

FOR IMMEDIATE RELEASE

WECHAT ANNOUNCES KEY MILESTONES

- *WeChat user base reaches 50 million*
- *WeChat tops the charts as the most downloaded app on App Store and Google Play in a number of markets including India, Indonesia, Malaysia, Mexico and The Philippines*

Kuala Lumpur, Malaysia - MAY 21, 2013 – WeChat continues its momentum in the mobile social communication space with the announcement today that it has achieved a major milestone with 50 million registered user accounts. Designed for the international market, WeChat provides users an innovative way to communicate with friends from all around the world. The rapid growth of WeChat is attributed to its strong adoption in markets with large populations. WeChat has topped the charts as the most downloaded application on Apple's App Store and Google Play in a number of markets including India, Indonesia, Malaysia, Mexico and The Philippines.

WeChat and Weixin, a sister product designed for users in Mainland China, announced a milestone when registered user accounts surpassed more than 300 million on January 15 this year. At the end of March, the combined monthly active users of WeChat and Weixin reached 194.4 million, representing a year-on-year growth rate of 228.4%. WeChat, along with Weixin, is a popular mobile social application worldwide, shaping a new way of communication and interaction. As of this week, WeChat Malaysia has reached a significant growth in user accounts, increasing its penetration rate of Malaysian smartphone users from 60% to breaking the 70% mark.

Popular Features Users Love about WeChat

WeChat is free to install, use and download. Users can text each other, swap voice messages with a "Hold to Talk" feature, video chat, as well as share images, music, and videos. It supports all smartphone platforms including Android, BlackBerry, iOS, Symbian, and Windows Phone operating systems. WeChat also comes with comprehensive privacy setting functions, which enable users to limit who they share their information with.

Key features WeChat offers:

- **Moments** – Sharing photos, texts and URL links with trusted friends and contacts.
- **Shake** – Contact other people around the world by shaking your devices and start chatting.
- **Look Around** – Find people around to chat.
- **Drift Bottle** – Include a text or voice message in a bottle, throw it into the "sea" and wait to see who picks it up from anywhere in the world. A fun way to meet new people all around the world.
- **Official Accounts** – A feature that can be utilized by companies and merchants to build interactivity with their followers. Free SDK and API are available for "Official Accounts" owners and developers to develop applications

- on WeChat.
- **Web WeChat** – Chat with someone using a computer.

###

ABOUT WECHAT

WeChat is an innovative mobile social communications application designed for smartphone users. WeChat is free for downloads from app stores running on iOS, Android, Symbian, BlackBerry and Windows Phone operating systems*.

WeChat users can add friends by a wide range of innovative actions and methods, including scanning QR codes, connecting users' Facebook profiles and phone books and activating location-based functions such as "Look Around" and "Shake". This application enhances social interaction by supporting exchanges of text, voice and video, emoticons, and photos with their friends over data networks. Users can choose to communicate on one-on-one, or within their closed social network through "Moments".

For more information and application download, please visit: www.wechat.com

*Some features may not be available for certain operating systems due to the product development cycle.

WEBPAGE

<http://www.wechat.com>

FACEBOOK

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

###

ROOTS ASIA PACIFIC MALAYSIA – WECHAT MALAYSIA'S PR AGENCY

Carol / Hwei

Email: carol@rootsasia.com / hwei@rootsasia.com

Office: (03) 7494 0272