31 December 2025, investment in an associate of approximately RMB3,576 million was transferred from FVPL due to conversion of its redeemable instruments into ordinary shares upon its IPO.
- (c) During the year ended 31 December 2025, net impairment reversals of approximately RMB3,427 million (2024: net impairment provision of approximately RMB8,250 million) had been recognised for investments in associates, and the majority of these investments' recoverable amounts were determined using fair value less costs of disposal.

9 Financial assets at fair value through profit or loss

FVPL include the following:

	As at 31 December	
	2025	2024
	RMB'Million	RMB'Million
Included in non-current assets:		
Investments in listed entities	7,519	8,655
Investments in unlisted entities	179,553	178,824
Treasury investments and others	20,085	17,520
	<u>207,157</u>	<u>204,999</u>
Included in current assets:		
Treasury investments and others	35,929	9,568
	<u>35,929</u>	<u>9,568</u>
	<u>243,086</u>	<u>214,567</u>

Movement of FVPL is analysed as follows:

	2025	2024
	RMB'Million	RMB'Million
At beginning of the year	214,567	226,048
Additions and transfers (a)	127,759	53,717
Changes in fair value (Note 4)	1,907	3,533
Disposals and others	(98,109)	(71,488)
Currency translation differences	(3,038)	2,757
	<u>(3,038)</u>	<u>2,757</u>
At end of the year	<u>243,086</u>	<u>214,567</u>

Note:

- (a) During the year ended 31 December 2025, except as disclosed in Note 8(b), the Group's additions and transfers substantially represented additions to treasury investments.

10 Financial assets at fair value through other comprehensive income

FVOCI include the following:

	As at 31 December	
	2025	2024
	RMB'Million	RMB'Million
Included in non-current assets:		
Equity investments in listed entities	323,116	285,134
Equity investments in unlisted entities	22,746	13,963
Treasury investments	10,778	3,263
	<u>356,640</u>	<u>302,360</u>
Included in current assets:		
Treasury investments	8,781	3,345
	<u>365,421</u>	<u>305,705</u>

Movement of FVOCI is analysed as follows:

	2025	2024
	RMB'Million	RMB'Million
At beginning of the year	305,705	213,951
Additions and transfers (a)	82,290	19,020
Changes in fair value	55,350	94,554
Disposals	(71,359)	(25,848)
Currency translation differences	(6,565)	4,028
	<u>365,421</u>	<u>305,705</u>

Note:

- (a) During the year ended 31 December 2025, the Group's additions and transfers mainly comprised additions to treasury investments and new and additional investments in certain investee companies.

11 Accounts receivable

Accounts receivable and their ageing analysis, based on recognition date, are as follows:

	As at 31 December	
	2025	2024
	RMB'Million	RMB'Million
0 ~ 30 days	29,177	26,156
31 ~ 60 days	10,540	12,273
61 ~ 90 days	6,717	6,056
Over 90 days	3,496	3,718
	<u>49,930</u>	<u>48,203</u>

Accounts receivable as at 31 December 2025 and 2024 mainly represented amounts due from marketing services customers and agents, FinTech and cloud customers, content production related customers, and third party platform providers.

Marketing services customers and agents are usually granted with a credit period within 30 to 90 days immediately following the month-end in which the relevant obligations under the relevant contracted orders are delivered. Third party platform providers usually settle the amounts due by them within 60 days. Other customers, mainly including content production related customers and FinTech and cloud customers, are usually granted with a credit period within 90 days.

12 Share-based payments

(a) Share option schemes

The Company had one share option scheme which remained valid and effective during the year ended 31 December 2025, namely, the 2023 Share Option Scheme. The Board may, at its discretion, grant options to any qualifying participant to subscribe for shares of the Company, subject to the terms and conditions stipulated therein. The exercise price must be in compliance with the requirements under the Listing Rules. In addition, the option vesting period is determined by the Board provided that it is not later than the last day of a 10-year period after the date of grant of options.

The Post-IPO Option Scheme II expired on 16 May 2017 and no further options could be granted under this scheme, but the options granted prior to such expiry continued to be valid and exercisable in accordance with the provisions of the scheme.

The Company allowed certain of the grantees under the Post-IPO Option Scheme II and the 2023 Share Option Scheme to surrender their rights to receive a portion of the underlying shares (with equivalent fair value) to set off against the exercise consideration and/or individual income tax payable when they exercised their options.

As at 31 December 2025 and 2024, the Company did not have any outstanding share options exercisable under any share option scheme other than the 2023 Share Option Scheme.

Movements in the number of share options outstanding and their related weighted average exercise prices are as follows:

	2023 Share Option Scheme	
	Average exercise price	Number of options
At 1 January 2025	HKD349.18	109,221,125
Granted	HKD532.42	7,281,034
Exercised	HKD346.45	(38,389,585)
Lapsed/forfeited	HKD373.80	(405,804)
		<hr/>
At 31 December 2025	HKD367.56	77,706,770
		<hr/> <hr/>
Exercisable as at 31 December 2025	HKD362.75	51,112,371
		<hr/> <hr/>

	Post-IPO Option Scheme II		2023 Share Option Scheme		Total
	Average exercise price	Number of options	Average exercise price	Number of options	Number of options
At 1 January 2024	HKD185.65	17,318,327	HKD353.11	105,292,749	122,611,076
Granted	-	-	HKD297.91	11,632,870	11,632,870
Exercised	HKD185.65	(17,208,952)	HKD279.36	(5,684,728)	(22,893,680)
Lapsed/forfeited/waived	HKD185.65	(109,375)	HKD455.64	(2,019,766)	(2,129,141)
		<hr/>		<hr/>	<hr/>
At 31 December 2024	-	-	HKD349.18	109,221,125	109,221,125
		<hr/> <hr/>		<hr/> <hr/>	<hr/> <hr/>
Exercisable as at 31 December 2024	-	-	HKD355.24	76,942,490	76,942,490
		<hr/> <hr/>		<hr/> <hr/>	<hr/> <hr/>

During the years ended 31 December 2025 and 2024, no options were granted to any director of the Company.

(b) Share award schemes

As at 31 December 2025, the Company had one effective share award scheme, being the 2023 Share Award Scheme (effective since 17 May 2023), which was administered by an independent trustee appointed by the Group. The vesting period of the awarded shares is determined by the Board.

Movements in the number of awarded shares for the years ended 31 December 2025 and 2024 are as follows:

	Number of awarded shares	
	2025	2024
At beginning of the year	125,329,046	132,989,249
Granted	43,862,442	62,829,798
Vested and transferred	(46,300,435)	(63,940,569)
Lapsed/forfeited	(4,852,339)	(6,549,432)
At end of the year	118,038,714	125,329,046
Vested but not transferred as at the end of the year	4,336	4,174

During the year ended 31 December 2025, 59,280 awarded shares were granted to five independent non-executive directors of the Company (2024: 105,760 awarded shares were granted to five independent non-executive directors of the Company).

13 Accounts payable

Accounts payable and their ageing analysis, based on invoice date, are as follows:

	As at 31 December	
	2025	2024
	RMB'Million	RMB'Million
0 ~ 30 days	110,812	107,893
31 ~ 60 days	8,447	8,264
61 ~ 90 days	326	842
Over 90 days	1,542	1,713
	121,127	118,712

14 Borrowings

	As at 31 December	
	2025	2024
	RMB'Million	RMB'Million
Included in non-current liabilities:		
Non-current portion of long-term RMB bank borrowings, unsecured (a)	133,325	48,655
Non-current portion of long-term USD bank borrowings, unsecured (a)	46,742	92,012
Non-current portion of long-term EUR bank borrowings, unsecured (a)	17,130	–
Non-current portion of long-term HKD bank borrowings, unsecured (a)	11,165	5,837
Non-current portion of long-term JPY bank borrowings, unsecured (a)	6	14
Non-current portion of long-term EUR bank borrowings, secured (a)	1	3
	<u>208,369</u>	<u>146,521</u>
Included in current liabilities:		
RMB bank borrowings, unsecured (b)	28,094	28,039
HKD bank borrowings, unsecured (b)	12,627	–
RMB bank borrowings, secured (b)	100	–
USD bank borrowings, unsecured (b)	–	20,487
Current portion of long-term USD bank borrowings, unsecured (a)	1,757	4,313
Current portion of long-term RMB bank borrowings, unsecured (a)	30	28
Current portion of long-term JPY bank borrowings, unsecured (a)	8	12
Current portion of long-term EUR bank borrowings, secured (a)	2	3
Current portion of long-term EUR bank borrowings, unsecured (a)	–	3
	<u>42,618</u>	<u>52,885</u>
	<u><u>250,987</u></u>	<u><u>199,406</u></u>

Note:

- (a) The aggregate principal amounts of long-term bank borrowings and applicable interest rates are as follows:

	31 December 2025		31 December 2024	
	Amount (Million)	Interest rate (per annum)	Amount (Million)	Interest rate (per annum)
RMB bank borrowings	RMB72,555	2.52% ~ 3.00%	RMB48,683	2.55% ~ 3.90%
RMB bank borrowings	RMB60,800	1-year LPR - 0.65% ~ + 0.15%	-	-
HKD bank borrowings	HKD12,402	HIBOR + 0.25% ~ 0.60%	HKD6,202	HIBOR + 0.25%
USD bank borrowings	USD6,900	SOFR + CAS + 0.80%	USD13,400	SOFR + CAS + 0.80%
EUR bank borrowings	EUR2,080	EURIBOR + 0.70% ~ 0.75%	-	-
EUR bank borrowings	-	-	EUR1	1.00% ~ 2.10%
JPY bank borrowings	JPY170	0.11% ~ 1.73%	JPY334	0.11% ~ 1.73%
JPY bank borrowings	JPY140	TIBOR + 1.70%	JPY246	TIBOR + 1.70%

- (b) The aggregate principal amounts of short-term bank borrowings and applicable interest rates are as follows:

	31 December 2025		31 December 2024	
	Amount (Million)	Interest rate (per annum)	Amount (Million)	Interest rate (per annum)
RMB bank borrowings	RMB28,339	0.70% ~ 4.00%	RMB28,088	0.61% ~ 2.82%
HKD bank borrowings	HKD13,980	HIBOR + 0.15%	-	-
USD bank borrowings	-	-	USD2,850	SOFR + 0.30% ~ 0.50%

15 Notes payable

	As at 31 December	
	2025	2024
	RMB'Million	RMB'Million
Included in non-current liabilities:		
Non-current portion of long-term USD notes payable	117,197	130,586
Non-current portion of long-term RMB notes payable	9,007	–
	<u>126,204</u>	<u>130,586</u>
Included in current liabilities:		
Current portion of long-term USD notes payable	10,542	8,623
	<u>136,746</u>	<u>139,209</u>

Note:

The aggregate principal amounts of notes payable and applicable interest rates are as follows:

	31 December 2025		31 December 2024	
	Amount (Million)	Interest rate (per annum)	Amount (Million)	Interest rate (per annum)
USD notes payable	USD18,250	1.810% ~ 4.700%	USD19,450	1.375% ~ 4.700%
RMB notes payable	RMB9,000	2.100% ~ 3.100%	–	–

All of these notes payable issued by the Group were unsecured.

In September 2025, the Company issued three tranches of senior notes under the Global Medium Term Note Programme with an aggregate principal amount of RMB9 billion as set out below:

	Amount (RMB'Million)	Interest rate (per annum)	Due in
September 2030 Notes	2,000	2.10%	2030
September 2035 Notes	6,000	2.50%	2035
2055 Notes	1,000	3.10%	2055
	<u>9,000</u>		

During the year ended 31 December 2025, a tranche of notes payable issued in February 2015 with an aggregate principal amount of USD900 million, and a tranche of notes payable issued in September 2020 with an aggregate principal amount of USD300 million, respectively, reached their maturities and were repaid in full by the Group.

16 Business combinations

During the year ended 31 December 2025, the Group completed the acquisition of a game company by acquiring 100% of its equity interest at a cash consideration of approximately USD1.2 billion (equivalent to approximately RMB8.8 billion), which was accounted for as a subsidiary of the Group upon the completion of the transaction.

The fair value of total identifiable net assets (including identifiable intangible assets) was approximately RMB3.6 billion.

Goodwill of approximately RMB5.2 billion was recognised as a result of the transaction. It was mainly attributable to the operating synergies and economies of scale expected to be derived from combining the operations. None of the goodwill was expected to be deductible for income tax purpose.

The Group's revenue and results for the year ended 31 December 2025 would not be materially different should the acquisition had occurred on 1 January 2025.

The related transaction costs of the transaction recognised in the Group's consolidated income statement were not material.

17 Subsequent events

There were no material subsequent events during the period from 1 January 2026 to the approval date of these financial statements by the Board on 18 March 2026.

OTHER INFORMATION

Purchase, Sale or Redemption of the Company's Listed Securities

During the year ended 31 December 2025, the Company repurchased a total of 153,415,000 shares on the Stock Exchange for an aggregate consideration of approximately HKD80.0 billion before expenses. The repurchased shares were subsequently cancelled. The repurchase was effected for the enhancement of shareholder value in the long term. Details of the shares repurchased are as follows:

Month of purchase in 2025	No. of shares purchased	Purchase consideration per share		Aggregate consideration paid HKD
		Highest price paid HKD	Lowest price paid HKD	
January	37,060,000	424.60	364.80	14,117,031,503.00
March	5,924,000	517.50	495.00	3,003,627,164.10
April	8,430,000	510.50	419.60	3,905,420,932.80
May	9,784,000	524.00	496.20	5,004,217,423.60
June	20,669,000	520.50	490.00	10,509,720,949.40
July	7,017,000	508.00	493.00	3,502,921,791.30
August	9,191,000	620.00	583.00	5,506,079,135.80
September	19,152,000	666.50	591.00	12,112,814,316.40
October	4,916,000	683.00	648.00	3,302,995,965.60
November	9,232,000	640.50	606.50	5,721,148,388.80
December	22,040,000	625.50	592.50	13,350,322,007.40
Total	<u>153,415,000</u>			<u>80,036,299,578.20</u>

Save as disclosed above and in the “Financial Information” section, neither the Company nor any of its subsidiaries has purchased, sold or redeemed any of the Company's listed securities during the year ended 31 December 2025.

Closure of Register of Members

(a) Entitlement to Attend and Vote at the 2026 AGM

For the purpose of determining the shareholders' entitlement to attend and vote at the 2026 AGM, the register of members of the Company will be closed as set out below:

- Latest time to lodge transfer documents
for registration 4:30 p.m. on
7 May 2026, Thursday
- Closure of register of members 8 May 2026, Friday
to 13 May 2026, Wednesday
(both dates inclusive)
- Record date 13 May 2026, Wednesday

(b) Entitlement to the Proposed Final Dividend

For the purpose of determining the shareholders' entitlement to the proposed final dividend, the register of members of the Company will be closed as set out below:

- Ex-dividend date 15 May 2026, Friday
- Latest time to lodge transfer documents
for registration 4:30 p.m. on
18 May 2026, Monday
- Closure of register of members 19 May 2026, Tuesday
to 20 May 2026, Wednesday
(both dates inclusive)
- Record date 20 May 2026, Wednesday

During the above closure periods, no transfer of shares will be registered. In order to be entitled to attend and vote at the 2026 AGM and to qualify for the proposed final dividend, all duly completed transfer forms accompanied by the relevant share certificates must be lodged with the Company's branch share registrar, Computershare Hong Kong Investor Services Limited, at Shops 1712-1716, 17th Floor, Hopewell Centre, 183 Queen's Road East, Wan Chai, Hong Kong for registration not later than the aforementioned latest time.

Employee and Remuneration Policies

As at 31 December 2025, the Group had 115,849 employees (2024: 110,558). The number of employees employed by the Group varies from time to time depending on needs and employees are remunerated based on industry practice.

The remuneration policy and package of the Group's employees are periodically reviewed. Apart from pension funds and in-house training programmes, discretionary bonuses, share awards and share options may be awarded to employees according to the assessment of individual performance.

The total remuneration cost incurred by the Group for the year ended 31 December 2025 was RMB130.7 billion (2024: RMB112.8 billion).

Audit Committee

The Audit Committee, together with the Auditor, has reviewed the Group's audited Consolidated Financial Statements for the year ended 31 December 2025. The Audit Committee has also reviewed the accounting principles and practices adopted by the Group and discussed auditing, risk management, internal control and financial reporting matters.

Auditor's Procedures Performed on this Results Announcement

The financial figures in respect of the Group's results for the year ended 31 December 2025 as set out in the announcement have been agreed by the Auditor to the amounts set out in the Group's audited Consolidated Financial Statements. The work performed by the Auditor in this respect did not constitute an assurance engagement in accordance with Hong Kong Standards on Auditing, Hong Kong Standards on Review Engagements or Hong Kong Standards on Assurance Engagements issued by the Hong Kong Institute of Certified Public Accountants and consequently no opinion or assurance conclusion has been expressed by the Auditor on the announcement.

Compliance with the Corporate Governance Code

Except for the deviation from code provisions B.2.2 (regarding the retirement and re-election of directors) and C.2.1 (regarding the segregation of the roles of chairman and chief executive) of the CG Code as disclosed and explained in the 2025 interim report and the corporate governance report in the 2024 annual report of the Company, the Company has complied with the code provisions as set out in Part 2 of the CG Code for the year ended 31 December 2025.

As to the deviation from code provisions B.2.2 and C.2.1 of the CG Code, the Board will continue to review the current structure from time to time and shall make necessary changes when appropriate and inform the shareholders accordingly.

Publication of the Annual Results and Annual Report

All the financial and other related information of the Company required by the Listing Rules will be published on the websites of each of the Stock Exchange (www.hkexnews.hk) and the Company (www.tencent.com) in due course.

APPRECIATION

On behalf of the Board, I would like to extend our sincere gratitude to our dedicated staff and management team for their unwavering commitment and invaluable contributions, which continue to drive the Company's growth and resilience. I would also like to express our sincere appreciation to our shareholders and stakeholders for their steadfast support and confidence in the Company.

We remain firmly committed to our core principle of "Value for Users, Tech for Good" and continue to deliver meaningful impact through technology. Looking ahead, we will continue to leverage AI on innovation and long-term value creation for a more sustainable future for all.

By Order of the Board
Ma Huateng
Chairman

Hong Kong, 18 March 2026

As at the date of this announcement, the directors of the Company are:

Executive Director:

Ma Huateng;

Non-Executive Directors:

Jacobus Petrus (Koos) Bekker and Charles St Leger Searle; and

Independent Non-Executive Directors:

Li Dong Sheng, Ian Charles Stone, Yang Siu Shun, Ke Yang and Zhang Xiulan.

This announcement contains forward-looking statements relating to the business outlook, estimates of financial performance, 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 realised in the future. Underlying these forward-looking statements are a lot of risks and uncertainties. In light of the risks and uncertainties, the inclusion of forward-looking statements in this announcement should not be regarded as representations by the Board or the Company that the plans and objectives will be achieved, and investors should not place undue reliance on such statements.

DEFINITION

In this announcement, unless the context otherwise requires, the following expressions shall have the following meanings:

Term	Definition
“2023 Share Award Scheme”	the share award scheme adopted by the Company on 17 May 2023, as amended from time to time
“2023 Share Option Scheme”	the share option scheme adopted by the Company on 17 May 2023, as amended from time to time
“2026 AGM”	the annual general meeting of the Company to be held on 13 May 2026 or any adjournment thereof
“AI”	artificial intelligence
“ARPU”	average revenue per user
“Audit Committee”	the audit committee of the Company
“Auditor”	PricewaterhouseCoopers, the auditor of the Company
“Board”	the board of directors of the Company
“CAS”	credit adjustment spread, which is a fixed spread adjustment incorporated to bridge the gap between LIBOR and SOFR in order to minimise the economic impact of the transfer from a LIBOR-based debt to a SOFR-based debt
“CG Code”	the Corporate Governance Code as set out in Appendix C1 to the Listing Rules
“Company”	Tencent Holdings Limited, a limited liability company organised and existing under the laws of the Cayman Islands and the shares of which are listed on the Stock Exchange

Term	Definition
“Consolidated Financial Statements”	the consolidated financial statements, comprising the consolidated statement of financial position as at 31 December 2025, the consolidated income statement, the consolidated statement of comprehensive income, the consolidated statement of changes in equity and the consolidated statement of cash flows for the year then ended, and the notes to the consolidated financial statements, which include material accounting policy information and other explanatory information
“DAU”	daily active user accounts
“Domestic Games”	for the purpose of preparing financial and operating information, Domestic Games refers to our games business in the PRC, excluding Hong Kong, the Macao Special Administrative Region and Taiwan, China
“EBITDA”	earnings before interest, tax, depreciation and amortisation
“EPS”	earnings per share
“ESG”	Environmental, Social and Governance
“EUR”	the lawful currency of the European Union
“EURIBOR”	Euro Interbank Offered Rate
“FinTech”	financial technology
“FVOCI”	financial assets at fair value through other comprehensive income
“FVPL”	financial assets at fair value through profit or loss
“GMV”	gross merchandise value
“Group”	the Company and its subsidiaries
“HIBOR”	Hong Kong InterBank Offered Rate

Term	Definition
“HKD”	the lawful currency of Hong Kong
“Hong Kong”	the Hong Kong Special Administrative Region, the PRC
“HY”	formerly known as Hunyuan
“IAS”	International Accounting Standards
“IFRS” or “IFRS Accounting Standards”	International Financial Reporting Standards as issued by the International Accounting Standards Board
“International Games”	for the purpose of preparing financial and operating information, International Games refers to our games business other than our Domestic Games business
“IPO”	initial public offering
“IT”	information technology
“JPY”	the lawful currency of Japan
“LIBOR”	London InterBank Offered Rate
“Listing Rules”	the Rules Governing the Listing of Securities on the Stock Exchange
“LPR”	Loan Prime Rate
“MAU”	monthly active user accounts
“PaaS”	Platform-as-a-Service
“PC”	personal computer

Term	Definition
“Post-IPO Option Scheme II”	the Post-IPO Share Option Scheme adopted by the Company on 16 May 2007
“PRC” or “China”	the People’s Republic of China
“PRC CIT”	PRC corporate income tax as defined in the “Corporate Income Tax Law of the People’s Republic of China”
“PUBG”	PlayerUnknown’s Battlegrounds
“R&D”	research and development
“RMB”	the lawful currency of the PRC
“SaaS”	Software-as-a-Service
“SOFR”	Secured Overnight Financing Rate
“SSV & CPP”	Sustainable Social Value and Common Prosperity Programmes
“Stock Exchange”	The Stock Exchange of Hong Kong Limited
“Supercell”	Supercell Oy, a non wholly-owned subsidiary of the Company which is a private company incorporated in Finland
“Tencent Music”	Tencent Music Entertainment Group, a non wholly-owned subsidiary of the Company which is incorporated in the Cayman Islands with limited liability and the shares of which are listed on the New York Stock Exchange and the Stock Exchange
“TIBOR”	Tokyo InterBank Offered Rate
“United States”	the United States of America
“USD”	the lawful currency of the United States
“VAS”	value-added services