

Entrepreneurship Course Presentation



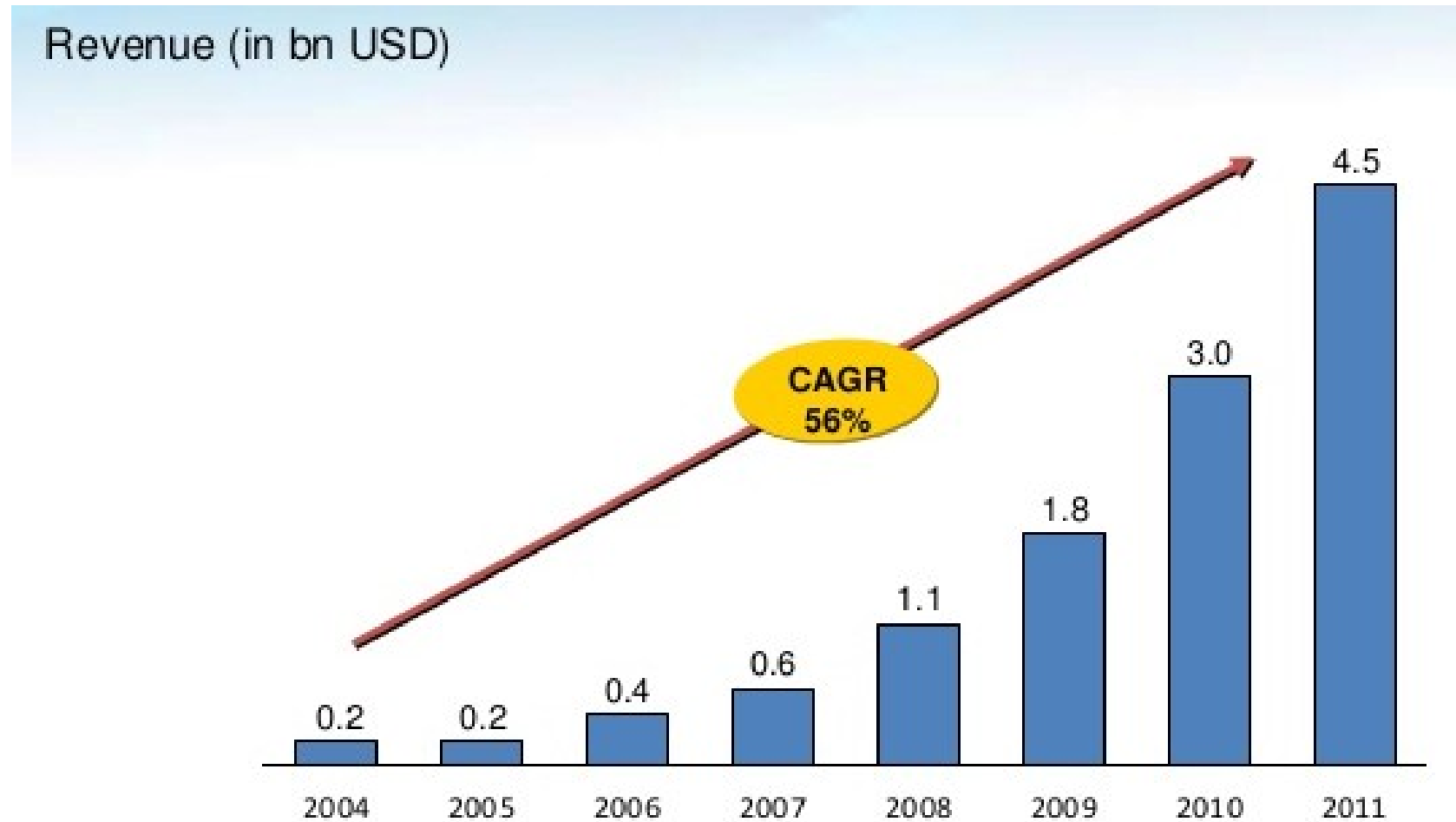
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Introduction

- Founded by Ma Huateng and Zhang Zhidong in November 1998
- One of the largest internet company in the world
- Services: social network, web portals, multiplayer online gam

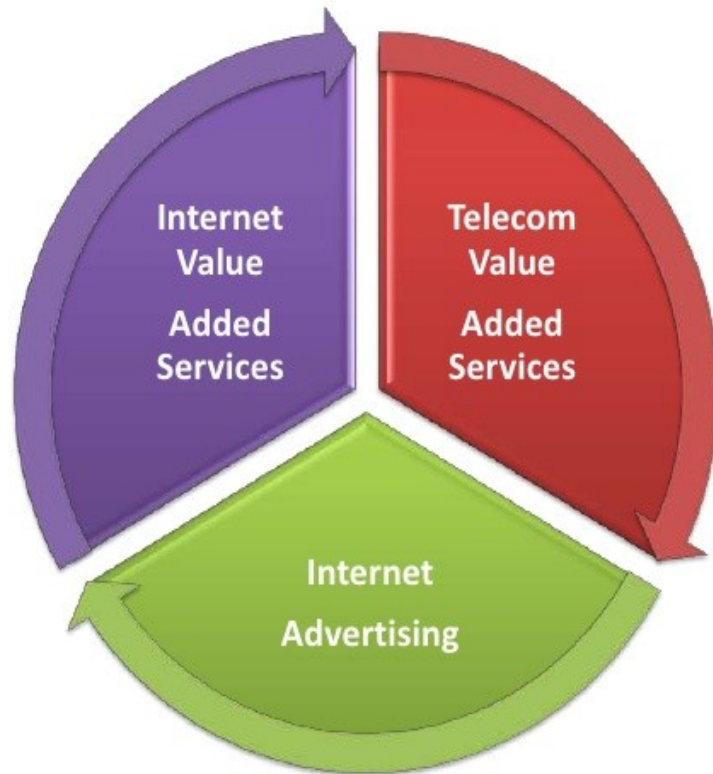


How to make more money?



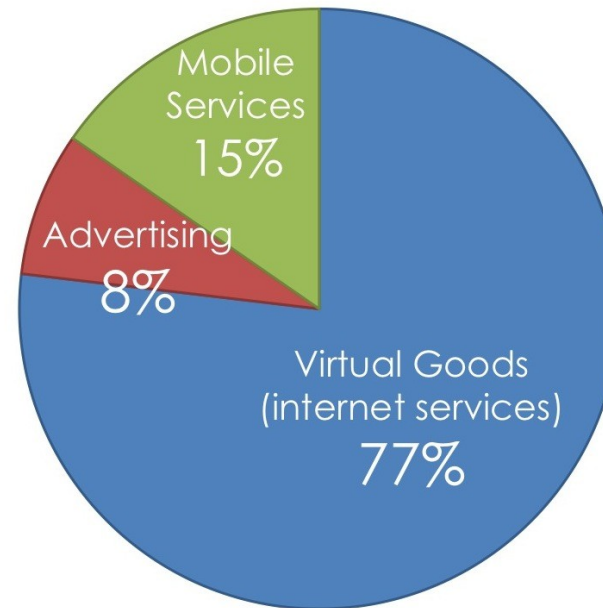
Where to make money?

Tencent's Core Business

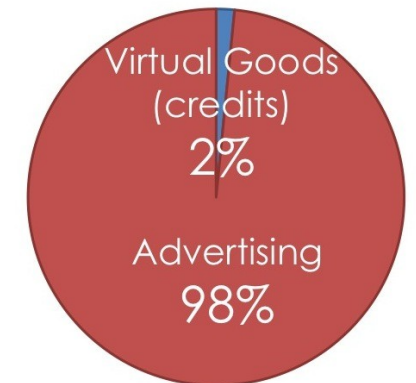


2009 Revenues

Tencent
\$1.8 billion



Facebook*
\$635 million



*Inside Facebook Estimate

Product Strategies Map



- Strength & Weaknesses
- Smart phones
- Digital rights

Advantages: Social network & Money

- 2014: Bought a 15 percent stake in Chinese e-commerce website JD.com
- 2011: Acquired a majority equity interest in Riot Games, developer of League of Legends
- Advertising and third-party payment platform through social media



Smart phones

- Mobile APP



- Support different platforms
- 2016: Announced a deal to acquire 94.30% of \$



Digital rights

- 2014: Established exclusive in-China distribution agreements with several large music producers, such as Sony
- 2016: Acquired a majority stake in China Music Corporation
- 2015: Signed a USD 700 million deal with the NBA to stream American basketball games in China



