

FOR IMMEDIATE RELEASE

THE FASTEST GROWING MOBILE SOCIAL APPLICATION WECHAT ACHIEVES SUBSCRIBER MILESTONE IN MALAYSIA TO LEAD AS THE STRONGEST CONTENDER AGAINST WHATSAPP

Kuala Lumpur, 14 November 2012 – WeChat, the leading free social networking application on mobile platform developed by China's largest internet service provider – Tencent, has reached a milestone by reaching a record breaking 400% growth locally since it became available in Malaysia in June 2012 to become the leading and strongest contender against Whatsapp. The application, formerly known as WeiXin and rebranded as WeChat, has a total of 200 million subscribers globally.

Dubbed as the new age social networking mobile platform. WeChat offers a suite of flexible communication tools which includes instant text & voice messaging, phone & contact information sharing, video calling and social networking plugins to provide an all-in one mobile social marketing platform. WeChat is available for global use by supporting up to 17 languages including English, Chinese, Indonesian, Portuguese, Thai, Vietnamese, Russian and is now working towards offering Bahasa Melayu for a wider reach in Malaysia.

“We are very proud to achieve a great and healthy base of subscribers in the Malaysian market with merely 5 months. Our team is committed to continuously improve the user experience and this will definitely be the impetus for WeChat to achieve even greater heights,” commented *Country Manager for Indonesia, Malaysia and Singapore in Tencent's International Business Group*.

Unlike other chat applications in the market, WeChat provides users an entirely revolutionary experience by infusing social networking capabilities into its features. Through WeChat, users will be able to make friends and connect with each other locally or internationally with a touch of a button. Currently, celebrities and personalities such as Amber Chia, Daphne Iking, Hannah Tan, Agnes Lim and Danny One are using WeChat to communicate with their fans and friends. The revolutionary and unique features include:

WECHAT “LOOK AROUND” FEATURE

No longer is GPS only for searching for directions, as you can now use it to find friends as well with WeChat. From the “Look Around” feature, WeChat will be able to detect any nearby WeChat users through GPS and allow you to meet up or just to simply say “Hi” to those you would like to accept as friends. Users will also be able to target the “Look Around” feature to find specific genders that you are interested in making friends with.

WECHAT “SHAKE” FEATURE

WeChat users can also simply shake their ways to new friends with the “Shake” plug-in. Simply shake your phone and WeChat will search for nearby users who are also shaking their devices and will offer you an option to say “Hi” to your new friends. “Shake” is more pro-active as compared to “Look Around” because when you shake, you know that the recipient was also shaking their devices and is looking to make contact with someone too.

WECHAT “MOMENTS” FEATURE

Give your experience and moments with WeChat a bigger boost by tuning into WeChat’s “Moments” – a feature that integrates micro-blogging and social networking into a messaging feature. After adding friends synced from your contacts or Facebook as well as your new buddies, “Moments” will allow you to build and share a photo journal infused with creative plug-ins. Simply embellish artistic filters on your photos taken from your gallery or directly from WeChat, caption it and put it into your

photo journal. This impressive social aspect also enables users to download photos from their Facebook albums for sharing on WeChat “Moments”.

As users enjoy the exciting social features of WeChat, their experiences can be amplified through WeChat’s fun emoticon features. Already packed with four categories of fun emoticons, users can further download new emoticon sticker packs that are free. Apart from the basic feature of chatting with your friends whether personally or through Group Chat, users

can also send voice messages. Simply press and hold the “Hold to Talk” button for as long as you’d like to talk and release the button to send your message. Your friends can click on the message bubble to hear what you have to say.

Supported on Wi-Fi, 3G, and 4G data networks, WeChat is an extension to its user’s social life with creativity, fun, flexibility and convenience all in an application. The social networking mobile application is now available on iPhone, Android Phone, Windows Phone and Symbian platforms.

For further information, please visit:-

WEBPAGE

<http://www.wechatapp.com>

FACEBOOK

<http://www.facebook.com/wechatmalaysia>

###

MEDIA CONTACTS

APAC VENTURE

James Kok

Email: james@apacventure.com

Office: (+6017) 668 5386

Carol Lim

Email: carol@apacventure.com

ROOTS Asia Pacific Malaysia

Crystal

Email: crystal.lau@rootsasia.com

Office: (03) 7494 0272

Hwei

Email: hwei@rootsasia.com

Office: (+6017) 552 7626

Office: (03) 7494 0272