



WeChat 微信

in Tencent 2019 Annual Results

“During 2019, we reinforced our leadership in Consumer Internet and extended our presence in Industrial Internet, while sustaining healthy operating and financial metrics. Our communication and social platforms became increasingly vibrant as our Weixin ecosystem better connected users with services.”

“Looking forward, we seek to make our users’ everyday life more convenient through our communication products, to develop the full potential of Mini Programs, and to introduce new social experiences enabled by technology innovations.”

—**Pony Ma**, chairman and CEO, Tencent Holdings



WeChat 微信

MAU as at Dec 2019

1.16 billion

↑ 15% YoY

daily messages sent in Q4

active user base + user time spent increased in 2019



Mini Program

Transaction value exceeded **RMB800 billion** in 2019



Number of daily transactions more than doubled YoY in 2019

Enhanced WeChat Search  and live broadcast function 



WeChat Pay



Tencent reported in 4Q2019:

>1 bln daily average commercial payment transactions
over **800 million** monthly active users
over **50 million** monthly active merchants



WeChat Work



Millions of enterprises used WeChat Work to resume work in the wake of the COVID-19 pandemic, which highlights the utility of remote working

Social and others advertising revenues

RMB**52.9 billion** in 2019



Helped by higher advertising revenues derived from Moments  and Mini Programs 

Fintech and business services revenues

+39% to RMB**101.4 billion** in 2019



Driven by greater revenues from **commercial payment** due to increased daily active consumers and number of transactions per user