



ESG

TENCENT MUSIC ENTERTAINMENT GROUP
ENVIRONMENTAL, SOCIAL AND
GOVERNANCE REPORT 2024



Contents

Introduction	Corporate Governance	Responsible Content and Platform	Green and Low Carbon Initiatives	Business Ethics	Appendix
02 Letter from the Management	06 Independence and Diversity of the Board of Directors	12 Promoting Quality and Diverse Content Offerings	40 Green Operations	52 The Sunshine Code of Conduct	57 About This Report
03 About TME		15 Continuous Promotion of Product Experience and Innovation	44 Response to Climate Change	54 Fair Competition Advocacy	58 ESG Key Performance Table
05 Executive Summary	07 Risk Management	19 Protecting Users' Digital Rights on TME's Platform	45 Communicating Green Principles	54 Anti-money Laundering Risk Management	60 Greenhouse Gas Verification Statement
		25 Promotion of the Inclusion of Digital Music Technology		55 Sustainable Supply Chain	62 Reporting Frameworks Index
	ESG Governance	Employee Growth	Social Responsibility		
	08 ESG Governance Structure	27 Talent Attraction and Retention	47 Philanthropic Programs and Actions		
	08 Board Statement	31 Supporting Employee Development	50 Employee Volunteer Involvement		
	09 ESG Practice Framework	35 Promoting Employee Health and Vitality			
	10 ESG Materiality Assessment				

Letter from the Management

2024 marked another remarkable year of growth and innovation in the music sector. With the ongoing support of users, musicians, and partners, Tencent Music Entertainment Group (“TME”) further strengthened its ecosystem and made meaningful progress across multiple fronts. This is our second Environmental, Social and Governance (“ESG”) report, outlining our ESG developments and performance over the past year.

Throughout the year, we continued to deepen our dual content-and-platform strategy, expanding user access to high-quality music content and enhancing the overall product experience. On the content side, we remain committed to providing users with a diverse array of offerings. We consistently deepened collaborations with copyright holders, reinforcing our long-standing pledge to intellectual property protection, while implementing a number of initiatives to monitor and prevent copyright infringement. We also continued to cultivate an inclusive and diverse music community by identifying and supporting emerging talent, such as female and ethnic musicians, helping their voices reach a broader audience. By the end of 2024, more than 580,000 music groups had joined the Tencent Musician Platform, including 192,000 female musicians.

On the platform side, we focused on delivering a unique and personalized music and entertainment experience, while making concerted efforts to safeguard user rights and interests. We continued to optimize the user experience by enhancing the accessibility and inclusivity of our products. To this end, we launched tactile technology with an auto-optimization feedback function, enabling hearing-impaired users to experience and engage with music in new ways. Each product upgrade and experience enhancement adhered to comprehensive data compliance standards, with stringent pre-launch privacy and security compliance reviews conducted through our self-developed data-compliance testing platform, the “Linglong System.” In 2024, we also released our first Social Responsibility Report on Online Protection of Minors, highlighting our commitment to fostering a safer and more trustworthy digital environment for young users.

We continue to leverage our technology and platform influence to create greater value for society. Since 2021, we have supported individuals with mid-to-high-frequency hearing impairment through the introduction of low-frequency music technology that enables them to experience music in new ways. In 2024, we upgraded this technology into an educational tool, making digital music innovation accessible to broader communities. Additionally, we continue to share our professional resources across the industry to support talent development. By the end of 2024, the TME Institute of Music’s open online education platform had offered nearly 700 specialized courses to approximately 500,000 participants.

We remain fully committed to our original aspiration, "Let love be heard in the name of music," as we strive to make a positive social impact. For the third consecutive year, we launched the “If Music Has a Shape” campaign, a Music Care initiative aimed at promoting awareness and inclusion for individuals with autism. Through environmental-themed concerts and music creation, we also contribute to raising public awareness of nature conservation and biodiversity protection.

TME’s sustainable development is a direct result of the dedication and cohesion of our employees. We have consistently promoted the mutual growth of our employees and TME through talent attraction, growth incentives, well-being programs, and retention initiatives, supporting well-rounded talent development. As a result, the 2024 organizational capability and engagement survey reflected an overall increase in employee recognition across various dimensions, with a notable rise in the confidence index, further validating their trust in the Company.

Since our founding in 2016, by adhering to our mission to create endless possibilities with music and technology, we have advanced the online music industry through technological innovation. This mission has been made possible by the enduring support of our users, employees, partners, and stakeholders. Looking ahead, we will continue to capitalize on new opportunities, focus on long-term development, push the boundaries of creativity and innovation, and strive for sustainable growth and greater value for society.

Cussion Kar Shun Pang
Executive Chairman

About TME

TME is China's leading online music and audio entertainment platform, operating a portfolio of highly popular and innovative music apps: QQ Music, Kugou Music, Kuwo Music and WeSing.

With a broad suite of services ranging from online music, audio and karaoke to music-centric live streaming and online concerts, we provide music fans with a dynamic fusion of channels to discover, listen, sing, watch, perform and socialize around music.

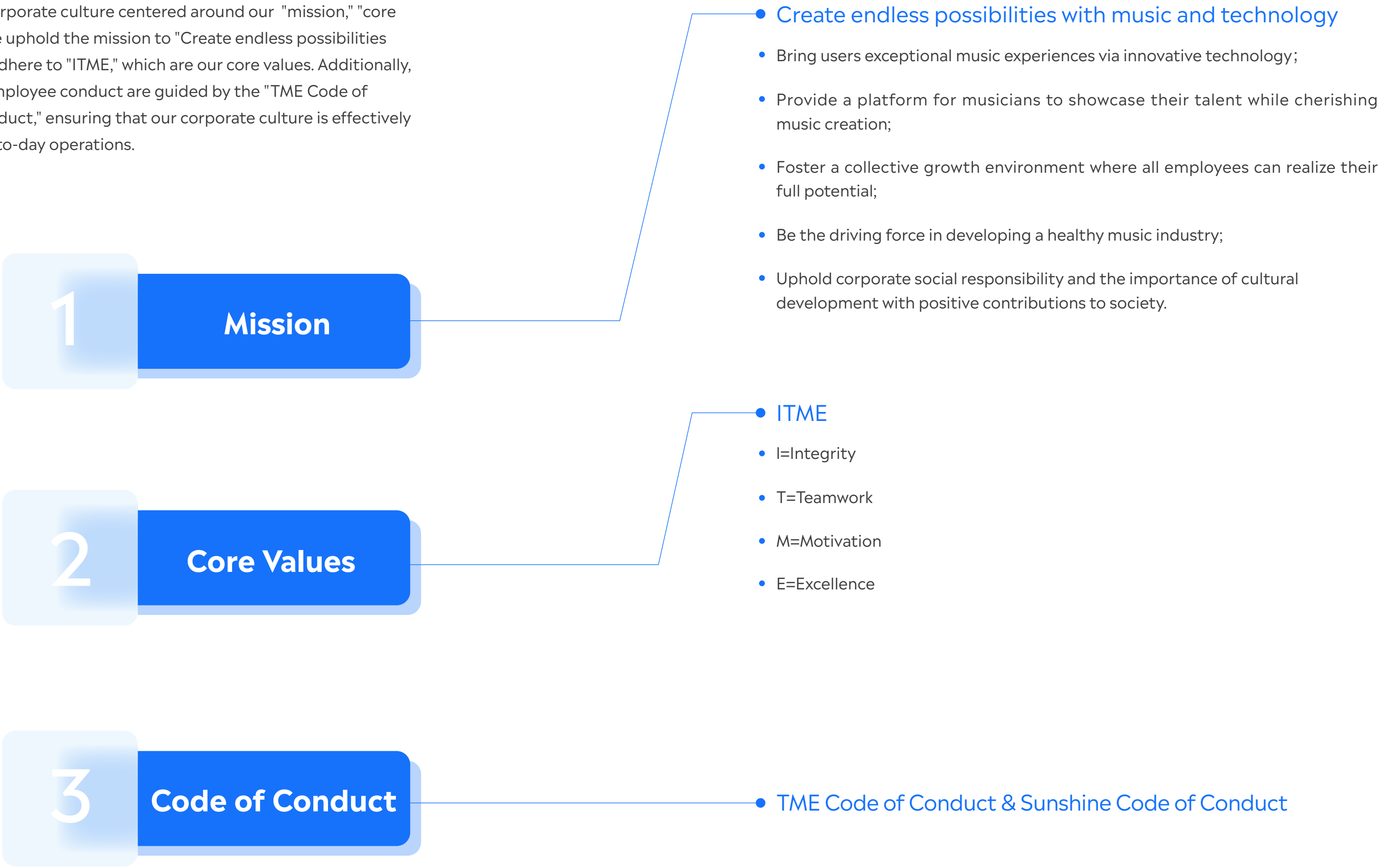
We offer a comprehensive music library in a variety of captivating formats that includes licensed as well as self- and co-produced content. With our competitive edge and extensive experience in copyright protection, we are expanding our strategic partnerships with top-tier Chinese and international labels and artists while nurturing talented musicians and supporting their career growth.

Our mission is to create endless possibilities with music and technology. Through technology-empowered product innovation, we remain committed to offering users more diverse and engaging music experiences and providing more powerful support to singers, musicians and partners in the journey of music creation, production, and distribution.



Corporate Culture

TME has built a comprehensive corporate culture centered around our "mission," "core values," and "code of conduct." We uphold the mission to "Create endless possibilities with music and technology" and adhere to "ITME," which are our core values. Additionally, our business management and employee conduct are guided by the "TME Code of Conduct & Sunshine Code of Conduct," ensuring that our corporate culture is effectively integrated in the Company's day-to-day operations.



Awards in 2024

★★★

Awards in 2024

Technological innovation

- The 25th China Patent Award (China National Intellectual Property Administration ["CNIPA"])

Industry contributions

- 2024 China's Top 100 Internet Companies by Comprehensive Strength (Internet Society of China)
- 2024 DoNews Linxi Awards for Excellent Enterprise (DoNews)

Employer branding

- NFuture Awards 2024: Most Desirable Employer for College Students (Nowcoder)
- MAX 2024 Employer Worth Working (Maimai)
- Extraordinary Employers of 2024 in Guangdong (Liepin)

Social responsibility

- 2024 Ronghua Award for Corporate Social Responsibility (Beijing Business Today)
- 2024 Most Socially Responsible Listed Company (National Business Daily)

Executive Summary

Environmental

Green and low carbon initiatives

We underwent and passed [third-party verification](#) of greenhouse gas ("GHG") emissions (Scope 1 and Scope 2), to further enhance data accuracy and reliability.

We integrate environmental standards into our office leasing decisions. Our leased building in Beijing received [WELL Gold Certification](#), and the operators of our leased buildings in Shenzhen and Beijing are certified to [ISO 9001, ISO 14001, and ISO 45001 standards](#).

Our leased data centers commit to prioritizing the use of [green electricity generated from renewable energy sources](#). Notably, our leased Tencent Shanghai Qingpu Data Center and Tencent Tianjin Binhai Data Center have both achieved [LEED O+M:DC Platinum Operation Certification](#).

We support and promote environmental and biodiversity conservation initiatives. To this end, we launched the ["Writing Songs for Pandas"](#) campaign to raise public awareness of biodiversity.

Social

Responsible content and platform

We support the development of a music community that fosters diversity and inclusion, and have supported [192,000](#) female musicians, representing a [20.8%](#) year-over-year increase.

QQ Music became [the first music platform to integrate DeepSeek LLM](#) into its offerings, enhancing interactive user experiences such as intelligent queries.

We explore the application of [tactile feedback feature](#) within QQ Music and continue to upgrade [low-frequency music technology](#) to benefit a broader range of individuals with disabilities.

We have also developed our proprietary ["Linglong System,"](#) which combines static, automated, and manual dynamic testing to comprehensively meet app data compliance requirements.

We provide regular [training on user privacy and data security](#) to [all employees](#), ensuring timely and comprehensive coverage.

Our major products, including QQ Music, WeSing, Kugou Music, Kuwo Music, and Lazy Audio have each obtained the [National Cybersecurity Classified Protection Level 3 certification of China](#).

Employee growth

We conducted [surveys on organizational capability and engagement satisfaction](#). The results revealed employee recognition has increased across dimensions of organizational capability and engagement satisfaction. In particular, confidence significantly rose by [16.8%](#) year over year.

We upgraded our learning IPs with ["Two Weeks, One Festival, and Three Series."](#) Employees have received an average of [25.3 hours](#) of training.

Social responsibility

We launched our dedicated philanthropic campaign, ["If Music Has a Shape," for the third consecutive year](#), leveraging music and artistic expression to promote understanding and support for individuals with autism.

We established [Volunteer Leave policies](#), to encourage greater employee participation in volunteer activities. A total of [569](#) employees have registered as TME volunteers, collectively contributing [764 hours](#) of service.

Governance

Corporate governance

As of the date of disclosure of this Report, the proportion of female directors on our Board had increased to [33.3%](#).

We have developed and published the [TME Risk Management and Internal Control Management Policy](#) and the [TME SOX Internal Control Management Regulations](#), to further strengthen and standardize our risk management and internal control systems.

Business ethics

We provide regular [training sessions on the TME Sunshine Code of Conduct for Employees](#) to [all employees](#) and require them to sign commitment statements to standardize and guide their behavior across professional activities.

Corporate Governance

Robust corporate governance is crucial for executing company strategies, fostering business growth, and creating long-term value. TME is committed to maintaining an effective governance framework, clearly defining responsibilities, and continually enhancing the professionalism and effectiveness of its Board of Directors.

Independence and Diversity of the Board of Directors

TME values building a Board of Directors characterized by its professionalism, diversity, and independence, ensuring its ability to effectively fulfill its responsibilities.

As of the date of disclosure of this Report, TME's Board of Directors consisted of three executive directors, three non-executive directors and three independent non-executive directors. The Board has two committees: an Audit Committee and a Compensation Committee. Both of these committees are chaired by and consist of independent non-executive directors and/or non-executive directors.

We recognize that a diverse Board of Directors brings more comprehensive and effective perspectives to the Company's decision-making process. This diversity provides a strong organizational foundation for long-term sustainable growth. Throughout the selection process of our Board members, we consider diversity factors, such as industry and cultural backgrounds, professional skills, work experience, nationalities, and gender. When evaluating candidate qualifications, we also carefully consider the requirements of relevant laws, regulations, and listing rules, as well as our own company policies, to ensure that our Board is well-equipped to make strategic and forward-thinking decisions. Our Board members have extensive experience across a wide range of professional backgrounds, including financial management, law, IT and communications, media and entertainment, and finance.

33.3%

As of the date of disclosure of this Report, the proportion of female directors on our Board had increased to 33.3%, up from 22.2% in 2023

	Audit Committee	Compensation Committee
Core responsibilities	Chaired by an independent non-executive director, with all members being independent non-executive directors with financial expertise. - Evaluate, appoint and dismiss independent auditors, assess their annual performance, review and recommend their appointment, renewal or dismissal, and approve their remuneration and terms of employment at the shareholder meeting; - Review and approve internal audit and internal control plans, evaluate the performance, responsibilities, budget, and staffing of the Company's internal audit and internal control functions, and regularly review internal audit and internal control programs; - Review the Company's risk assessment and risk management policies and practices; - Review and approve financial statements and financial reporting disclosure control measures and procedures; - Review the Company's compliance with laws and regulations and any major lawsuits or investigations that may impact the Company's financial statements; review and approve all proposed related-party transactions; - Report regularly to the Board of Directors.	Chaired by a non-executive director, with the other member being an independent non-executive director. - Oversee the development and implementation of Management succession planning; - At least once annually, review and approve, or recommend to the Board of Directors for approval, the compensation of executive officers; - At least once annually, review and approve the Company's executive compensation and benefits policies, including any incentive compensation or equity plans, programs or other similar arrangements; - At least once annually, lead the Board of Directors in a self-evaluation to determine the effectiveness of the Board and its committees; - At least once annually, review and reassess the effectiveness of committee charters; - Consider all factors related to the independence of Management when selecting a compensation consultant, legal counsel or other advisors; - Report regularly to the Board of Directors.

Risk Management

An effective risk management and internal control system is an important safeguard for achieving our strategic objectives. TME strictly complies with the Sarbanes-Oxley Act ("SOX"), Foreign Corrupt Practices Act ("FCPA"), and other relevant laws and regulations. By refining our risk management structure and strengthening our internal control system, we continuously improve our operational efficiency, management capabilities, and risk management capabilities, ensuring healthy, sustainable growth and long-term value creation for our stakeholders.



Risk Governance Structure

The Audit Committee, established under the Board of Directors, is the most senior decision-making body for the Group's risk management and internal control work. It is responsible for reviewing the Company's overall risk management status, risk significance level, and developing response strategies. This ensures that we maintain a sufficient and effective risk management and internal control system. Under the Board's supervision and guidance, we adopt a "Three Lines of Defense Model" to ensure each level of management effectively plays their role and bolsters their respective risk management capabilities.

Risk Management Policies

In 2024, we formulated and issued the TME Risk Management and Internal Control Management Policy and TME SOX Internal Control Management Regulations. These policies clarify organizational structure, division of roles and responsibilities, and clear working mechanisms, further improving management regulations for the risk management and internal control system.

Risk Management Procedures

TME has established risk management procedures based upon business characteristics, including risk identification, assessment, response, monitoring, and reporting, to achieve dynamic and effective risk management. Our risk management process prioritizes and addresses business and industry-related risks, including copyright management, content licensing, cybersecurity, information security, privacy, and data protection. We also integrate ESG-related factors, such as intellectual property rights, data security, and content responsibility, into our risk identification, assessment, and response processes to ensure sustainable development and long-term value creation. In addition, we conduct specialized risk control and internal audit projects to monitor changes in risk exposure and assess the effectiveness of internal controls. This ensures that our risk management strategies and measures remain aligned with business developments and evolving environments. Our risk control and internal audit departments report quarterly to the Audit Committee, to guarantee effective communication of risk-related information within the organization and among relevant stakeholders.

Development of Risk Culture

At TME, we foster a culture of risk awareness and proactive risk management, ensuring every employee understands and fully recognizes its importance. We regularly provide comprehensive risk management and internal control training to all employees through various channels, including face-to-face sessions, online awareness campaigns, and online courses. Training topics cover risk management awareness, key policy analysis, audit case studies on risk control, and specialized training on risk management and internal control. We have also made risk management training mandatory for all new hires to comprehensively enhance employees' risk awareness.

ESG Governance

ESG Governance Structure

The Company has established an ESG governance structure composed of the Board of Directors and an ESG Working Group. The Board receives ESG updates to promote informed decision-making and continuous improvement in the Company's ESG management capabilities. TME's various business departments collaborate closely to jointly advance annual ESG initiatives. Moving forward, we will continuously improve our ESG governance framework, refine our management responsibilities, and optimize our management system to comprehensively enhance the effectiveness of ESG governance.



The Board of Directors

- The Board of Directors is responsible for overseeing TME's ESG-related matters.



Investor Relations Department

- The Investor Relations Department is responsible for coordinating ESG-related work and reports to the Management and Board of Directors.

ESG Business Representatives

- ESG Business Representatives are composed of business managers from various departments and representatives of functional departments.
- They implement and execute daily ESG-related tasks of the Company, promote ESG practices and regularly update the ESG Working Group on progress.

Board Statement

The Board of Directors is responsible for overseeing the Company's ESG strategy and reporting, ensuring the establishment and implementation of a comprehensive management framework and relevant policies. The Company has established an ESG Working Group, composed of representatives from relevant departments. The Investor Relations Department serves as the central coordinator for ESG work, reporting to the Management and providing regular updates on progress and key issues to the Board of Directors. This ensures that the Board can provide guidance and supervision as needed.

During the Reporting Period, the Board of Directors reviewed TME's annual ESG progress, reviewed and approved the annual ESG report, and provided opinions and recommendations on ESG topics which could impact the Company's long-term development. Additionally, the Company continually monitors industry trends, assesses associated business and industry risks, and progressively incorporates ESG factors into our overall risk management. The Board of Directors oversees ESG work, reviews key risks, and discusses mitigation strategies. During the Reporting Period, directors also participated in TME's annual ESG topic materiality assessment and approved its assessment results.

ESG Practice Framework

We firmly believe ESG is a critical driver of our business innovation and long-term growth. We continue to enhance our ESG management capabilities and expand our ESG practices across multiple dimensions, including users, business partners, employees, corporate operations, community, and the environment. Through these efforts, we aim to support the healthy and sustainable development of our Company and foster innovative social value.

Users We rigorously implement privacy protection policies and data security strategies to safeguard user privacy and data security, providing users with high-quality, safe products; We pay close attention to the needs and experiences of minors, seniors, and individuals with disabilities, and develop inclusive products to ensure that every user can experience the joy of music; We value user feedback, actively listen to user opinions, and promptly respond to their inquiries and complaints, using their input to continuously refine our products and services; We leverage AI technology to offer users enriched, high-quality, and innovative music content and product experiences while adhering to responsible AI principles.	Business partners We continuously forge partnerships with ecosystem partners such as record labels, singers and musicians to build a diverse and comprehensive music service ecosystem. We value content creation, emphasize copyright protection, and work closely with our partners to co-create high-quality content; We support the cultivation of a more diverse and inclusive music community by empowering a wide range of creators, including emerging artists, as well as female and ethnic musicians, enabling them to unleash greater creative potential; We are committed to treating business partners fairly, promoting ethical business practices among them, and prohibiting any acts that violate business ethics, laws, or regulations. These efforts provide a solid foundation for the sustainable growth of the industry value chain.	Employees We prioritize the accurate identification and long-term retention of top talent by implementing a robust talent selection system, offering performance-based fair compensation and comprehensive benefits, and fostering employee engagement and sense of belonging through diverse communication channels; We empower employee development by providing necessary training and resources aligned with their career stages, enhancing their professional capabilities, and unlocking their growth potential; We strive to foster a healthy, safe, and inclusive workplace by establishing a comprehensive employee well-being management system and consistently promoting diversity and inclusion practice in the workplace.	Corporate operations We uphold lawful and compliant operations, and have established and maintained a rigorous business ethics code of conduct. This ensures a fair and ethical business environment; We have developed an efficient, transparent, and robust governance system, and continue to refine our corporate governance structure to enhance governance effectiveness; We implement risk management by regularly reviewing business and industry risks, and integrate ESG-related factors into our risk management.	Community We carry out our philanthropic initiatives through a nonprofit open music platform centering around three pillars: Music Care, Cultural Heritage, and Music Education. We aim to use music to share love and positivity; We have established the TME Volunteer Association and established Volunteer Leave policies to further encourage and support employee participation in philanthropic initiatives.	Environment We enhance the energy efficiency of our facilities, advocate energy conservation among employees, and reduce our operational carbon footprint; We prioritize green services by leasing green and low-carbon office spaces and data centers to reduce the carbon footprint of our business operations; We leverage our music content and product platforms to support and promote environmental and biodiversity conservation initiatives, raising awareness and engagement among both our users and the broader public.
---	--	---	--	---	---

ESG Materiality Assessment

Stakeholder Communication

We are committed to building an open, seamless, and efficient communication mechanism. By proactively listening to our stakeholders' feedback, we continuously enhance our ESG risk management capabilities and actively respond to their concerns.

Stakeholder	Key communication channels
User	Social media platforms, online customer service, and user platform feedback channel
Government and regulator	Information disclosure, work reports and communication, special meetings or reports, and official visits
Employee	Internal "Lehu" platform, daily employee communication, surveys on employee satisfaction, and employee complaint channels
Shareholder and investor	Quarterly earnings calls, conferences and road shows, shareholder meetings, quarterly reports, annual reports, ESG reports, and official website
Business partner	Tencent Musician Platform and events, supply chain platform and supplier conferences, and official website
Charitable organization	Cooperation on public welfare programs, and social media platforms
Media and the public	Press conferences, media interviews, official website, and social media platforms

Materiality Assessment

The Company regularly conducts ESG topic materiality assessments, enabling us to effectively identify and evaluate the importance of various ESG topics. This helps us establish clear priorities and focus areas for our annual ESG initiatives.

In 2024, we engaged a third-party professional organization to conduct the ESG topic materiality assessment. The primary steps included:

1 Topic identification

We identified and compiled a list of ESG topics applicable to TME by analyzing various factors, including national policies, regulatory requirements disclosure standards, the Company's development, and industry best practices. This formed the foundation of TME's ESG topic library.

2 Stakeholder survey

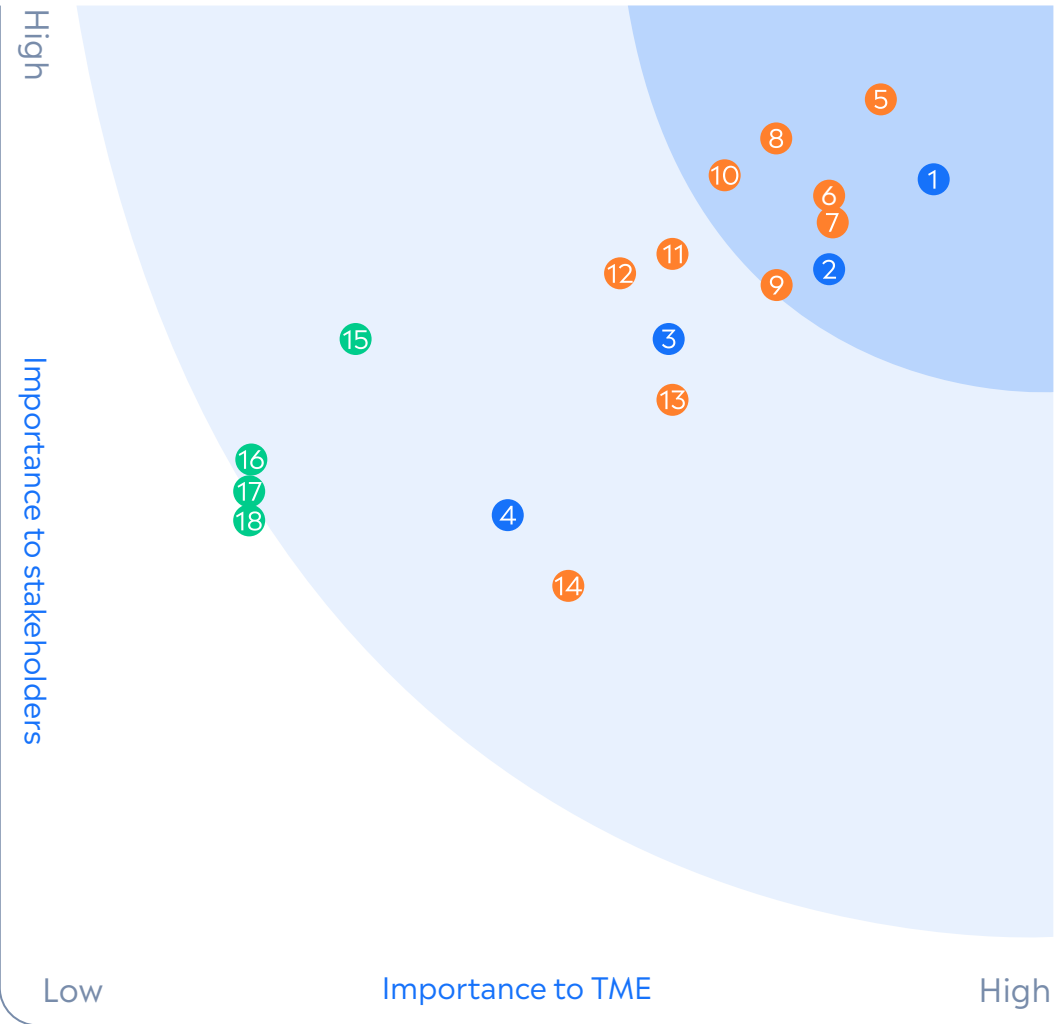
We conducted extensive offline interviews and surveys with various stakeholders to understand their ESG concerns and assess their views on the topic's materiality. Stakeholders were asked to rate the importance of ESG topics and provide suggestions on ESG risks and management through open-ended questions. The Board of Directors and Management held discussions on the survey results and summarized the corresponding impacts.

3 Topic materiality ranking

Based on the Company's own developmental needs, stakeholder expectations, and following the Principle of Materiality, we ranked each ESG topic according to two categories: "importance to TME" and "importance to stakeholders."

4 Material topics review

The Board of Directors and Management analyzed and discussed key ESG and corporate sustainability topics, and reviewed material ESG topics. Based on this review, the Materiality Matrix of ESG Topics was developed.



Governance	1 Intellectual property rights protection	3 Corporate governance
	2 Compliance and risk management	4 Supply chain management
Social	5 User privacy and cybersecurity	10 Talent attraction and retention
	6 Product innovation and content responsibility	11 Diversity and inclusion
	7 Employee health and safety	12 Talent development and training
	8 Employee rights protection	13 Multi-party win-win cooperation
	9 User service	14 Community contribution and investment
Environmental	15 Energy and resource management	17 Climate change response and GHG management
	16 Waste management	18 Biodiversity and ecological protection

Responsible Content and Platform

TME is committed to driving the sustainable development of the music industry by supporting singers and indie musicians, strengthening music copyright protection, and continuously expanding its library of high-quality content offerings. We are focused on enhancing our core user experiences, innovating and diversifying product features, and maximizing our capabilities in privacy protection and data security to deliver a more comprehensive and high-quality music entertainment experience. Additionally, we strive to make digital music technology more accessible, unlocking new possibilities in music to share its joy with an ever-growing audience.

Promoting Quality and Diverse Content Offerings	12
Continuous Promotion of Product Experience and Innovation	15
Protecting Users’ Digital Rights on TME’s Platform	19
Promotion of the Inclusion of Digital Music Technology	25

United Nations' Sustainable Development Goals



Promoting Quality and Diverse Content Offerings

TME is dedicated to empowering musicians and supporting the introduction of high-quality works into the market. At the same time, we remain committed to protecting music copyrights, firmly believing that safeguarding creators' rights and interests is essential for advancing the music and entertainment industry. Our ultimate goal is to foster the healthy and sustainable development of the music industry.

Empower the Growth of Musicians

We have established the Tencent Musician Platform, a leading open platform for musicians in China, dedicated to discovering diverse creative talent. By providing comprehensive support across four key dimensions—traffic, performances, creation camps, and multifaceted services—we empower musicians to advance their careers and make a positive impact on the music industry. We continuously introduce targeted support programs for emerging musicians, as well as female and ethnic artists, ensuring their voices are heard and appreciated by a broader audience.

Traffic Support

We provide musicians with access to traffic resources and diverse exposure opportunities through algorithm-driven recommendations, influencer-curated playlists, and customized promotional campaigns. These initiatives enable musicians to share their original music with wider audiences.

In 2024, we enhanced our promotional and song marketing services by introducing exclusive badges, physical merchandise, and engaging content campaigns designed to help musicians expand their influence.

Performance Support

We collaborate with venue operators, commercial districts, and cultural tourism organizations in major cities across China to provide musicians with more performance and tour opportunities.

In 2024, we launched two major live performance IPs, "BUFF LIVE" and "CITY LIVE," hosting over 1,000 offline live sessions. Moreover, we partnered with the Tencent Charity Foundation, the China Charity Federation, and local cultural and tourism authorities to participate in philanthropic initiatives that provided musicians with income, exposure, and growth opportunities, while spreading friendship and positive energy through the power of music.

Creation Camp Support

We organize music-creation camps in collaboration with renowned musicians and labels, providing musicians with opportunities to engage in face-to-face exchanges with industry mentors, gain creative inspiration, and collaboratively produce high-quality musical works.

In 2024, we hosted approximately 10 creation camps which resulted in the production of well-received compilation albums. These initiatives fostered ongoing collaboration and communication among musicians.

Diverse Service Support

Leveraging a range of AI technologies, we have launched intelligent tools for lyric writing, composition, and arrangement, as well as content-generation tools for short music videos, album covers, and posters. These innovations empower musicians in both the creation and promotion of their work. Additionally, we introduced noise-reduction and music-transcription features that have enhanced efficiency in the music creation process.

As of December 31, 2024,

580,000

The Tencent Musician Platform had amassed more than 580,000 music groups

192,000

More than 192,000 female musicians were on the platform, marking a 20.8% year-over-year increase

176,000

More than 176,000 emerging musicians born after the year 2000 joined the platform

Protecting Intellectual Property Rights

We place a high priority on intellectual property protection. Dedicated teams have been established to manage music copyright-related intellectual property, general intellectual property, enforcement and litigation, ensuring comprehensive protection and compliance across aspects of intellectual property management. These teams proactively address infringements and take necessary enforcement actions.

Copyright Protection

We are deeply committed to copyright protection and strive to lead the way in improving China's music and audio copyright environment. Accordingly, TME complies with relevant laws and regulations, including Civil Code of the People's Republic of China, Copyright Law of the People's Republic of China, Regulations for the Implementation of Copyright Law of the People's Republic of China, and World Intellectual Property Organization ("WIPO") Copyright Treaty. Additionally, we have developed and implemented internal policies, such as Copyright Document Review Standards, to ensure effective copyright management and protection.

We have established strong partnerships with numerous music copyright holders and other rights owners, securing neighboring rights and publishing rights, among others, from both domestic and international sources to ensure the legitimate use of related content. In 2024, we continued to uphold the principles of ex-ante prevention, in-process compliance, and post-event consultation and settlement. These efforts have enhanced the depth and

scope of our copyright compliance efforts, effectively mitigating the risk of copyright infringement to the maximum extent. Key measures include:

- Collaborate with music labels and collective administrations of copyright to ensure multi-dimensional, comprehensive, and effective authorization for content usage.
- Establish a contract performance tracking mechanism and a contract copyright review system to strengthen internal compliance management.
- Set up public complaint channels to timely review complaints and resolve copyright infringement disputes efficiently.

We exercise our rights against third-party platforms that infringe upon our content rights. To that end, we leverage multiple measures to identify unauthorized uses of copyrighted content on other platforms. Key measures include:

- Integrate digital watermarking, blockchain-based evidence preservation, and AI tracking technology to build a comprehensive copyright protection system that enhances the efficiency of infringement tracing.
- Trace and identify infringing content displayed on third-party platforms in China.
- Issue takedown requests when identifying infringement. Meanwhile, we will continuously monitor platforms that infringe upon our rights to verify whether the content has been removed.

Protection of Other Intellectual Property Rights

We place significant emphasis on the protection of other intellectual property rights, including patents, trademarks and trade secrets. TME complies with relevant laws and regulations, such as the Patent Law of the People's Republic of China and the Trademark Law of the People's Republic of China. Additionally, we have implemented internal policies and guidelines, including the Patent Management Policy, Guidelines on Trademarks, Regulations on Protection and Management of Trade Secrets and Policy for Application of Genuine Software, to safeguard both our intellectual property rights and those of other parties.

We continuously improve our intellectual property management system, expanding our global IP portfolio while strengthening the accumulation and maintenance of patents, trademarks and software assets. By actively monitoring the industry, we promptly identify potential infringement and take effective legal actions to safeguard the value of our intellectual property rights.

The prevention of intellectual property right infringement is of paramount importance. Therefore, we conduct compliance reviews of intellectual property content involved in business activities and external collaborations, identifying potential risks and preventing unauthorized use. We also closely monitor industry developments and leverage our intellectual property risk prevention mechanisms to detect potential infringement risks in a timely manner.

As of December 31, 2024, the Group:

5,159
Applied for 5,159 patents, among which 3,013 patents have been granted by the China National Intellectual Property Administration and overseas

6,278
Applied for 6,278 trademarks, among which 4,508 trademarks have been registered with the Trademark Office of the China National Intellectual Property Administration and overseas

731
Registered 731 software copyrights with the China Copyright Protection Center

Promoting Quality and Diverse Content Offerings

Continuous Promotion of Product Experience and Innovation

Protecting Users' Digital Rights on TME's Platform

Promotion of the Inclusion of Digital Music Technology

Training

We are committed to fostering awareness of intellectual property rights protection among our employees and partners. We do so by providing multidimensional training on intellectual property rights to all our employees, including but not limited to permanent employees, interns, consultants, and contractors. These training programs cover key areas such as music copyrights, patents, trademarks and open-source software, strengthening knowledge of intellectual property rights and significance of protecting them among employees and partners.

Fundamental training

Industry experts, lawyers and other professionals are regularly invited to deliver training sessions, covering topics on the analysis of relevant laws and regulations and case studies, among others.

Specialized training

Specialized training is offered to specific business lines, ensuring that employees accurately understand and observe the regulations on intellectual property rights when handling business.

In 2024, we invited the Group's internal and external experts, as well as musicians, to conduct multiple training sessions through a combination of in-person workshops and online live streams. These included copyright protection sessions titled "From Phonorecords to Streaming to AI: A Discussion on Music Copyright Cases" and the "New Momentum of Music Development: Self-made Content, IP Co-Creation and Commercialization Expansion," which explored copyright-related business strategies and licensing rules. We also collaborated with musician Wu Xiangfei to host a training session titled "Rhythm and Challenges of Music Copyright for Lyrics and Compositions," highlighting the critical role of lyrics and compositions in the music industry. Additionally, we offered a session titled "Patent Bootcamp: The Art of Transforming Technology into Patent," covering fundamental patent concepts, application standards, procedures, and techniques for drafting invention disclosures.

Industry Promotion

In 2024, we engaged in various collaborations with government agencies and industry associations, released multiple industry research reports, participated in the development of various industry standards, and received related awards.

Collaboration and research

- Collaborated with the China Audio-video and Digital Publishing Association, the Copyright Society of China and key stakeholders in the digital music industry to jointly release the Self-Regulatory Convention on Fair Competition in Digital Music Copyright Market.
- Released several reports on the digital music industry, including the Digital Music Industry Report, the Chinese Digital Music Year-End Report, and the TME Industry Research Report.

Participation in the development of industry standards

- Led the development of social organization standards, including the Technical requirements for ultra-high definition sound quality of mobile internet music, Playback capability requirements, and test methods for high-fidelity audio source devices: Headphones, and the Technical requirements and evaluation methods for spatial audio interaction between platforms and wireless headphones.
- Participated in drafting social organization standards such as the Vehicle audio — Objective test methods for sound reinforcement system performance of passenger car, Vehicle audio: Performance requirements and methods of measurement for loudspeaker, and Vehicle audio — Performance requirements and methods of measurement for audio power amplifier.



Awards in 2024

- "Tencent Musician Platform Promotes Diversified Development of Music Copyright Ecosystem" was selected as part of the National Copyright Administration of China ("NCAC") first batch of model cases for copyright power building
- Key copyrighted content, including "She Is Leaning Against Light," "Red Dream of China," and "Prayer for Mountains and Seas," along with the Wave Music Awards, received annual honors at China's First Digital Music Awards Ceremony
- The patent for "Hybrid Acoustic Model Training, Lyric Timestamp Generation Method, Device, and Medium" received the 25th China Patent Award
- Silver Award at the 2nd Guangdong-Hong Kong-Macao Greater Bay Area High-value Trademark and Brand Cultivation Competition
- The four songs produced, created, and released by the Group—"She Is Leaning Against the Light," "Glorious Lotus," "Blooming Journey (2024 Special Edition)," and "Singing on Tianshan Mountain"—were honored with the Outstanding Work Award at the 17th Spiritual Civilization Construction "Five-One Project"

Promoting Quality and Diverse Content Offerings

Continuous Promotion of Product Experience and Innovation

Protecting Users' Digital Rights on TME's Platform

Promotion of the Inclusion of Digital Music Technology

Continuous Promotion of Product Experience and Innovation

TME has always adopted a user-centric approach, prioritizing the core user experience while actively driving accessible product upgrades to ensure that users can enjoy the joy of music. On that basis, we explore the innovative applications of AI technology in the music industry, striving to create a more immersive and intelligent platform.

Product Innovation

We actively explore the integration of generative AI technology with the music ecosystem, with a focus on the protection of copyrights and musicians' interests. We continuously innovate in areas such as sound optimization, intelligent recommendations, music interactivity, and content creation, to deliver a more immersive and personalized music entertainment experience for our users.

Leveraging open-source large model frameworks, we focus on application-layer innovation while exploring the unique value of music scenarios and iterating our domain-specific music models. As large-language models continue to advance, AI will create more possibilities for the music industry. We remain committed to increasing our investment in generative AI development, collaborating with technological partners and music creators to drive the industry's growth and innovation.

AI-powered Sound Optimization

We use intelligent algorithms and deep learning models to analyze and optimize sound effects and sound quality in real time.

AI-powered sound effects



Using our proprietary MuseLM, a music-focused multimodal large-language model combined with the Galaxy Sound expert system, we intelligently analyze songs from multiple dimensions and generate the best sound effect parameters, ensuring that users experience optimal sound effect with every song played.

AI-powered sound quality



We have introduced the data-saving AI-enhanced SQ Lite Mode. By using intelligent algorithms and low bandwidth consumption, users can enjoy lossless sound even in low-data environments, further enhancing the experience.

Case

Innovation in Viper AI Sound Fidelity

Kugou Music's proprietary Viper AI sound-fidelity technology integrates advanced AI and audio processing, driving innovation in sound quality and music presentation to deliver a more detailed, diversified listening experience.

Viper 3D 2.0

This upgraded AI multitrack music separation model preserves instrumental detail while supporting stereo and various multichannel outputs such as 7.1.4 for an enhanced surround sound experience.

Viper Mastering

A proprietary neural network system restores lost detail in music recordings, giving users a studio-level listening experience.

Viper Ultra

AI neural network optimization enhances sound quality, dynamic detail and layering for a clearer, purer musical experience.



> Viper AI Sound Fidelity

Promoting Quality and Diverse Content Offerings

Continuous Promotion of Product Experience and Innovation

Protecting Users' Digital Rights on TME's Platform

Promotion of the Inclusion of Digital Music Technology

AI-powered Smart Recommendations

The use of AI technology lets us analyze user preferences and behavior data to provide a more precise, personalized music-discovery experience.

AI music recommendations

Using deep-learning-based audio large models, we analyze audio features to deliver precise recommendations of high-quality music.

AI playlist assistant

AI playlist assistant helps users quickly generate curated playlists based on themes, enhancing their personalized experience. It can generate curated playlists that focus on specific themes, further improving personalization.

AI chat assistant

Powered by our proprietary MuseV, a virtual human video model, it supports text and voice-based interactions, helping users discover their favorite songs through fuzzy search. It also provides services such as musical queries, function navigation, and intelligent companionship.

Case

Integrating the DeepSeek Model for an Enhanced Interactive Music Experience

To enhance the intelligence of music-related queries and deliver a more personalized and enriched musical experience, QQ Music has deeply integrated its proprietary AI assistant with the DeepSeek-R1 model. This integration has significantly improved response accuracy in areas such as song recommendations and musical knowledge inquiries. Users can now quickly access fascinating music trivia, receive stylistic song reviews, and embark on a personalized music discovery journey through the comment sections and recommendation pages.

Additionally, as enthusiasm for user-generated content continues to grow, more individuals are eager to participate in music creation. By leveraging DeepSeek-R1's AI-powered lyric-generation capabilities alongside QQ Music's AI songwriting tools, users can craft original songs that resonate with their emotions and personal experiences, further enriching their growth as creative individuals.



QQ Music has become the first such platform in China to integrate the DeepSeek model

AI-powered Music Playability

AI technology provides users with more interactive, personalized experiences, enhancing the fun and entertainment of music.

AI sing-along

Using AI algorithms, users can separate the artist's vocals from the instrumental with a single click, allowing them to switch freely between "a cappella" mode and an exclusive instrumental mode.

QQ Music's Sing-Along Mode



Kugou Music's Virtual DJ Feature



AI interaction

QQ Music's "AI Harmony Duo" mode lets users listen to music together with 3-D avatars, send interactive emojis, and customize their avatars, enhancing social interaction and engagement. Kugou Music's AI-powered virtual DJ feature lets users select different virtual DJ characters while listening to music, offering a personalized song narration and an intelligent radio experience.

Promoting Quality and Diverse Content Offerings

Continuous Promotion of Product Experience and Innovation

Protecting Users' Digital Rights on TME's Platform

Promotion of the Inclusion of Digital Music Technology

AI-powered Content Creation

Innovative algorithms and large-language models give us the ability to provide users and music creators with a more efficient, personalized music-creation experience.

AI-inspired creativity

The AI vocal model introduces diverse musical forms and features, including operatic singing, lyric modifications, duets, rap, DJ remixes, and more. This feature lets users and music creators explore new AI-generated tracks and content, inspiring their creativity.

AI-simplified creation procedure

By leveraging large-language model technology, we simplify content creation and enhance its efficiency and quality. Through technological empowerment, users and music creators can quickly write lyrics and create musical pieces.

AI audio enhancement

WeSing introduced the "AI SuperTune Pro" feature. Using an advanced AI model, it conducts a deep analysis of users' vocal characteristics, intelligently addressing pitch and timing issues during recordings. Simultaneously, it preserves the emotional nuances and tonal texture of the voice, ensuring that performances remain authentic to users' original sound.



AI SuperTune Pro

Case

Tencent Music Venus Empowers Musicians' Creative Journey

We are dedicated to providing musicians and music enthusiasts with high-quality creative tools and interactive experiences, continuously exploring unlimited possibilities within the music industry. Tencent Music Venus has launched a range of AI-powered music tools, including AI Tone Magician, AI Songwriter, and Music Separation cloud application, designed to support musicians in their creative processes.

Venus: AI Tone Magician

Users can record a voice clip between 30-seconds to 4-minutes to generate a personalized AI-generated vocal tone. After selecting a preferred song, they can produce an AI-generated version of the track with a single click.

Venus: AI Songwriter

By simply entering a brief description of a creative idea or custom lyrics, users can create original AI-generated songs that include both lyrics and vocals, which can then be easily published on QQ Music with just one click.

Venus Cloud Service: Music Separation

This service supports high-quality stem separation for uploaded songs, isolating vocal tracks from accompaniment or instrumental layers including drums, bass, guitar, piano, and other mainstream instruments, with the capability to separate up to 8 distinct audio tracks.



Venus: AI Songwriter

Promoting Quality and Diverse Content Offerings

Continuous Promotion of Product Experience and Innovation

Protecting Users' Digital Rights on TME's Platform

Promotion of the Inclusion of Digital Music Technology

Responsible AI

We recognize the immense potential of AI technology in driving product innovation and enhancing customer experience, while also acknowledging the security challenges that require ongoing attention and response. We are committed to developing and deploying AI technology in a manner that is legal, ethical and secure.

To ensure that relevant Artificial Intelligence Generated Content ("AIGC") products and technologies comply with legal and regulatory requirements, ethical standards, and the principles of user privacy protection, we have enacted and implemented the TME AIGC Product Compliance Manual, which outlines the overall compliance requirements for AIGC products.

AIGC security is a critical priority, and to this end, we have established a cyclical content security-assessment mechanism. Leveraging our proprietary system, we meticulously evaluate AI model-generated content across 68 segmented dimensions, including malware and discriminatory content. We have also developed AI security grading standards to identify risks and implement necessary optimizations. In practical applications, we conduct real-time detection of user-generated content, taking measures such as removal, suspension, and deletion to ensure the safety and compliance of platform content. For AIGC image content, we utilize a visual large-language model to enable efficient detection of harmful content.

Requirements from the TME AIGC Product Compliance Manual

- AIGC data compliance:** Established compliance requirements for risk prevention and control in key fields such as data sources, data annotation, data models, data quality, data security, data exit, personal information, and user interfaces, safeguarding user privacy and data security.
- AIGC algorithm compliance:** Defined compliance requirements for content identification, algorithm optimization, anti-discrimination mechanisms, and science and technology ethics reviews, ensuring the compliant use of AIGC algorithms throughout every stage of implementation.
- Filing and assessment of AIGC products:** Developed compliance requirements for algorithm filing, large model filing, and safety assessments, ensuring that AIGC products meet filing and assessment compliance standards.
- AIGC intellectual property compliance:** Provided risk alerts and recommendations for cutting-edge AIGC-related issues, such as the appropriate use of AIGC training data, the ownership and copyrightability of AIGC, and AIGC patent and trademark protection.
- AIGC anti-unfair competition and anti-monopoly compliance:** Offered explicit risk alerts against unfair competition and monopolistic conduct involving data, algorithms, and other technological means, while providing competition compliance recommendations to guide the proper acquisition and use of data.

Product Accessibility

We are committed to enhancing the accessibility and usability of our products for users. Features such as "large font mode" and "easy mode" have been introduced to cater to the needs of elderly and hearing-impaired users. Additionally, we advocate for music accessibility, striving to provide a richer musical experience for users with hearing loss.

In 2024, we continued our Barrier-free Music Life program, which offers enhanced entertainment options for the hearing-impaired community.

Case

Product Function Accessibility Optimization: Tactile Feedback Feature Innovation

We have continuously optimized the accessibility features of our products to enhance the immersive power and reach of music. For example, in 2024, QQ Music became the first platform to integrate the tactile-feedback technology of Apple iOS 18. Leveraging the iPhone's Taptic Engine, audio signals are converted into vibrations, allowing users to feel the rhythm as they listen. Moreover, the technology delivers a groundbreaking musical experience for hearing-impaired users.

Additionally, QQ Music combined its proprietary MIR technology to launch an auto-optimized tactile-feedback function that accurately reproduces the tactile presentation of intricate music details. For instance, when playing complex instrument sounds like those of a guitar, the vibratory feedback synchronizes with the beat, creating a more dynamic and engaging experience. This feature, which gives hearing-impaired users more possibilities to perceive and appreciate music, represents a significant step forward in our ongoing efforts to advance music accessibility.



QQ Music's Tactile Feedback Feature

Promoting Quality and Diverse Content Offerings

Continuous Promotion of Product Experience and Innovation

Protecting Users' Digital Rights on TME's Platform

Promotion of the Inclusion of Digital Music Technology

Protecting Users' Digital Rights on TME's Platform

TME remains committed to providing users with a safe, high-quality, and user-friendly experience on our platform. We have established and implemented a comprehensive lifecycle management system to safeguard user privacy, ensure platform data and network security, and govern content effectively. By continuously optimizing our products and services, we strive to deliver responsible and high-quality music and audio experiences.

Privacy Protection

Management Principles and Framework

User information security and privacy protection are fundamental to our operations. Guided by the principle that "user value is our guiding principle," we strictly comply with relevant laws and regulations, striving to enhance transparency in information processing and the convenience of information management for our users.

The Board of Directors holds ultimate responsibility for the Company's privacy protection matters and makes decisions on related issues. We have established the Personal Information Protection and Data Compliance Working Group (hereinafter referred to as the "Working Group"), which includes a management committee, an execution group, a policy compliance group, a public technology group, and an audit group. The management committee serves as the highest decision-making body, and comprises the Executive Chairman, CEO, and other senior executives, overseeing and directing the Group's personal information protection efforts.

The Company's privacy protection principles:

- **Security and reliability:** We employ reasonable and effective information security technologies and management processes to prevent and protect user information from leakage, destruction, or loss.
- **Self-determination:** We provide users with convenient information management options so that they can choose how to manage their personal information.
- **Reasonable necessity:** We only collect information that is necessary to provide better services to users.
- **Openness and transparency:** We communicate our privacy policy to users in a concise and clear way, ensuring they have a detailed understanding of how their information is managed.
- **Integrating privacy protection into product design:** We integrate privacy protection into every stage of product development and operations, taking into account factors such as laws, products, and design.

Policies and Regulations

We comply with relevant laws and regulations, including the Cybersecurity Law of the People's Republic of China, the Personal Information Protection Law of the People's Republic of China, and the Data Security Law of the People's Republic of China, demonstrating our strong commitment to user privacy protection and data security. To ensure regulatory compliance, we have developed multiple policies such as the TME Code of Conduct for the Security Management of Users' Personal Information and the TME Code of Conduct for Data Security Management. We also conduct regular reviews of our publicly available [Privacy Policy](#), which regulates key aspects of personal information processing, including collection, storage, usage, transfer, sharing, and disposal across our products and services. These policies govern TME Group and its all relevant business lines/subsidiaries (including wholly owned and controlled entities), as well as its products and services.

Promoting Quality and Diverse Content Offerings

Continuous Promotion of Product Experience and Innovation

Protecting Users' Digital Rights on TME's Platform

Promotion of the Inclusion of Digital Music Technology

User Rights

As the owners of data, users have rights of information, access, rectification, deletion, and processing restrictions of individuals' data. We have established a life-cycle management system covering data collection, use, storage, transmission, sharing and destruction. Moreover, we employ encryption and de-identification technologies to protect personal and sensitive information. During the Reporting Period, the Company experienced no major privacy breaches.

🔗 Data collection

We strictly adhere to the principle of data minimization in processing customer and other personal data. In accordance with our [Privacy Policy](#), we collect only the necessary user data required for specific products or services. We primarily collect users' personal data through their authorization, rather than from third parties, except when required by law.

🔗 Data processing

We adhere to the principles of need-to-know and data minimization, imposing stringent restrictions on third parties involved in data processing. We do not rent, sell, or provide users' personal data to any third party for purposes other than offering users services or transaction scenarios that meet legal requirements.

🔗 User rights to access, rectify, and delete personal data

Each product or service is supported by independent privacy guidelines, which detail how users can manage their personal information and safeguard their privacy. Meanwhile, users have the right to manage their personal data. If users discover inaccuracies in the personal data collected or stored, they have the right to request corrections. If users find that their personal information has been collected or used in violation of legal regulations or agreements, they may request its deletion or anonymization. In cases of product or service discontinuation, we notify users through push notifications, announcements, or other appropriate channels and commit to deleting or anonymizing personal data after a reasonable amount of time.

🔗 Information request from a third party

When a request is received from a third party such as a regulator or law enforcement agency, we conduct a thorough assessment under the applicable laws and regulations of the jurisdiction where the product or service is operated, to ensure our response complies with the law.

Product Privacy Compliance Testing

Privacy and data protection requirements are integrated into the product lifecycle—design, development, testing, launch, and other processes—to ensure robust safeguards are in place prior to launch. We have established the Regulations on the Implementation of the App Data Privacy Compliance Testing and Review Requirements, which clearly define the compliance review standards for app data privacy. Our products must undergo rigorous front-end data-compliance testing before launch. During the product design phase, we require the integration of personal information protection and data security safeguards, with the legal team providing security and compliance recommendations on product design plans. Additionally, we have integrated privacy protection safeguards into the design and development processes of our products and services, and enhanced our privacy compliance testing capabilities through technological advancements. Beyond Tencent's "Lingxi System" for compliance testing, we have also developed the "Linglong System," a dedicated platform for TME's data-compliance testing. This system combines static, automated, and manual dynamic testing to comprehensively assess app data compliance requirements.

Case

TME’s Protection of Minor's Privacy

In alignment with national regulatory policies and internal compliance requirements, we have further strengthened the management of minors' privacy data within our core products, including QQ Music, WeSing, and Lazy Audio. Through comprehensive compliance monitoring, we prioritize the protection of minors' information security, covering key areas such as the secure display of sensitive information on web pages, database security, and app permission management. These measures ensure a safe and reliable environment for underage users.

Training

As part of our comprehensive effort to protect data and ensure privacy, we prioritize raising employee awareness and understanding of personal information protection. We have developed a comprehensive privacy protection training program that covers all employees, including permanent employees, interns, consultants, and contractors. This program provides routine training and online courses, providing a comprehensive introduction to the Company's policies, procedures, and standards governing personal information and privacy protection. For employees in roles that involve handling personal information, we have designed specialized training courses. Additionally, new employees and management are required to complete examinations and sign commitment letters, reinforcing their awareness of personal information and privacy protection.

We offer a variety of channels for users to ask questions about our privacy policy and practices, and more feedback channels are available on the websites of TME and our product lines.

- E-mail: dataprivacy@tencent.com (QQ Music pipeline products); legal@kugou.net (Kugou Music)
- Online consultation website: <https://kf.qq.com/> (QQ Music pipeline products); <http://www.kuwo.cn/> (Kuwo Music)
- More details about the privacy policy can be found at: <https://www.tencentmusic.com/en-us/privacypolicy.html>

[Promoting Quality and Diverse Content Offerings](#)[Continuous Promotion of Product Experience and Innovation](#)[Protecting Users' Digital Rights on TME's Platform](#)[Promotion of the Inclusion of Digital Music Technology](#)

Data and Network Security

Management Structure

The Security Management Committee is responsible for decision-making on data security management across the Group. Comprising the Executive Chairman, CEO and other Management personnel, the Committee oversees the planning and implementation of data security management and personal information protection initiatives. Within the Security Management Committee, we have established a Data Security Execution Team to ensure that data-related activities conducted by the Company comply with national laws, regulations, and policies.

Data Security

TME strictly adheres to applicable laws and regulations in its operating regions and has established a robust data security framework, which we continuously improve. In 2024, we revised the TME Code of Conduct for Data Security Management, further clarifying management requirements for data collection, usage, and other key aspects of data handling.

We have implemented a data classification and grading management mechanism to categorize data based on business characteristics and compliance requirements. With respect to the various categories and levels of data, we have established appropriate security management and control measures. Additionally, we have developed comprehensive regulations and requirements governing the data lifecycle from collection and storage, to usage or processing, transmission, sharing and destruction, thereby ensuring robust protection at every stage.

We have employed several proactive measures to ensure the data security of the Company's systems. In routine application system management, we enforce strict identity authentication using technologies such as Single Sign-On ("SSO"), permission-management middleware, fortress, and endpoint security management system. For sensitive system management, we enhance data security by implementing role segregation and a segmented password management strategy. Additionally, we have deployed a Key Management System ("KMS") to encrypt sensitive data and are progressively enabling encrypted transmission for internal application access and service-to-service communication, further mitigating the risk of data breaches.

We have established a data emergency reactive response mechanism, which includes conducting vulnerability assessments, identifying risk factors, analyzing cross-border data transfer threats and performing emergency drills during routine prevention phases to regularly validate the effectiveness of our security framework. We also guide business lines in developing contingency plans and conducting regular offensive and defensive security drills to ensure proactive defense. In the event of an incident, we follow a structured "remediation-reporting-assessment" process, fulfilling legal notification and regulatory reporting obligations. After resolving an incident, we conduct a comprehensive review to identify areas for improvement and prevent similar occurrences in the future.



➤ TME's Data Centers

Promoting Quality and Diverse Content Offerings

Continuous Promotion of Product Experience and Innovation

Protecting Users' Digital Rights on TME's Platform

Promotion of the Inclusion of Digital Music Technology

Network Security

We place great emphasis on enterprise IT security and have established policies such as the TME Enterprise IT Security Review Process, the Review Rules for TME Enterprise IT Application System Security Architecture, and the Standards for Launch Security of TME Enterprise IT Application System. These policies ensure strict security controls on the design, development, testing, and launch phases of TME's enterprise IT systems. Through this comprehensive approach, we mitigate security incidents and maintain the integrity of our systems.

We have established a proactive defense mechanism combined with a reactive remediation mechanism to counter persistent external threats. By leveraging multi-layered security measures, including a cloud-based Web Application Firewall ("WAF"), firewalls, and a Host Intrusion Detection System ("HIDS"), we can promptly detect and intercept cyberattacks.

Certification and Audit

We conduct internal audits and external independent audits once every year, ensuring the compliance and effectiveness of our network and data security system. These audits cover various aspects of network and data security, including but not limited to perimeter security defense for core business assets, continuous monitoring of hardware and software services, incident response, and access control for core data. The scope of these audits extends across Tencent Music Entertainment Group and its subsidiaries.

In 2024, we proactively responded to external regulatory requirements by conducting internal audits on key areas such as application system access control, database permissions, and data storage and usage security for our core products, including WeSing, QQ Music and Lazy Audio. This further strengthened our data security management system, ensuring legal and regulatory compliance.

Training

We regularly provide information security training to all employees (including but not limited to permanent employees, interns, consultants, and contractors) to communicate the Company's security protocols. All employees are required to complete information security training upon onboarding and must sign a security commitment letter acknowledging their responsibilities and compliance requirements. Additionally, Management personnel must periodically attend mandatory security courses to remain updated on the latest security standards and best practices.

In 2024, we introduced in-person mandatory information security training for Management personnel, to ensure comprehensive coverage. We also conducted office information security training sessions, reaching a total of 912 employee attendees. Through initiatives such as "Kugou Security Month," "TME Technology Lecture," and "TechME Week," we continue to strengthen employees' awareness and understanding about information security.

As of December 31, 2024, our major products received the National Cybersecurity Classified Protection Level 3 certification in China:

 QQMusic

 WESING

 KUGOU

 KUWO

 LAZY AUDIO

Promoting Quality and Diverse Content Offerings

Continuous Promotion of Product Experience and Innovation

Protecting Users' Digital Rights on TME's Platform

Promotion of the Inclusion of Digital Music Technology

Content Governance

In 2020, we established a three-tiered management structure comprising the Security Management Committee, the Security Management Executive Committee and the Execution Working Group. This structure is designed to uphold regulatory compliance, develop an emergency-response mechanism, and enhance our resilience to risks. The Security Management Committee, chaired by the Executive Chairman and CEO, serves as the Company's prime decision-making body, responsible for formulating and regularly reviewing security strategies. Under the Security Management Committee, the Security Management Executive Committee and corresponding working groups are tasked with developing content security strategies and corresponding rules, expanding the capabilities of our safety technology platform, conducting policy and regulation research, managing data-security and personal information protection, and disseminating corporate and user safety awareness. The Security Management Committee holds regular meetings to review major security matters across the Group and ensure the safe development of our products.

Platform Content Management

We are committed to building a trusted platform through technological innovation, enhancing our systems and services to deliver healthier and more secure digital musical experiences for users. We exercise stringent control over content sources to ensure the trustworthiness and reliability of what is presented on our platform. Therefore, we strive to prevent and mitigate the spread of harmful content that promotes or implies violence, terrorism, extremism, hate speech, disinformation, discrimination, cyber harassment, self-harm and/or pornographic content.

In 2024, we launched a series of governance initiatives targeting fraud, gambling, pornography and cyber violence, to ensure the creation and maintenance of a safe and healthy online environment. To combat online fraud, we quickly identified and blocked high-risk users, effectively disrupting fraud networks. Additionally, we enhanced the screening and real-time interception of inappropriate content targeting minors and strengthened governance over cyber violence to eliminate the risk of harm to young users.

Advertising Content Responsibility

We strictly comply with the laws and regulations governing commercial advertisements. In accordance with the regulatory requirements issued by the Ministry of Industry and Information Technology of the People's Republic of China, we have established a complete file- and risk-management mechanism composed of clearly defined management standards, and we regularly conduct compliance inspections for advertisements on our app. We have also optimized communication channels to develop efficient complaint handling processes for stakeholders. These measures enable us to cooperate with each party to jointly develop a comprehensive, full-process risk-management system.

Multi-product, multi-scenario, and end-to-end content security management measures

Production and distribution

Established a strong safety review strategy to ensure that product features pass a comprehensive safety assessment before being launched;



Product operation

Enacted self-inspection and self-correction tools to promptly address undesirable information, and established corresponding management mechanisms for different types of sharing;



Emergency handling

Established various types of emergency disposal plans and an early warning platform, with 24/7 personnel monitoring to ensure the safety link's closed-loop process is managed expeditiously and effectively;



Security publicity

Set up professional security publicity channels and regularly conduct multifaceted security publicity on live streaming and short videos to guide users' correct use of product features.



Advertisement content process control

Before advertising

↓

During advertising

↓

After advertising

We implement pre-screening measures such as qualification reviews, blacklisting, high-risk industry approvals, offline preliminary reviews, link audits and prohibited word filtering to ensure that advertisements comply with the regulations.

We combine an intelligent review system with a manual review process to enhance the quality and efficiency of advertisement review. Our approach helps eliminate noncompliant content, deepens the understanding of our reviewers, and enhances the efficiency of advertisement approval and user experience.

We continuously optimize ad compliance and the user experience through prompt complaint handling, automated inspection systems, public-opinion monitoring and risk assessment. Closed-loop management bolsters the reliability and security of advertisement review and governance.

Promoting Quality and Diverse Content Offerings

Continuous Promotion of Product Experience and Innovation

Protecting Users' Digital Rights on TME's Platform

Promotion of the Inclusion of Digital Music Technology

Protection of Minors

We place significant emphasis on the protection of minors, taking into account their usage habits and the characteristics of our products. We have introduced a "minor mode" across various products and established a specialized content pool for minor users. Under this mode, real-name verification and payment-blocking measures are set for different usage scenarios. For example, in QQ Music's "minor mode," minors are forbidden to:

- Watch live streaming
- Pay or top up on live streaming platforms
- Buy digital albums
- Buy QQ Music coins or participate in related transactions
- Use the audio program feature from 22:00 to 06:00 the following day

Case

Inaugural Release of the Social Responsibility Report on Online Protection of Minors

In 2024, we released our inaugural TME 2024 Social Responsibility Report on Online Protection of Minors, aligning with the Regulation on the Protection of Minors in Cyberspace. Through strengthened policy management, optimized content recommendations, and enhanced technical safeguards, we strive to create a safer, healthier, and more beneficial online environment for minors.

Service Support

We place significant emphasis on user feedback and have established a routine monitoring mechanism and closed-loop improvement procedures to promptly collect, analyze and implement optimizations based on user suggestions. Additionally, we link customer-complaint resolution to the performance appraisals of department heads, enhancing their accountability and service awareness.

Daily monitoring

We collect user feedback through multiple channels, including customer service on our platform, a 24-hour hotline, and public channels such as app store reviews. This feedback allows us to comprehensively understand user needs and pain points. By monitoring trends and analyzing the distribution of feedback data, we can identify emergent issues and persistent concerns, allowing us to assign them to the relevant departments for proper resolution.

Feedback processing

By integrating human customer service with intelligent technology, our user hotline, online customer service, and intelligent customer-service systems can quickly and effectively respond to user concerns, ensuring continuous improvements in user experience.

100%

In 2024, 100% of complaints received through public channels on QQ Music and Kugou Music among TME's platforms were resolved

Proactive research

Research covering all users is designed to evaluate app performance, usage frequency, and interface preferences. Through the segmentation of user groups, we adopt a tiered optimization strategy to address user needs.

Improvement and implementation

We internally report user experience issues bi-weekly and conduct user interviews to ensure a closed feedback loop.

Promoting Quality and Diverse Content Offerings

Continuous Promotion of Product Experience and Innovation

Protecting Users' Digital Rights on TME's Platform

Promotion of the Inclusion of Digital Music Technology

Promotion of the Inclusion of Digital Music Technology

TME collaborates with ecosystem partners to advance the application of digital music technology. We consistently use low-frequency music technology to improve the musical experience for individuals with hearing loss. We also pioneered the "Music Therapy" feature and released therapeutic albums, enabling users to enjoy a richer musical experience. Our mission is to ensure that more people benefit from digital technology, enabling them to enjoy the value and enriching experiences made possible by technological advancements.

Continuously Upgrading Low-Frequency Music Technology

Since 2021, we have been committed to supporting hearing-impaired individuals by introducing low-frequency music technology to help those with mid-to-high-frequency hearing impairment experience the beauty of music. In 2023, building on continuous technological advancements, we collaborated with partners to enhance low-frequency music technology through AI hearing analysis. This led to the launch of the first collection of hearing-adaptive low-frequency music, further improving the listening experience for individuals with hearing loss. In 2024, we developed a low-frequency music teaching tool that leverages AI technology to create customized music tailored to different hearing-loss profiles, enabling more users to experience the wonder of music.



Developing Therapeutic Music

In 2024, QQ Music launched the "Music Therapy" feature, designed to help users achieve inner peace through therapeutic audio. Unlike traditional white noise, this mode combines soundscape science with advanced spatial audio technology, leveraging AI to generate infinitely evolving therapeutic sounds. This innovation delivers an immersive, full-surround experience, enhancing its calming and restorative effects.

In collaboration with relevant partners, we initiated the "Sounds of Guilin" music-therapy program as part of the Guilin Art Festival. The program involved field recordings of local plant sounds and natural white noise from Guilin, which were then processed using AI technology to produce a unique therapeutic music album, helping audiences experience the power and tranquility of nature through sound.



Nurturing Music Technology Talent

TME Institute of Music constantly promotes the integration of academia and industry by providing an innovative platform that combines theory and practice for young people, supporting the development of music technology talent. In collaboration with Tencent SSV and Tencent Music Entertainment LYRA LAB, we launched the Youth Music Tech X program ("MTX"). Led by a team of academic and industry coaches, the program focuses on cutting-edge music technology, fostering professional skills and innovative thinking among young participants.

During the second MTX in 2024, students conducted research on AI and music, collaboratively creating a charity song to express care for individuals with Alzheimer's disease. Additionally, the program developed and launched a low-frequency music-teaching tool that allowed students to participate in low-frequency music production firsthand and embody the concept of "Tech for Good."



Employee Growth

TME embraces a talent philosophy centered on passion, exploration and collaboration, aiming to build an employer brand that encompasses the entire talent lifecycle—from attraction and development to motivation, well-being, and retention. We offer a market-competitive compensation incentive mechanism, diverse career pathways and a comprehensive training system, cultivating a healthy, dynamic, diversified and inclusive workplace. This environment empowers employees to achieve their full potential, grow with the Company, and share in the Company's success.

Talent Attraction and Retention	27
Supporting Employee Development	31
Promoting Employee Health and Vitality	35

United Nations' Sustainable Development Goals

3GOOD HEALTH AND WELL-BEING

5GENDER EQUALITY

8DECENT WORK AND ECONOMIC GROWTH

10REDUCED INEQUALITIES



Talent Attraction and Retention

TME prioritizes talent development by providing employees with comprehensive career support, including a structured selection process, competitive compensation, a robust benefits system, and diverse engagement opportunities. We strictly comply with the Labor Law of the People's Republic of China, the Labor Contract Law of the People's Republic of China, the Provisions on Prohibition of Child Labor, and other relevant laws and regulations. Labor contracts signed with employees are legally compliant and clearly outline their basic rights and interests, including remuneration, working hours, leave, and holidays. We maintain a zero-tolerance for child labor and forced labor. Additionally, we have established a comprehensive policy system covering recruitment, compensation and performance management, organizational development, and employee training to ensure fair, just, and transparent human resources management. Our goal is to foster a healthy and sustainable professional development environment for employees.

In 2024, we further enhanced our employer branding by emphasizing passion and exploration in the music industry as core career values. Simultaneously, we cultivated a diverse, open, relaxed, and engaging workplace culture. These efforts have been widely recognized, earning us multiple employer brand awards.



Awards

◉ 2024 Most Desirable Employer for College Students (Nowcoder)

◉ MAX 2024 Employer Worth Working (Maimai)

◉ Extraordinary Employers of 2024 in Guangdong (Liepin)

Talent Recruitment

TME regularly conducts talent recruitment forecasting and planning to precisely identify talent. We also leverage talent assessments and profile analysis to effectively target the required talent. Our scientific talent selection model ensures a streamlined and well-supported recruitment process.

We have established diverse recruitment channels, including university partnerships, internship programs, campus recruitment, social recruitment, and internal referrals, to ensure an optimal alignment between candidates and roles. We have also introduced the "Huoshui Program" to facilitate internal job rotation, enabling employees to explore diverse career paths, expand their skill sets, and gain broader industry insights. This program not only empowers individual growth but also infuses the organization with fresh perspectives and vitality, driving collective progress.

Throughout the recruitment process, we strictly uphold the principle of equality and prohibit any form of bias. To ensure a fair and inclusive experience for all candidates, we provide interviewers with comprehensive training and strict assessments. Our anti-discrimination training equips them with the skills to identify and avoid unconscious biases and discriminatory behaviors, promoting professionalism and inclusivity at every stage of recruitment.

Deepened Campus Recruitment

We continuously enhance our campus recruitment initiatives by actively participating in government and university-led recruitment events. In 2024, we launched a collaborative talent education program with universities, offering career planning and job guidance courses to help graduates transition smoothly into the workforce.

Guided by our philosophy of empowering the music industry through technology, we actively attract top-tier technical talent. Through our "Technical Expert Recruitment Program," an independent campus recruitment initiative, we identify elite technical experts in the global music field, nurturing future leaders for both the Company and the digital music industry. In 2024, we enhanced this program by offering selected talent with access to world-class mentorship, extensive computing resources, and opportunities to collaborate with leading scientists on cutting-edge technological applications. These efforts not only expanded their technical vision but also accelerated their professional growth.

Case

Employer Branding Driven by Innovation

In 2024, we made waves with a short video series themed around "going wild" and a creatively remade music video with the theme "good luck," both of which resonated deeply with younger audiences. Additionally, in collaboration with Tencent Musician Platform and other partners, we produced a heartfelt television commercial featuring our employees. Through authentic and emotional storytelling, we deepened audience engagement and strengthened connections. These innovative efforts earned us multiple employer brand marketing awards throughout 2024.



▶ Creatively Remade MV Themed "Good Luck"



▶ Short Video Series Themed "Going Wild"

Compensation and Incentives

Compensation Structure

We provide our employees with a comprehensive and market-competitive compensation package, including fixed pay, short-term incentives, and long-term incentives, with a variable performance-based component to ensure fair recognition and reward for their contributions. We actively participate in annual third-party market salary surveys and conduct targeted surveys for specific business needs to stay informed of market trends and data. Based on business requirements, talent competition, and survey results, we regularly review and update our compensation strategy, structure, and target ranges, making dynamic adjustments to employee compensation. This ensures equal pay for equal work, regardless of gender, while keeping our compensation packages competitive in the market.

Share Incentive Plans

We offer employees equity incentive programs, including stock options and restricted stock units. In compliance with applicable laws and regulations, all employees, managers, directors, and consultants to TME are eligible to participate in the Company's share incentive plans. Share incentives are granted to core talent based on individual performance and development potential.

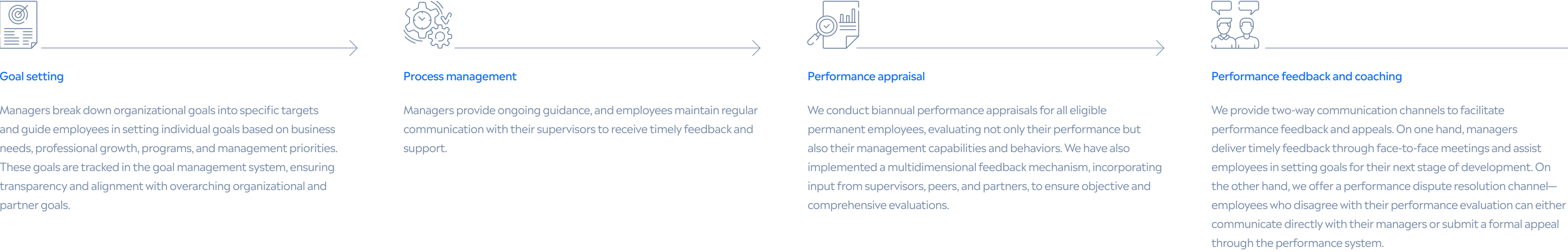
Performance Management

Our performance management system serves as a bridge between strategy and execution, ensuring that strategic goals are effectively communicated and aligned across business lines, departments, and employees. This system ensures fair and equitable evaluations of individual and team contributions, facilitating shared success between employees and the Company.

100%

In 2024, our performance appraisal covered all permanent employees who met the required length of service

TME performance management



Comprehensive Benefits

Beyond statutory requirements, we have further expanded our employee benefits system, providing a wide range of non-statutory benefits to all employees. These benefits cover key areas such as financial support, healthcare, and daily life assistance, ensuring that employees and their families enjoy comprehensive peace of mind and effectively relieving their worries about potential problems.

To attract and retain top talent, we have implemented a series of housing support measures to help employees establish themselves and integrate into the city. For example, our Yiju Plan provides rental subsidies to eligible campus recruits, easing their financial burden as they settle into the city. For long-serving employees who have grown with the Company, our Anju Plan offers interest-free loans of up to RMB900,000 for down payments on their first homes, enabling them to establish stable living conditions sooner.

TME employee benefits system

Financial support



Basic old-age insurance, basic medical insurance, work injury insurance, unemployment insurance, and maternity insurance, as well as housing provident fund



Anju Plan



Yiju Plan

Healthcare



Commercial insurance



Annual health check-ups for employees



Sports and fitness facilities and classes



Medical resource support for employees and their families



Psychological counseling hotline



One-on-one mental health consultations platform, "Stress Relief Cabin Online Platform"



Health consultation services

Family life



TME memberships and customized merchandise



Flexible benefits platform



Volunteer leave, Chinese New Year holiday, and other special holidays



Mother-baby rooms, and priority lanes for pregnant employees



Marriage leave, fully paid prenatal examination leave, maternity leave, breastfeeding leave, and other parental leaves



Team-building activities, and cultural and sports association activities



Birthday gifts

Career care



Welcome gifts



Contract renewal gifts



Anniversary gifts

Employee Communication and Engagement

We are committed to fostering an equitable, trusted, active, and open workplace. To achieve this, we have implemented multichannel communication strategies that prioritize open and timely information sharing, along with accessible and effective feedback channels. These efforts are designed to enhance employee engagement and recognition.

In our day-to-day operations, we encourage employees to share their ideas and creativity and make meaningful contributions in their unique ways. We organize regular employee interviews, internal discussions, and other initiatives to understand their personalities, interests, and needs, and ensure every voice is heard. We have also created diverse platforms that offer employees opportunities to showcase their abilities, unlock their potential, and contribute to team innovation and development.

Management Meeting

We organize group-wide employee activities that foster communications during special events, such as the TME Anniversary, TMEDAY and Employees' Annual Dinner. These events provide a platform to convey the Company's strategies and goals, celebrate achievements, and outline future plans. Core members of the Management team engage with employees and address their concerns. Additionally, the Management and managers at different levels use multiple measures such as managers' livestreams, meetings and tea talks to facilitate mutual understanding and exchange between employees and the Management.



- ▶ 2024 TMEDAY: TME employees participated in the Employee's Annual Meeting to gain deeper insights into the Company's business strategy and operations. This was followed by the Annual Dinner, which featured engaging performances by artists.

Multi-channel Day-to-day Communication

We have developed the "Lehu" Platform, an online communication hub for employees, encouraging questions and providing a space for employees to publish articles and interact with one another. The Human Resources Business Partners ("HRBPs") in each department serve as a vital bridge between the Management and employees, facilitating dialog by engaging with individuals through dedicated sessions and other formats.



- ▶ TME Life Music Festival: In 2024, TME Music Festival evolved into TME Life Music Festival, further enriching employees' cultural experiences. This innovative event is structured around three key themes: Music & Knowledge, Music & Philanthropy, and Music & Party. For the first time, employees' family members and friends were invited to the festival, strengthening personal connections while showcasing the Company's values and brand image.

Employee Feedback

We have established a robust employee complaint mechanism supported by policies such as the TME Sunshine Code of Conduct for Employees and stringent confidentiality protocols. Employees can submit grievances concerning performance disputes, workplace discrimination, harassment, or other issues via internal systems, email, or postal services. Dedicated personnel are assigned to manage these grievances and ensure the confidentiality of both the information and the reporting employees' identities. Upon receipt of a grievance, the internal audit department promptly investigates and submits a report to the Internal Review Committee, which determines the final resolution. Relevant teams are then notified and instructed to take corrective action, ensuring equitable resolution through a well-defined escalation process.

Employee Engagement Satisfaction Survey

We engage independent third-party agencies annually to conduct anonymous employee engagement and satisfaction surveys for all full-time employees. These surveys assess TME's organizational capability employee engagement, and satisfaction, while gathering feedback on organizational development, management efficiency, workplace satisfaction, professional growth, and employee needs. Based on the results, we take proactive steps to address identified issues and implement improvements, creating a positive cycle of feedback, problem-solving, organizational progress, and increased employee recognition.

In 2024, the survey response rate reached 90.4%, reflecting a slight increase from 2023. The results indicated improved employee recognition compared to the previous year in terms of strategy, organizational capabilities, employee mindset, competence, governance, confidence index, engagement, and satisfaction. Notably, the confidence index rose substantially by 16.8 percentage points, demonstrating stronger employee recognition of business growth and management improvements, as well as increased confidence in the Company's future development.

90.4%

In 2024, the survey response rate reached 90.4%, showing a slight increase from 2023

Supporting Employee Development

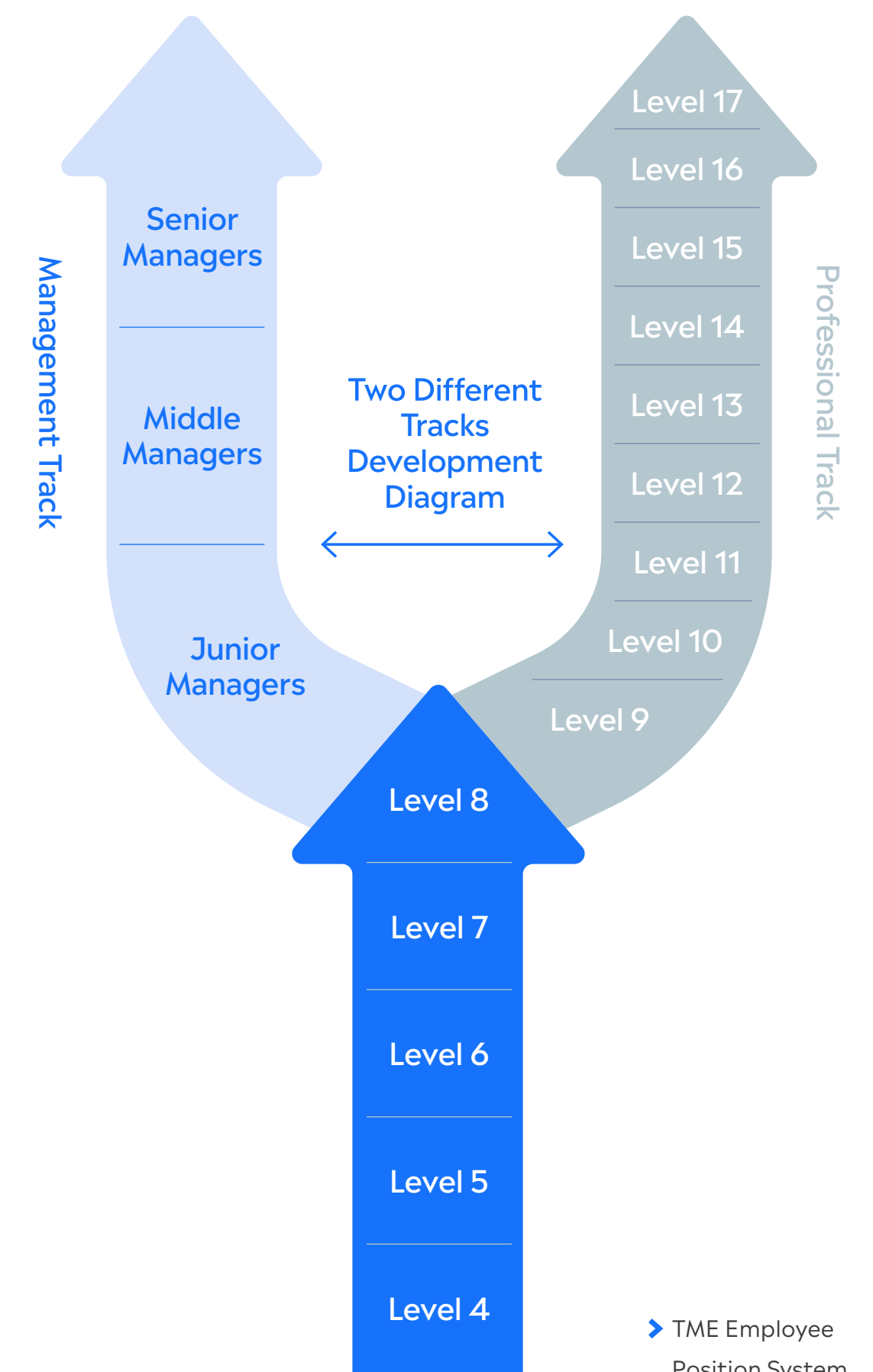
We provide diverse career pathways and a structured training system to support both individual and organizational growth. Our Career Development Committee continuously refines job roles and competency models to ensure alignment with evolving needs. Additionally, we have implemented a "Two Different Tracks" development system, allowing employees to select the path that best matches with their interests and career aspirations. To support employees at every stage of their development, we offer a wide range of learning programs and an online learning platform, fostering a learning-driven organization. For management teams, we provide customized leadership training programs designed to enhance their management effectiveness and strategic vision, ensuring a continuous pipeline of top-tier leadership talent for the Company.

Providing Career Development Opportunities

We have established the Career Development Committee, which regularly reviews and optimizes position settings in response to industry trends and business needs. The Committee is responsible for refining competency models, defining professional requirements, and enhancing the overall position system.

We have established a transparent, clear, and diversified career development system that offers two growth tracks—Professional and Management Tracks—helping employees achieve their career goals. This system gives employees the flexibility to choose a path that suits their interests, skills, and career aspirations. The Two Different Tracks not only offer employees more flexible career growth options but help the Company build a professional and efficient talent pipeline.

To attract exceptional talent from across the globe in the music and technology industries, we have implemented a comprehensive talent pipeline strategy. We develop long-term career growth plans for both fresh graduates and experienced professionals, ensuring that each individual follows a personalized development path aligned with their interests and career goals. Meanwhile, we prioritize fairness and transparency throughout the promotion process. Through policies such as the Management Policy for Employee Career Development and the Management Norms, we have clearly defined promotion rules, procedures, and evaluation criteria. Additionally, we utilize an evidence-based publication mechanism to ensure the evaluation process is traceable, while introducing an observer presence mechanism during presentations to further uphold fairness and transparency in the evaluation process.



Prioritizing Talent Development

We have developed proprietary learning IPs and built an efficient learning ecosystem by establishing a structured course system, offering specialized training programs, and integrating diverse training resources. This enables us to address employees' varied learning needs across different career stages and professional areas, fostering growth for both individuals and the Company while supporting the development of a learning-driven organization.

Building a Learning-driven Organization

We advance the creation of a learning-driven organization at both the business line and departmental levels, and have established a comprehensive learning network framework that integrates multiple elements to promote knowledge sharing and cultivate a culture conducive to continuous learning.

We have established the TME Institute of Music through regularly releasing professional articles internally and providing specialized training and learning resources to empower employees' professional growth, promote knowledge sharing, and advance their career progression.

TME Institute of Music integrates diverse learning resources and offers multifaceted courses, equipped with intelligent course recommendation, assessment, and learning management functionalities to continuously enhance employee learning efficiency and experience. In 2024, TME Institute of Music had over 300 new online courses, bringing the total number of online learning resources to 1,359.

🎵 "Two Weeks, One Festival, and Three Series"

In 2024, we enhanced our learning IPs with "Two Weeks, One Festival, and Three Series," infusing new vitality into the development of a learning-driven organization.

"Two Weeks, One Festival"

Through three flagship IP initiatives – Music Design Week (MDW), TechME Week, and TME Knowledge Festival, we enhance aesthetic capabilities, drive technological breakthroughs, and cultivate a learning-driven organization. In 2024, MDW, TechME Week and TME Knowledge Festival engaged over 1,200, 1,500 and 500 participants, respectively.

"Three Series"

To cater to employees at different career stages and with varying responsibilities, we have launched three series of signature development programs: "Management +", "Professional +", and "Vision+". In 2024, we continued to develop our "Vision+" program, featuring events such as the "Finance Lecture," "Law Lecture," and "Music Star Show." We provided 26 training sessions throughout the year, attracting over 4,800 trainees in total. Additionally, empowered by a unique "share + interview" lecturing approach, we invited esteemed industry experts to five sessions of the "Music Star Show." These five events drew over 2,300 participants and further strengthened our music identity and cultural vibe.

IP

Initiatives

MDW

TME Knowledge Festival

TechME Week

3 Series of Signature Development Programs



25.3 hours

In 2024, employees have received an average of 25.3 hours of training

Newcomer Integration and Development

We are committed to building a comprehensive newcomer integration and development system that covers key dimensions such as corporate culture and strategy publicity, career planning, and workflow guidance, helping new employees acclimate quickly.

Newcomer Integration

We assign mentors to new employees to help them familiarize themselves with key aspects such as our corporate culture and workflows, ensuring a smooth transition into their roles. In 2024, we enhanced our mentorship policy by introducing mentor training camps and a standardized empowerment system to improve mentorship effectiveness. Mentors work closely with employees' supervisors to set short-term goals over a three-to-six-month period for new employees, ensuring clear, visible growth pathways for employees. Through continuous guidance, regular communication, and task-related feedback, mentors assist new employees in developing positive work habits while providing valuable career advice.

Each year, we host the "Newcomer Retrospect" event, providing an opportunity for new employees to reflect on their progress while facilitating experience-sharing between newcomers and seasoned employees. By transforming the practical insights of veteran employees into replicable resources, we support the ongoing integration of new employees and enhance their work efficiency.

Newcomer Training

For campus recruits, we host a week-long "Music Trainee X Program" graduate traineeship every July and August. The program covers business strategy, corporate culture, and essential policies, while focusing on workplace transition skills and business innovation capabilities enhancement. With support from our expert in-house trainers, we have designed specialized courses to help campus recruits enhance their professional skills. We also organize special events, such as the "Newcomers' Self-organized Concert." By incorporating our corporate culture and unique features, these events offer an immersive and meaningful experience that helps newcomers quickly transition from university to the workplace.

For social recruits, we host the bi-monthly "T Minor—Social Recruit Training," which underwent an upgrade in 2024. By refining the course structure, enriching the content, and introducing an engaging, hands-on teaching approach, we have enhanced the overall learning experience and helped social recruits better understand our organizational culture.



 Music Trainee X Program

Leadership Development

We have built a robust and comprehensive foundation through long-term leadership development and multi-level talent succession planning, ensuring the cultivation of leaders at all levels who possess both forward-thinking vision and exceptional execution capabilities.

🔗 Cultivation system for junior managers

In 2024, we fully upgraded our junior manager cultivation system to drive the implementation of the "management integration" strategy of the Company, achieving breakthroughs in both form and content. By releasing learning resources such as the Company Management Strategy Combo course and the Management White Paper, we have unified our management language and ensured the effective implementation of management requirements. Additionally, we have developed management case studies based on real-world scenarios and launched practical training courses. As of December 31, 2024, we had conducted 20 specialized learning sessions for junior managers, benefiting 308 participants, and published nine management case studies. These initiatives have contributed to improving our day-to-day management efficiency.

We focus on helping new junior managers transition smoothly into their roles through the "YIN YUE" program. Based on role transition courses and hands-on management experience, we support junior managers in taking their first steps in their management careers. In 2024, we reviewed our business team pipeline and selected 21 reserve managers to participate in offline management initiation courses. These trainees successfully completed their role transition through themed learning sessions such as management style assessment, the ACE leadership model interpretation, and goal and performance management.

In 2024, we designed an advanced training program for past participants of the "CHAO YIN SU" program. Centered around the themes of "Exploration, Collaboration, and Vitality," the program combined industry exchanges, top-tier courses, and leadership development to help participants understand the characteristics and needs of the new-generation users and explore innovative business models. By blending theory with practice, we aimed to bring fresh energy into business growth.



➤ Training for Junior Managers

Professional Enhancement

Guided by a full-lifecycle management philosophy for employee career development, we have established a multi-level, classified, and three-dimensional training matrix. We have also developed a precise empowerment plan to address business pain points based on the characteristics of different specialty groups. Each year, we refine our capability enhancement segment based on business strategies. By breaking down key capabilities and employing hybrid learning mechanisms, such as course sharing, cross-disciplinary micro-study tours, exams, and scenario-based training camps, we drive both knowledge application and practical skill enhancement.

We partner closely with external professional educational institutions to customize and develop training programs tailored to employee needs, ensuring alignment between the solutions and employees' day-to-day work and career development needs. In 2024, we invited professors from renowned universities such as Tsinghua University and Fudan University, along with industry experts, to deliver customized sessions on topics such as macroeconomic interpretation and AI trend analysis. We have also introduced licensed courses such as the Negotiation Skills Workshop and Business Model Canvas to equip managers with scientific decision-making skills and help employees in key roles enhance their capabilities.

We encourage and support all employees, including permanent employees, interns, consultants, and contractors, in their pursuit of degree programs and external professional certifications. These include qualifications in finance, artist management, online audio-visual content review, and fire safety monitoring. Employees are provided with reimbursements for expenses on professional development. In 2024, the reimbursement mechanism for degree programs and professional certifications benefited over 50 employees.

Promoting Employee Health and Vitality

The health and safety of our employees is TME's top priority. We are committed to providing a healthy, safe, and inclusive workplace. We operate in strict compliance with laws and regulations on occupational health and safety and have established management systems across aspects such as workplace safety, emergency response, health promotion programs, and mental health support. We enhance employees' emergency response skills through automated external defibrillator ("AED") deployment, first-aid training, and full-procedure drills. Additionally, we attach great importance to employee health by organizing diverse activities and training sessions to help them maintain a positive state of mind and body. We continue to foster a culture of diversity and inclusion, ensuring equal opportunities for all employees while creating a workplace that encourages respect for individual differences and diverse growth.

Management System to Promote Employee Health

We have adapted the PDCA (Plan, Do, Check, Act) model to establish TME's management system to promote employee health.



Creating a Safe Workplace

The health and safety of our employees is our top priority. We are committed to providing a healthy and safe workplace while operating in strict compliance with relevant laws and regulations on occupational health and safety, including the Labor Law of the People's Republic of China and the Law of the People's Republic of China on Prevention and Control of Occupational Diseases. We have also formulated internal policies to ensure our employee's health and safety needs are covered, including workplace safety, emergency response, health promotion programs, and mental health support, such as the Rules for the Management of Emergency Reporting and the Fire Management Manual.



Office AED Deployment



AED Operation Training and Assessment

Emergency response

Since 2022, we have been gradually deploying AEDs across our offices nationwide to protect employees' safety. As of December 31, 2024, AED installation and training had been fully implemented across major offices nationwide.

We conduct two to three "Everyone Is a First Responder" training sessions annually to improve employees' emergency response capabilities. As of December 31, 2024, we had held 12 training sessions across Shenzhen, Beijing, Xi'an, and Guangzhou, and trained 334 employees as well as 60 third-party property management and administrative personnel members.

For the property management personnel of leased properties and third-party service personnel, local administration and property management teams regularly provide internal training to ensure relevant personnel are familiar with AED locations and operational procedures. Additionally, we conduct quarterly full-procedure emergency drills that cover injury identification, casualty reception, cardiopulmonary resuscitation ("CPR") execution, AED deployment, elevator control, and 120 emergency guidance to strengthen overall emergency response capabilities.

Care for Employee Health

We are committed to supporting our employees' physical and mental health through comprehensive care. Our diverse events and initiatives are designed to help them stay positive and healthy in both work and life. Additionally, we have established the TME Life Association, which features 20 activity groups covering football, basketball, dance, and more. These vibrant events not only help employees unwind and stay active but also provide valuable opportunities for cross-department collaborations.

5,246

In 2024, the TME Life Association held 375 events, attracting a total of 5,246 participants

Case

Care for Employee Health

TME Life Happy and Health Program — "Fun Run for a Better You"

In 2024, our "TME Life Happy and Health Program" focused on two key themes: "Health and Healing" and "Active Life." As part of this program, the "Fun Run for a Better You" event was held in Beijing, Shanghai, Guangzhou, and Shenzhen, featuring outdoor races. Notably, the Baduanjin exercise sessions in office break rooms sparked enthusiastic participation. The event drew 1,817 participants, who collectively covered 6,684 kilometers.



TME Life Happy and Health Program 2024

Mental Health Lecture

To raise employees' awareness of mental health, we invited a clinical psychologist to deliver a lecture titled "Unlocking the Secrets to a Healthy Mind." The lecture, attended by over 170 employees, provided practical methods for employees to maintain a strong mental health.

Promoting Diversity and Inclusion

We celebrate the unique contributions of every team member and are committed to championing diversity while cultivating a workplace that embraces and respects individuality. We continuously enhance our diversity and inclusion management system by empowering employees to express their individuality, explore their career paths, and pursue their passions. This fosters a more diverse and creative working environment.

Diversity and Inclusion Management Policy

We adhere to Tencent's [Our Commitment to Diversity, Equity and Inclusion](#), oppose any form of workplace discrimination, and proactively identify and eliminate barriers that are not conducive to fair treatment. We ensure that the principles of fairness and justice are adhered to in processes such as recruitment, promotion and compensation. Regardless of age, race, gender, nationality, physical condition, or religion, every employee is given equal opportunities at TME. We have also established a reasonable remuneration mechanism to ensure equal pay for equal work.

The TME Sunshine Code of Conduct for Employees clearly defines discrimination and harassment, and strictly prohibits any relevant remarks or behavior. Violations are subject to appropriate penalties, and multiple reporting mechanisms are in place. For more details, please refer to the ["Employee Communication and Engagement"](#) section of this Report.

100%

All TME employees (including permanent employees, interns, consultants, and contractors) are required to participate in the annual training and examination on the TME Sunshine Code of Conduct for Employees, which covers topics such as anti-discrimination, anti-harassment, and diversity and inclusion. In 2024, the training program reached all our employees

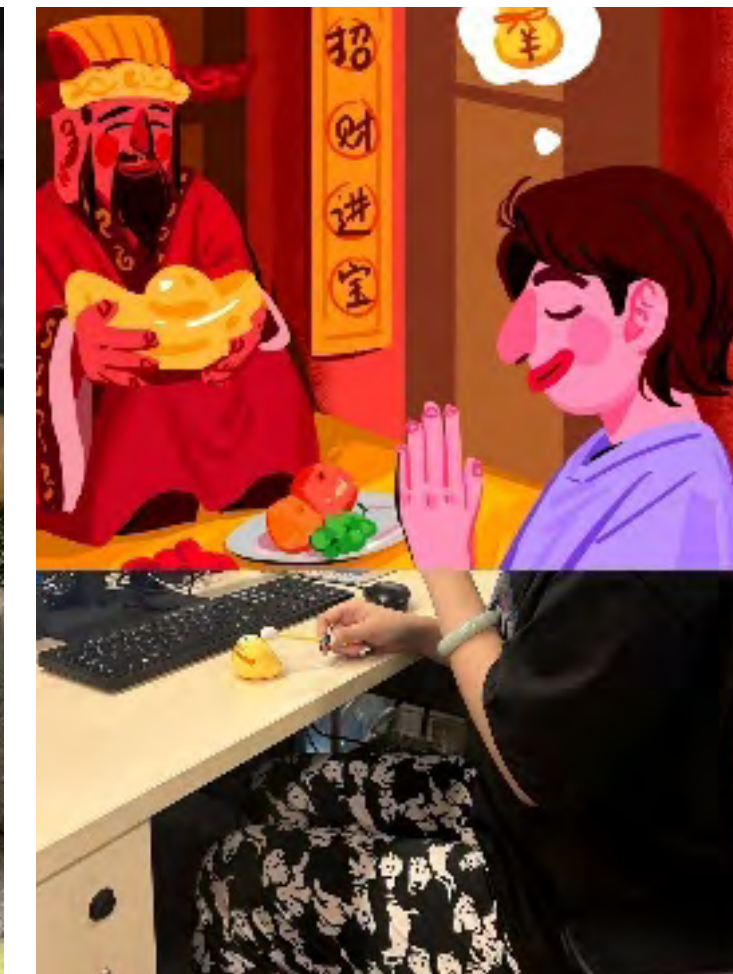
An Inclusive Culture

We are committed to fostering a diverse and inclusive workplace by offering diversity-focused, anti-discrimination, and anti-harassment training sessions and promoting diversity policies. These initiatives aim to enhance employees' cross-cultural communication skills, eliminate bias and discrimination, and foster an inclusive culture. We provide employees with regular diversity and inclusion training, and promote the unique value of cultural diversity, encouraging them to understand and respect diverse backgrounds, identities, ideas, and cultures with an open and inclusive mindset. These measures effectively prevent and resolve conflicts, helping us create a more harmonious and inclusive workplace.

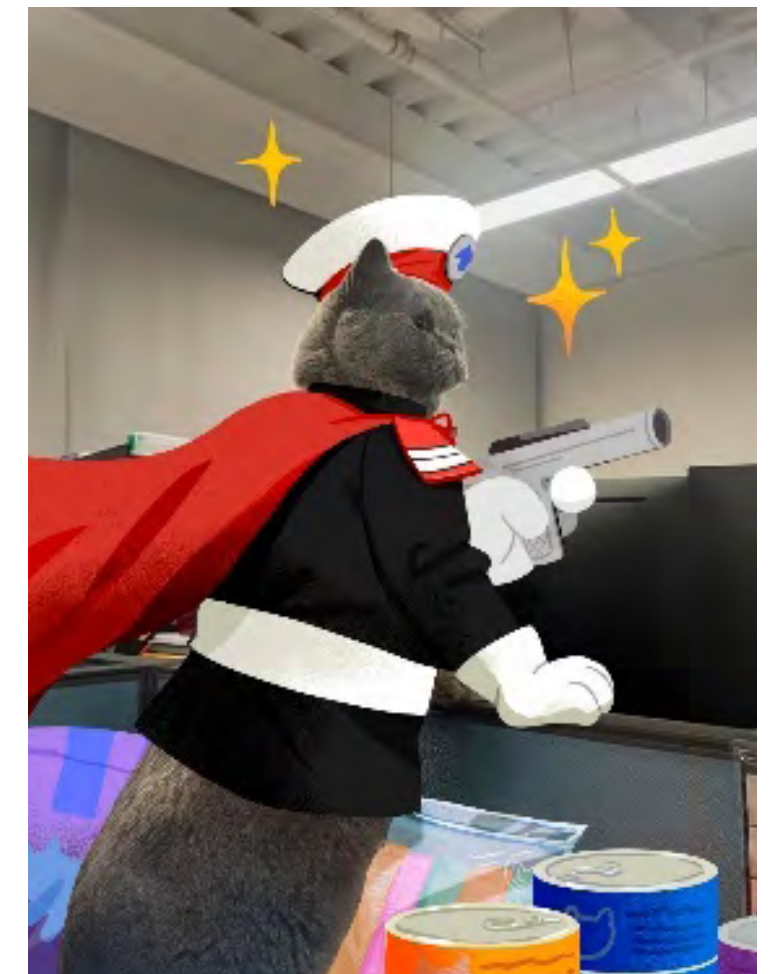
We believe that "employees' diverse interests create infinite value" and that an environment that respects individual differences and encourages self-expression is essential to fostering employees' creativity. Supported by our corporate culture of equity, inclusion, and a touch of fun, we have continuously attracted diverse talented individuals. We are committed to cultivating a discrimination-free workplace where every employee feels valued and can realize their full potential. Our open office spaces, flat management structure, and cross-level communication channels foster diverse perspectives, enhance collaboration, and drive continuous organizational innovation and growth.



▶ TME's Communal Space:
Open, Healing, and Free from Work Burn-out



▶ TME's Office Cubicle:
Personal Havens Where Creativity Thrives



▶ TME's Office Mascot:
"Inspector" Cat, the Undisputed Champion of Slack-off

Supporting Women in the Workplace

We are committed to providing female employees with equal opportunities for professional development. We have made recent improvements to our infrastructure and offered flexible hours, vacation arrangements, and female welfare programs, aiming to create a supportive and inclusive environment that fosters female employees' professional growth.

We continue to track our progress in diversity and inclusion management and regularly review gender diversity data. In the future, we will continue to enhance female involvement at each level and field and further embed the diversity and inclusion philosophy into our day-to-day operations.

37.8 %

As of December 31, 2024, women accounted for 37.8% of employees, 29.3% in management

Infrastructure improvements



- Infant care rooms
- Priority lane for pregnant women

Flexible arrangements



- Maternity leave, prenatal examination leave, breastfeeding leave, and parental leave

Female employee welfare



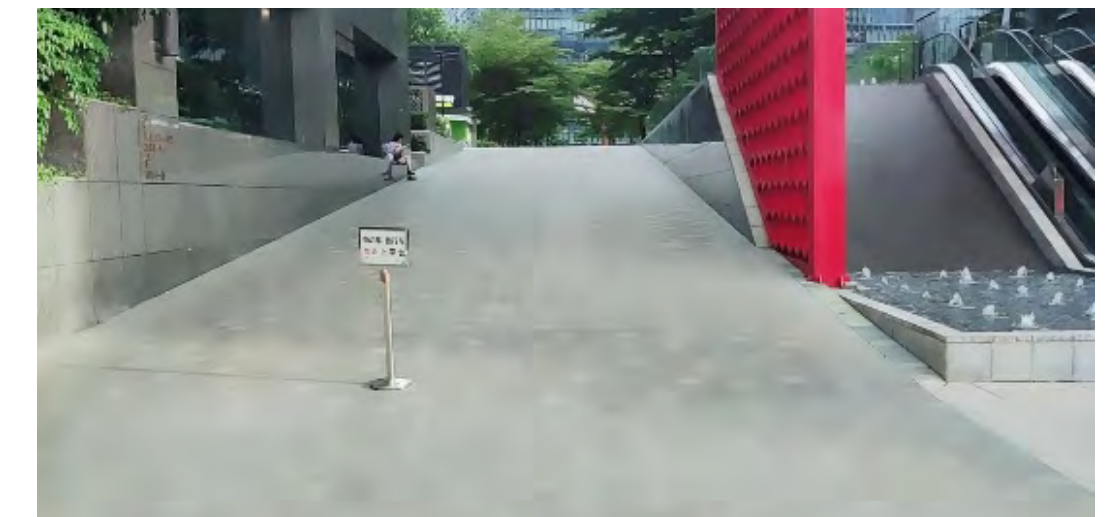
- Providing pregnant employees with "special pink badge" to offer them more convenience and protection when they are in a queue or in a crowd

Accessibility Development

Accessibility for physically disabled employees is a priority, particularly in office selection. Our current offices are equipped with comprehensive accessibility infrastructure, including wheelchair ramps, handrails, accessible restrooms, and elevators, to ensure convenient and barrier-free access.



➤ Infant Care Rooms in Office Areas



➤ Accessibility Designs in Office Areas

Green and Low Carbon Initiatives

TME is dedicated to advancing green and low-carbon growth in response to climate change through energy conservation, emission reduction, and efficient resource utilization. By integrating artistic expressions such as music, we engage a wider audience, promoting the principles of green development and environmental protection. These efforts inspire a greater love and appreciation for nature and foster a collective commitment to protecting our environment. Together, we are building a more sustainable future.

Green Operations	40
Response to Climate Change	44
Communicating Green Principles	45

United Nations' Sustainable Development Goals

7

AFFORDABLE AND CLEAN ENERGY

12

RESPONSIBLE CONSUMPTION AND PRODUCTION

13

CLIMATE ACTION



Green Operations

TME strictly adheres to the Environmental Protection Law of the People's Republic of China, the Law of the People's Republic of China on Energy Conservation, the Water Law of the People's Republic of China, and other applicable laws and regulations. Guided by the principles of green development, we actively promote sustainable office practices by constructing and leasing green office buildings, upgrading equipment energy efficiency, reducing waste and enhancing recycling initiatives, and raising awareness of water and energy conservation.

Green Buildings

We adhere to the principles of safety, durability, health, comfort, liveability, convenience, and resource efficiency. These principles guide the design and construction of our self-owned buildings, as well as the selection of leased offices, ensuring alignment with green building philosophies.

Self-owned Building Construction

Our buildings under construction—the Music Technology Building and Kugou Music Building (tentative name)—are designed and built to meet the national three-star green building standards. We have incorporated industry-leading energy-saving, smart, and low-carbon technologies, as well as eco-friendly materials. Notably, the Music Technology Building will feature a rooftop solar power system, significantly reducing reliance on traditional energy sources.

Selection of Leased Offices

We prioritize environmental considerations, such as enhancing energy efficiency and managing carbon emissions, when leasing offices. Certification in environmental management systems, quality management systems, and occupational health and safety management systems is a key factor in our site selection process.

As of December 31, 2024, our leased office in Beijing achieved WELL Gold Certification, while operators of our leased offices in Shenzhen, Beijing, and other cities have obtained ISO 9001, ISO 14001, and ISO 45001 certifications.



Energy Management

Workplace Energy Management

We embrace the principles of energy conservation and emissions reduction by enhancing equipment efficiency, promoting green commuting, and raising energy conservation awareness among employees.

Management of Energy-consuming Equipment

We manage high-energy-consuming office equipment through intelligent, centralized control systems and conduct regular inspections and maintenance to improve efficiency and reduce energy consumption.

Supporting Eco-friendly Commuting

We provide free shuttle buses for employees, operating on fixed routes every 15 minutes to streamline commutes between home and the office, as well as inter-office travel.

Raising Energy Conservation Awareness Among Employees

We implement a comprehensive strategy that incorporates energy conservation awareness into our mechanisms, technologies, management, and philosophies, while actively engaging employees in these efforts. We enhance employee energy conservation awareness through initiatives including posting friendly reminders on lighting and cooling systems, and promoting green commuting through online platforms and in-person events.



Optimizing the management of air conditioning and cooling systems. For example, we increased server room temperatures from 22°C to 24°C and programmed office air conditioning to automatically shut off outside working hours (while allowing staff to activate it as needed). During fall and winter, we turn off the cooling systems for fresh air equipment and utilize natural temperatures.



Implementing quarterly equipment inspection mechanisms, including air conditioning system sealing checks, damage assessments, and equipment cleaning to improve efficiency.



Implementing regular patrols by on-duty staff to ensure unused equipment is powered off in vacant rooms during working hours, and in unoccupied areas outside working hours.



Energy Conservation Reminders

Promoting Low-carbon Operations of Data Centers

Our data centers are critical to our business operations and significant contributors to energy consumption across the carbon-emission value chain. As such, we prioritize energy management in our data centers and establish stringent criteria for selecting and leasing facilities to minimize environmental impact from the outset.

We prioritize renewable energy usage as a core requirement when selecting and leasing data centers. Our leased facilities commit to favoring electricity generated from renewable sources and have obtained GB/T 24001 (environmental management systems) and ISO 14001 (environmental management systems) certifications. Particularly, the Tencent Shanghai Qingpu Data Center and the Tencent Tianjin Binhai Data Center have both achieved LEED O+M:DC Platinum Operation Certification.

We strategically operate our leased data centers under the principles of greener facilities, lower energy consumption, and cleaner energy. Meanwhile, we integrate green development principles into the entire life cycle management of these facilities. Key measures include:

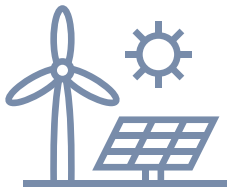
Intelligent control operations

To minimize resource consumption, our data centers utilize automated monitoring systems and intelligent algorithms to track and record energy and water usage.



Renewable energy procurement

Our data centers are committed to prioritizing the purchase of renewable energy-generated electricity.



Procurement of green computing equipment

We prioritize the adoption of green computing equipment in our data centers, deploying servers with advanced energy-saving capabilities and optimizing utilization to reduce energy consumption.



Water conservation

We utilize reclaimed water where possible and install water-efficient air conditioning systems to minimize freshwater usage and reduce cooling loads.



Resource Management

Water Resource Management

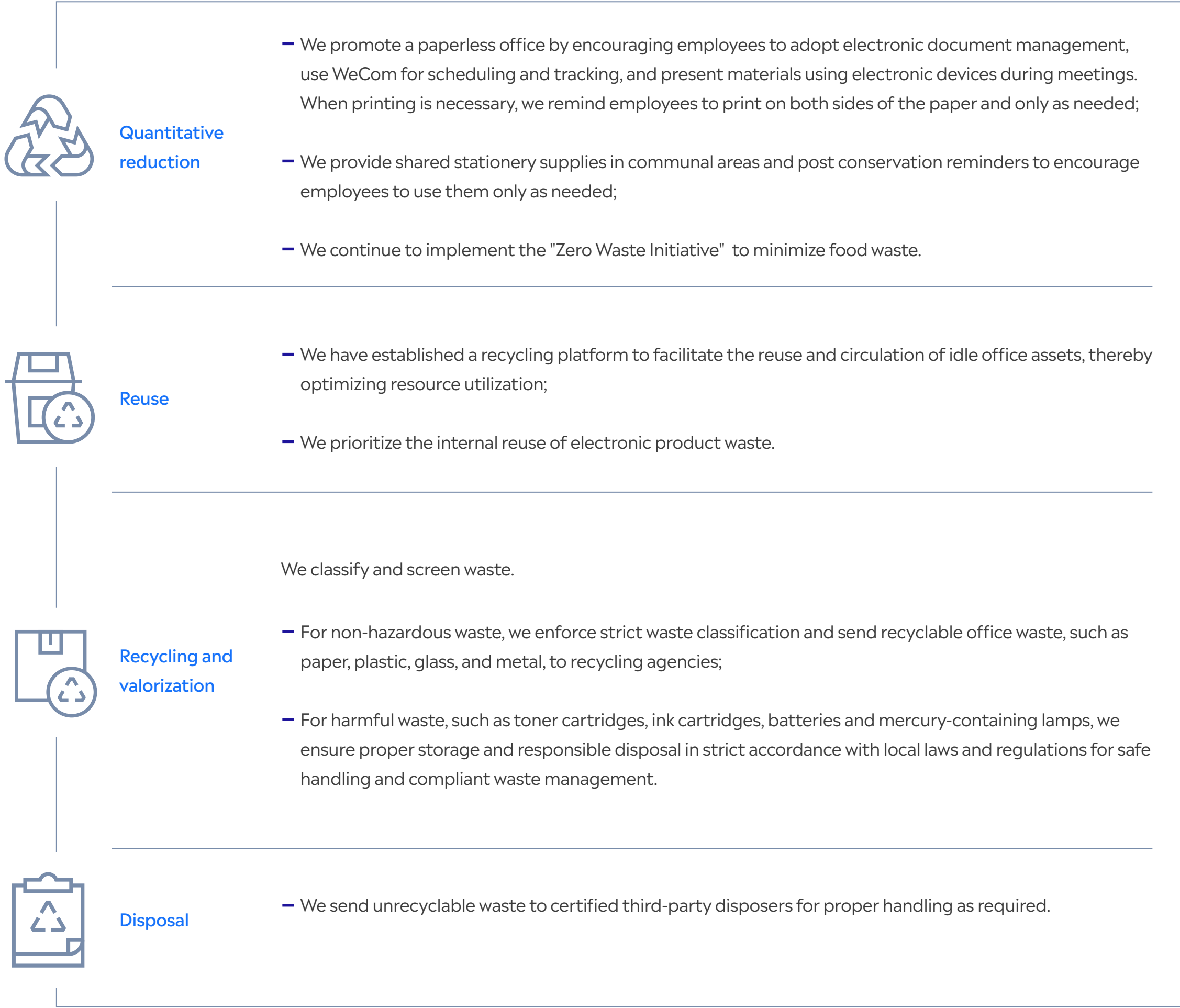
We manage water resources efficiently by adjusting water pressure in taps and other water fixtures and placing water-saving reminders in prominent areas. Wastewater is properly discharged into municipal sewage systems, and our operations do not involve significant water usage or wastewater discharge.

Waste Management

We adhere to the principles of "reduction at source, efficient management, compliant disposal, and cyclic utilization". Our waste management system is designed to achieve measurable reductions, waste valorization, and environmentally friendly disposals. To reduce waste at its source, we classify office waste and encourage responsible disposal practices. For IT resources, we adopt a reuse principle to extend equipment lifespan and avoid unnecessary waste. When disposal is unavoidable, we work with certified service providers to ensure that items are disposed of in full compliance with relevant laws and regulations.

100%

In 2024, we achieved a 100% proper waste disposal rate



As we strengthen our internal management, we also further embed the philosophy of resource recycling and reuse in our external partnerships. For example, when selecting suppliers for employee festival gifts, we request that they avoid excessive packaging and prioritize the use of recycled materials and reusable packaging options.

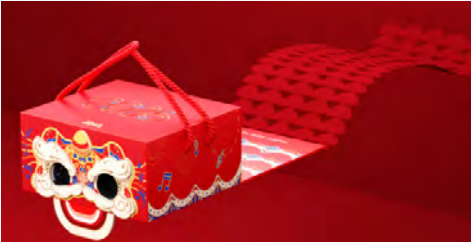
Case Eco-friendly Gift Packages

In 2024, our New Year snack gift boxes were crafted using corrugated cardboard to enhance biodegradability and featured DIY elements to increase amusement, while reducing material use. The interior components were made from recycled zinc metal, reducing reliance on primary zinc resources.

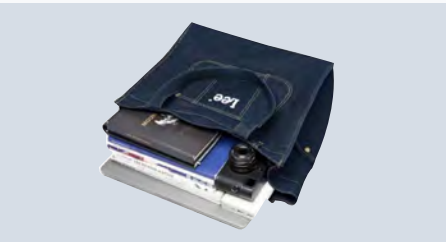
Additionally, we upgraded our employee birthday gift packaging to reusable denim fabric bags, encouraging employees to reuse them multiple times.



Decorative Elements inside the New Year Gift Box



Packaging of the New Year Snack Gift Box



Denim Birthday Gift Bag

Response to Climate Change

TME acknowledges the significant impact of climate-related risks and opportunities on our operations and growth. We have conducted preliminary identification and assessment of how these factors may affect our business and have developed corresponding response measures. Moving forward, we will continue to refine our climate change strategies, implementing both adaptation and mitigation measures to strengthen the climate resilience of our operations.

Risks	Risk description	Impacts	Responses
Physical risks	Acute risks (e.g., extreme heat, extreme cold, typhoons, and flooding)	Frequent typhoons and rainstorms may affect the business continuity of enterprises.	We prioritized disaster responses by formulating emergency response plans for extreme climate events, such as the Emergency Responses to Typhoons and Rainstorms. These plans aim to reduce operational disruptions and asset loss due to extreme weather and climate emergencies.
	Chronic risks (e.g., water resource pressure and droughts)	Chronic risks may increase energy consumption requirements for the operation of office buildings and data centers, thereby increasing operating costs; Rising sea levels may lead to the depreciation and/or loss of assets.	We enhanced the heat resistance and resilience of our power facilities; We considered the feasibility of alternative water sources in the event of water shortages.
Transition risks	Climate-related policies, technological advancement, and other risks	Stricter policies on carbon emissions require greater investment in energy conservation and carbon emission reduction, which may lead to increases in operation costs.	We closely monitored climate policy updates to ensure compliance with applicable requirements; We strengthened carbon emission management and improved the energy utilization efficiency of green office operations and data centers.
Opportunities	Market opportunities for green products	Offering low-carbon products that align with customers' preferences and carbon neutrality goals helps increase our market share.	We reduced product carbon footprints to provide low-carbon product options for customers; We produced climate-conscious music and merchandise, offering users green product options.

Communicating Green Principles

TME is dedicated to promoting green principles and actively participates in eco-friendly initiatives. Through events like environmental-themed concerts and the integration of ecological elements into music and video productions using AI technology, we have embedded the principles of ecological protection into artistic creation to advocate for green practices and biodiversity conservation.

Case

Kugou Music Launched the "Writing Songs for Pandas" Musical Creation Campaign

In 2024, Kugou Music, in collaboration with the Ministry of Education and several non-governmental organizations ("NGOs"), launched the "Writing Songs for Pandas" musical creation campaign. This campaign aimed to raise public awareness about biodiversity through music and promote the harmonic coexistence of man and nature. Outstanding works would be showcased internationally to share China's ecological conservation efforts with the world.



➤ Poster of the "Writing Songs for Pandas" Musical Creation Campaign

Case

Qimiao Camera Introduced the "AIGC Photo with Panda" Feature

In June 2024, building on the success of the world's first "Virtual Giant Panda" jointly launched by the National Forestry and Grassland Administration, China Media Group ("CMG"), and Tencent, TME introduced the "AIGC Photo with Panda" feature for its Qimiao Camera. Powered by the MUSE FaceIn technology developed by Tencent Music Entertainment LYRA LAB, this feature enables users to create personalized summer-themed photos with the "Virtual Giant

Panda," spreading the message of ecological protection and conservation, and turning cherished moments into a lasting call to action for biodiversity conservation.



➤ CMG Journalist Interacting with the "Virtual Giant Panda"

Social Responsibility

At TME, we believe that music is more than just entertainment and emotional connection—it is a powerful force for meaningful social change. Guided by our mission, "Letting love be heard in the name of music," we remain committed to initiatives such as "If Music Has a Shape" and the "Music Garden Space," which showcase the transformative power of music. Through our TME Volunteer Association, we are collaborating with products across our platforms and external partners to leverage music as a force for a better world.

Philanthropic Programs and Actions	47
Employee Volunteer Involvement	50

United Nations' Sustainable Development Goals



Philanthropic Programs and Actions

In 2018, TME launched the Tencent Music Nonprofit Program ("TMN"), a pioneering initiative that combines a nonprofit open music platform with three pillars: Music Care, Cultural Heritage, and Music Education. This program is dedicated to spreading love and positivity through music, and amplifying its social impact. Over the years, we have remained committed to our mission, working with like-minded partners to explore innovative philanthropic programs.

Music Care

Music connects people's emotions. Through our Music Care initiative, we tap into the healing power of music to provide support and love to those in need, raising public awareness and mobilizing collective action.

Case

"If Music Has a Shape" Themed Program Continued to Raise Autism Awareness

Since 2022, we have carried out the "If Music Has a Shape" program for three consecutive years, aiming to promote love and support for individuals with autism through music and artistic expression. On April 2, 2024—World Autism Awareness Day—TMN invited over 60 internationally renowned musicians and acclaimed artists to authorize their lyrics as creative inspiration for young autistic artists from Beijing Golden Wings Art Rehabilitation Center for Disabled Children. Together, they co-created music fairy tales in unique and emotionally expressive artwork, further expanding the social impact of music.

We also showcased these paintings in a nationwide art tour, covering major cities in China. Additionally, we hosted an "If Music Has a Shape" charity concert in Aranya, where artists came together to perform and inspire the support and awareness of autism through melody.



▶ Performance for the "If Music Has a Shape" Charity Concert

Case

"Dreams Resound in the Mountains Concert" to Celebrate Resilience Through Music

In August 2024, TMN partnered with Tencent News and other partners to launch the "Dreams Resound in the Mountains Concert." Livestreamed across multiple online platforms, the concert attracted over 17 million views. This event was designed to celebrate the spirit of individuals who, despite facing adversity, continue to chase their dreams with unwavering passion through the power of music.

The concert featured the inspiring story of Gu Ya, a dedicated teacher who founded the Haiga Band in Liupanshui, Guizhou Province. Despite seven years of hardship in a remote mountainous area, the band has kept their musical dreams alive, showing remarkable resilience and passion. Their story has motivated audiences to remain resilient, even in the face of adversity. In the third quarter of 2024, the "Dreams Resound in the Mountains Concert" was honored with the title of Outstanding Online Audio-Visual Program by the Radio and Television Administration of Guangdong Province, for its positive social impact.



▶ Performance for the "Dreams Resound in the Mountains Concert"

Case

"Echoes of Memory," Reclaiming Life's Memories

During the 2024 "99 Giving Day," TME's QQ Music, Kugou Music, Kuwo Music, and WeSing jointly launched the industry's first "Echoes of Memory" philanthropic initiative featuring 40Hz gamma music therapy. This groundbreaking initiative merges music and technology to support individuals with Alzheimer's disease.

As part of the initiative, QQ Music invited nine renowned singers to serve as goodwill ambassadors. Their authorized songs were processed by applying 40Hz difference frequency binaural rendering using the binaural beat principle to create the "Echoes of Memory" 40Hz Gamma Music Therapy Album. Meanwhile, WeSing introduced an innovative "Memory Training Mode," where certain lyrics in songs are intentionally omitted, encouraging senior individuals to recall and sing from memory as a form of cognitive exercise.



▶ Helping Patients Relive Their Memories

Music Education

Music is an art form filled with love and hope, transcending age and cultural barriers to resonate deeply with the soul. We strive to harness music as a powerful medium to foster growth and development in children. Music education is more than preserving history - it spreads culture. This is why we are dedicated to raising awareness about the vital role music plays in children's development.

Case

Opening Doors to Music Education – "2024 Beichuan Music Garden Space Summer Camp"

TMN, in partnership with the Chen Yidan Foundation, has been advancing the "Music Garden Space" program since 2018, supporting over 10 primary schools in Beichuan. Through a multi-faceted approach, the program promotes local music and arts education by offering teacher training, supporting curriculum development, and preserving local cultural heritage, bringing the joy of music education to children in remote mountain areas.

In 2024, TMN teamed up again with the Chen Yidan Foundation to host the "2024 Music Garden Space Summer

Camp," featuring renowned singers as guest coaches who learned and performed songs with the children. Volunteers from the TME Volunteer Association also contributed as teaching assistants, hosts, and support staff.

TMN collaborated with Tencent Foundation and the "99 Giving Day" initiative to livestream the Music Garden Space Summer Camp Charity Concert on September 9. The concert reached a broader audience, showcasing TMN's unwavering commitment to advancing music education in Beichuan.



➤ Group Photo at the Beichuan Music Garden Space Summer Camp

Case

"Little Safflower Concert: Melodies in the Wheat Fields" Supported Rural Cultural Revitalization

In June 2024, Tencent Foundation partnered with the Tencent Musician Platform to host the "Little Safflower Concert: Melodies in the Wheat Fields" in Hebei Province. The event united renowned musicians and local children for a heartwarming musical experience amidst golden wheat fields. By sowing seeds of love and beauty through music, the concert reinforced the philanthropic mission to promote artistic education in rural areas and support rural cultural revitalization.



➤ Performance at the "Little Safflower Concert: Melodies in the Wheat Fields"

Cultural Heritage

TME actively harnesses digital technology to drive innovation within the music industry. In 2024, we integrated AI technology to develop the Qin Yue Large Language Model, a generative AI music model. This breakthrough enables deeper collaboration with traditional culture, thus contributing to the preservation and transmission of cultural heritage.

Case

First AI-powered Chinese Music Concert in China Powered by the Qin Yue Large Language Model

In April 2024, TME partnered with the Shanghai Chinese Orchestra to host China's first AI-powered Chinese music concert, "Zero. One: Chinese Color," at the 1862 Arts Center in Shanghai. The groundbreaking event marked the first integration of AI technology into traditional Chinese composition, offering a novel approach to interpreting and promoting Chinese cultural heritage.

The concert was powered by the Qin Yue Large Language Model, a text-to-music generative AI model co-developed by Tencent Music Entertainment LYRA LAB and Tencent AI Lab. Beyond generating melodies, harmonies, and arrangements for the performance pieces, the model structured the entire musical framework. Through meticulous training and fine-tuning, the Qin Yue Large Language Model successfully reproduced the distinctive style of traditional Chinese folk music, ensuring that the AI-generated compositions would retain the essence of tradition while incorporating innovative elements.



Live Performance of "Zero. One: Chinese Color"

Case

"The Flame of Civilization" - AI-driven Exploration of Chinese Heritage

We have created the "The Flame of Civilization" AI-generated music series, tailored specifically for four major ancient cultural sites. By integrating AI with traditional cultural elements, these compositions breathe new life into historical heritage. Powered by advanced AI models, including the Wen Qu Large Language Model, Qin Yue Large Language Model, and Qin Yun Large Language Model, this project pioneers full-process intelligent music creation, from lyric writing and composition to arrangement and vocal synthesis.

Through AI-driven innovation, this music series preserves the essence of traditional culture while embracing contemporary musical elements, fostering the inheritance and innovation of Chinese traditional culture in the new era.



Poster for "The Flame of Civilization" AIGC Theme Album-Miles of Stars

Employee Volunteer Involvement

TME encourages employees to get involved in volunteer programs, helping them foster a stronger sense of social responsibility toward community service and create greater social value. In March 2023, we established the TME Volunteer Association. Since then, we have enhanced our volunteer service system and launched dedicated program plans to support our volunteers.

As of December 31, 2024,

569

a total of 569 employees had joined the TME Volunteer Association

764

collectively donated 764 hours of service



Case

TME's "99 Giving Day" Program Upgraded

In 2024, we introduced significant upgrades to our "99 Giving Day" program. Through various formats, including interactive online posters and physical exhibitions, volunteers showcased TME's philanthropic journey, engaging over 1,000 participants and increasing awareness of philanthropic practices.

We also organized a range of philanthropic events, including a charity sale of unused items, which raised tens of thousands of yuan to support programs under Music Care and Music Education. Additionally, we hosted first-aid training sessions to expand our volunteer first-aid team, empowering more people with essential first-aid skills.



➤ TME Volunteer Association

Business Ethics

TME remains committed to upholding the values of honesty, integrity, equity, and incorruptibility. We adhere to the highest anti-bribery standards and strictly comply with relevant laws and regulations in jurisdictions where we operate, are listed, or plan to expand, such as the Criminal Law of the People's Republic of China, the Oversight Law of the People's Republic of China, the Law of the People's Republic of China Against Unfair Competition, and the FCPA of the United States. We are equally committed to collaborating with our business partners to foster a fair and just, honest and trustworthy, and open and transparent business ecosystem.

The Sunshine Code of Conduct	52
Fair Competition Advocacy	54
Anti-money Laundering Risk Management	54
Sustainable Supply Chain	55

United Nations' Sustainable Development Goals



The Sunshine Code of Conduct

TME has established the TME Sunshine Code of Conduct for Employees ("Sunshine Code of Conduct") to foster a fair, positive, and culturally vibrant environment across the Group. This code applies to all employees, including permanent employees, interns, consultants, and contractors, and provides clear guidance on professional conduct. The Sunshine Code of Conduct achieves the following:

- It defines relevant violations, including but not limited to fraud, bribery, embezzlement, information security violations, disclosure of trade secrets, and conflict of interest;
- It outlines management responsibilities at each level and establishes a graded, classified approach to managing violations, including tying violations to performance evaluations;
- It specifies the procedures for complaints, whistleblowing, and investigations.

Our employees are required to strictly abide by the Sunshine Code of Conduct. While the code is reviewed annually, we also update it as needed to ensure alignment with business development, compliance with current laws and regulations, and effective prevention of misconduct. Furthermore, to monitor and prevent corruption, bribery, or other forms of misconduct, we have established the [Code of Business Conduct and Ethics](#), which outlines acceptable practices and proactively addresses ethical risks faced by the Group.

The Company maintains a zero-tolerance policy for corruption and other misconduct. To reinforce adherence to the TME Sunshine Code of Conduct for Employees, we implement proactive preventive measures, including training and integration into daily operations. These efforts are designed to strictly prevent bribery, corruption, and other violations. In 2024, we provided regular training courses to our employees, including permanent employees, contractors, and interns to enhance their understanding of business ethics and compliance requirements.

11

[The Company conducted two offline and nine online special advocacy campaigns in 2024, covering mandatory courses on the Sunshine Code of Conduct, appropriation of virtual resources, anti-click farming, public security and/or judicial fraud, zero tolerance for commercial bribery, sensitive data protection, and conflict of interest regulations](#)



Anti-corruption and Anti-fraud Management

We strictly adhere to the Oversight Law of the People's Republic of China, the FCPA of the United States, and other relevant laws and regulations. To ensure compliance, we have implemented comprehensive policies and regulations, including the TME Anti-Bribery Compliance Management Policy, TME Anti-Bribery Compliance Management Regulations on Gifts and Hospitality, TME Anti-Bribery Compliance Management Policy on Donations, TME Sunshine Code of Conduct for Employees, and TME Anti-Fraud Policy, and other group-wide governance measures. These policies clearly define and prohibit "corrupt practices," "conflicts of interest," and "facilitation payments" to prevent any misalignment between public and private interests.

The Audit Committee oversees FCPA-compliant bribery-prevention management on behalf of the Board of Directors. It is responsible for reviewing and approving TME's fundamental principles, procedures, and policies related to fraud prevention, ensuring comprehensive management of these practices. We have established the Three Lines of Defense Model encompassing internal audit, internal control, and anti-fraud measures. This framework clearly defines roles and responsibilities across departments for managing and monitoring business ethics. In case of fraudulent activity, relevant departments can immediately coordinate to address the issue and prevent recurrence.

We conduct annual business ethics and anti-corruption audits across all business operations and processes to timely and systematically detect violations and identify risks, enhancing the effectiveness of fraud risk management and monitoring. Additionally, we identify potential fraud through external whistleblowing reports and proactive screening by our internal audit and control departments. Suspected fraud cases are independently investigated by full-time investigators from the Company's anti-fraud inspection teams.

We accept anonymous whistleblowing reports while encouraging whistleblowers to provide their names and contact information for follow-up and progress updates. Reports are managed confidentially, with all whistleblower personal information protected, methods and procedures standardized, and employees designated for management. Designated employees oversee these processes. We prohibit retaliation against whistleblowers and effectively protect their legitimate interests.

Additionally, we have established internal fraud consultation channels, including WeCom attendants, internal phone lines, and email addresses, to address employee questions and provide guidance on anti-fraud policies and personal conduct compliance.

In 2024, we conducted a special anti-corruption training program, covering 1,030 participants, to reinforce employees' awareness and commitment to anti-corruption practices. During the Reporting Period, no legal cases involving corrupt practices were filed or concluded against TME or its employees, nor were there any instances of bribery involving government officials.

Whistleblowing channels

 Email: TME_jubao@tencentmusic.com

 Hotline: 0755-8654 2596

 Mailing address: Tencent Music Entertainment Group Whistleblower Mailbox, 38/F, Unit Three, Building D, Kexing Science Park, Kejizhongsan Avenue, Hi-Tech Park, Nanshan District, Shenzhen, Guangdong, P.R. China
Postcode: 518057

Language

— Chinese and English

Scope

— Applicable to the entire Group, TME suppliers and customers, as well as other groups

Fair Competition Advocacy

TME is committed to legal and compliant operations, adhering to local anti-monopoly and competition laws and regulations throughout its business development. We continuously enhance our competition compliance system and collaborate with market participants to maintain a fair and competitive business environment. To this end, we have established an anti-monopoly compliance department responsible for providing comprehensive compliance guidance in daily operations, developing in-house anti-monopoly compliance manuals, conducting anti-monopoly compliance training, and reporting regularly to the Competition Compliance Risk Management Committee.

In alignment with the Anti-monopoly Law of the People's Republic of China and the digital music industry practices, we have developed and implemented documents such as the TME Competition Compliance Manual, Series of Guidance on Competition Compliance and the Administrative Measures for Anti-Monopoly Compliance of Companies Invested by Tencent Music Entertainment Group. These documents define the scope and processes of TME's competition compliance management and establish a robust mechanism to assess, identify and manage monopoly risks across operating activities.

We prioritize company-wide promotion of anti-monopoly law compliance, and create a culture of fair and orderly competition through regular training programs.

30

In 2024, we conducted nearly 30 specialized training sessions for key departments and business teams. These efforts deepened understanding of anti-monopoly policies across departments, enabling them to expand their business activities while ensuring legal compliance

Anti-money Laundering Risk Management

TME strictly complies with applicable anti-money laundering ("AML") and counter-terrorist financing ("CTF") laws and regulations in countries and regions where we operate, including but not limited to the Anti-Money Laundering Law of the People's Republic of China. We also strictly adhere to the Minimum Standards for Anti-Money Laundering and Sanctions Compliance established by Tencent Group, fulfilling our legal obligations for AML and CTF both domestically and internationally.

We conduct regular AML risk assessments. During the Reporting Period, there were no money laundering-related legal proceedings or potential litigation risks involving the Group or its employees.



Sustainable Supply Chain

Supplier ESG Code of Conduct

In alignment with the Responsible Business Alliance ("RBA") code of conduct, TME has integrated ESG principles into supply chain management and established the TME Supplier Code of Conduct. This code outlines the regulations suppliers must adhere to and promotes the development of a sustainable supply chain in collaboration with our suppliers. To oversee supplier ESG

management, we rigorously adhere to the Code of Conduct, which prohibits practices such as forced labor, child labor, discrimination, unfair treatment, and the use of conflict minerals.

TME Supplier Code of Conduct Management System



Supplier Management Procedures

TME has implemented management policies, including the Supplier Registration and Certification Management Process, to standardize supplier registration, certification, and onboarding requirements. We have strengthened the auditing, selection, usage, and performance evaluation of suppliers to ensure consistent management practices.

100%

In 2024, TME conducted appraisals and assessments of all suppliers in key categories under annual frameworks



Supplier ESG Management

Privacy Protection and Data Security

IT suppliers in different categories undergo rigorous screening to ensure they hold certifications such as Trusted Cloud Service certification required for the respective category, the Ministry of Public Security's Information System Security Classified Protection Level 3 certification, the value-added telecommunication service license, and the relevant ISO certifications. This ensures that only the most qualified suppliers are selected.

When a privacy assessment indicates that a supplier processes data on our behalf, we enter into a Data Processing Agreement ("DPA") with the supplier, mandating compliance with our data-protection obligations. The DPA specifies the technical and organizational measures the supplier must implement to safeguard data and grants us the right to inspect and audit the supplier to ensure adherence to data-protection obligations under data-privacy laws.

Content Governance

We require live streamers and users to register with their real names and agree not to publish content that violates third-party rights or applicable laws and regulations. Users and live streamers must comply with our terms of service, which prohibit the dissemination of inappropriate content, including provocative or inflammatory language, sexually suggestive language or gestures, abusive behavior toward other users, and any content promoting violence, threats or illegal activities. We employ a combination of manual and machine-based screening to review content in accordance with laws and regulations, ensuring the identification and removal of any illegal, inappropriate, or intellectual property-infringing material.

Environment and Environmental Protection

We require suppliers to comply with local and international environmental standards, demonstrating a commitment to reducing their environmental impact and continuously improving their environmental performance. During the procurement process, preference is given to suppliers with a strong commitment to environmental sustainability. When necessary, we mandate that suppliers establish environmental management systems and encourage them to obtain ISO 14001 certification.



Business Ethics

We require suppliers to comply with laws and regulations addressing bribery, corruption, fraud, and other prohibited business practices. We have established the TME Anti-bribery Statement, which applies to all suppliers and explicitly prohibits partners from bribing TME employees in any form. For partners authorized to engage other subcontractors (or other suppliers), they must ensure that such subcontractors (or suppliers) also comply with the TME Anti-bribery Statement. Additionally, we communicate our integrity requirements to all suppliers through regular and specialized training programs.

100%

100% of our suppliers under annual frameworks have signed the TME Anti-bribery Statement

Appendix

About This Report

Report Overview	This Report is TME's annual Environmental, Social and Governance ("ESG") Report for 2024. Prepared in accordance with the principles of materiality, quantification, balance, and consistency, this Report provides disclosures on TME's ESG management approach, practices, and achievements.	Preparation Basis	This Report is prepared in accordance with Appendix C2 Environmental, Social and Governance Reporting Code of the Main Board Listing Rules of the Hong Kong Stock Exchange ("HKEx Reporting Code"), and also references global standards such as the GRI Standards prepared by the Global Sustainability Standards Board. The content of this Report is determined following a set of systematic processes. This includes the identification of key stakeholders, identification and prioritization of material ESG-related topics, determination of the scope of the Report, collection of relevant materials and data, organization and review of the data, and preparation of the Report's content. Upon confirmation by the TME Management, this Report was approved by the Company's Board of Directors.
Definitions	For better presentation and readability, "TME," the "Company", and "we," "us" or "our" in this Report refer primarily to Tencent Music Entertainment Group, while the "Group" primarily refers to Tencent Music Entertainment Group and its affiliates.	Availability and Feedback	An electronic version of this Report is available at https://ir.tencentmusic.com/ESG-Reports . For further inquiries, or if you have any feedback or suggestions regarding this Report, please contact us via email at ir@tencentmusic.com .
Report Scope	Unless otherwise stated, the scope of this Report covers TME and its affiliates from January 1 to December 31, 2024. We have included certain relevant historical data where appropriate. Financial figures are presented in RMB and align with our annual report, unless otherwise specified.		

ESG Key Performance Table

Environmental

Indicators		Unit	2024	2023
Greenhouse gas ("GHG")	Total GHG emissions ¹	tCO ₂ e	4,733.12	3,401.88
	Total GHG emissions per unit of revenue	tCO ₂ e/RMB million	0.17	0.12
	Scope 1 emissions ²	tCO ₂ e	111.51	20.94
	Scope 2 emissions ³	tCO ₂ e	4,621.61	3,380.94
Energy	Total energy consumption ⁴	MWh	13,523.75	6,010.74
	Total energy consumption per unit of revenue	MWh/RMB million	0.48	0.22
	Direct energy consumption ⁵	MWh	0	82.40
	Gasoline ⁵	L	0	9,213.15
	Indirect energy consumption ⁶	MWh	13,523.75	5,928.35
	Purchased electricity consumption	MWh	6,073.83	5,928.35
	Purchased heat consumption ⁶	MWh	1,816.13	/
	Purchased cooling consumption ⁶	MWh	5,633.79	/
Hazardous waste	Disposal of total hazardous waste ⁷	kg	13,499.15	764.07
	Disposal of hazardous waste per unit of revenue	kg/RMB million	0.48	0.03
	Disposal of electronic waste ⁸	kg	13,394.60	600.00
	Disposal of other hazardous waste	kg	104.55	164.07

Indicators

Unit

2024

2023

Water usage	Water withdrawal ⁹	Tonne	35,052.83	35,108.00
	Water withdrawal per unit of revenue	Tonne/RMB million	1.23	1.27

1

TME's primary emissions consist of greenhouse gases, mainly generated from purchased electricity, purchased heat, and purchased cooling. In 2024, we further refined our accounting boundaries by including GHG emissions from purchased heat and purchased cooling. This adjustment enhances the comprehensiveness of our disclosures.

2

Scope 1 emissions mainly consist of fugitive emissions within the organizational boundary, which are calculated based on the IPCC 2006 Guidelines for National Greenhouse Gas Inventories. In 2024, emissions from firefighting equipment and refrigerants from owned properties within the organizational boundary were included.

3

Scope 2 emissions mainly include indirect emissions from purchased electricity, purchased heat, and purchased cooling within the organizational boundary. Calculations are based on the Announcement on the Release of Power CO₂ Emission Factors for 2022, Practical Handbook of Heating, Ventilation, and Air Conditioning Design (2nd Edition), GB 19577-2015 Minimum allowable values of the energy efficiency and energy efficiency grades for chillers, and Guidelines for Accounting and Reporting Greenhouse Gas Emissions from Industrial and Other Industries. Electricity emissions in China are calculated using the national grid emission factors published by the Ministry of Ecology and Environment of China.

4

Total energy consumption is calculated with reference to the coefficients in the National Standards of the People's Republic of China General Principles for Calculation of the Comprehensive Energy Consumption (GB/T 2589-2020).

5

TME's direct energy consumption is mainly gasoline usage for official vehicles. In 2024, the Company phased out official vehicles, resulting in zero gasoline consumption.

6

TME's indirect energy consumption mainly includes purchased electricity, purchased heat, and purchased cooling within the organizational boundary. In 2024, we further adjusted our calculation scope to include the usage of purchased heat and cooling.

7

TME's hazardous waste mainly includes electronic devices, waste toner and ink cartridges from our printers, fluorescent tubes, and batteries generated from our office buildings. We ensure that 100% of our hazardous waste has been handed over to qualified third parties for proper disposal.

8

In 2024, the total volume of electronic waste disposal saw a cyclic increase due to the centralized disposal of end-of-life electronic devices.

9

TME's water usage mainly comes from the municipal water supply and there are no issues in sourcing water.

Employment

Indicators		Unit	2024	2023
Employment ¹	Total number of employees	/	3,425	3,597
	Number of employees by gender			
	Male	/	2,130	2,248
	Female	/	1,295	1,349
	Proportion of female employees	%	37.8	37.5
	Number of employees by age group			
	29 and below	/	886	1,099
	30 to 49	/	2,529	2,490
	50 and above	/	10	8
	Number of employees by management level			
	Management	/	338	385
	Non-management	/	3,087	3,212
	Number of employees by geographic region			
	The Mainland of China	/	3,400	3,567
Health and safety ²	Hong Kong, Macao and Taiwan regions of China, as well as overseas regions and countries	/	25	30
	Number of work-related fatalities occurred in each of the past three years including the reporting year	/	0	0
	Rate of work-related fatalities occurred in each of the past three years including the reporting year	%	0	0
	Total number of work days lost due to work-related injury	Day	14.5	42.5

Indicators		Unit	2024	2023
Employee training ³	Number of employees who received training	/	3,411	3,525
	Proportion of employees who received training	%	99.6	98.0
	Proportion of employees who received training (by gender)			
	Male	%	99.8	97.5
	Female	%	99.3	98.9
	Average hours of training received by employees (by gender)			
	Male	Hour/person	24.1	14.9
	Female	Hour/person	27.2	15.1
	Proportion of employees who received training (by management level)			
	Management	%	97.9	95.6
	Non-management	%	99.8	98.3
	Average hours of training received by employees (by management level)			
	Management	Hour/person	37.8	26.1
	Non-management	Hour/person	23.9	13.7

1 The total number of employees in this report covers the Company's employees, excluding employees of certain subsidiaries and consolidated investment companies. This serves as the reference for the disclosure of employee breakdowns by age, gender, and other categories. The total number of employees disclosed in the Group's Annual Report was 5,353, including employees from the Company, and its subsidiaries and consolidated entities. To ensure data comparability, we have adjusted the statistical scope of relevant 2023 data to be the same as that of 2024.

2 The number of work-related fatalities refers to incidents verified by local human resources and social security bureaus.

3 The employee training data is reported within the same scope as the number of employees in this Report. Training refers to in-person and online courses we provided to employees.

Greenhouse Gas Verification Statement

Statement of Conformity CN25/00001934

Greenhouse Gas Verification Statement

The inventory of Greenhouse Gas emissions in 01 Jan. 2024 to 31 Dec. 2024 of

Tencent Music Entertainment Group

Business address: Principal executive offices: Unit 3, Building D, Kexing Science Park, Kejizhongsan Avenue, Hi-TechPark, Nanshan District, Shenzhen, China

Organization boundary: Detail organization boundary information has been listed in Annex, for multi-site statement

has been verified in accordance with ISO 14064-3:2019 as meeting the requirements of

ISO 14064-1:2018

Direct Emissions

111.51 tonnes of CO₂e

Indirect Emissions

4,621.61 (Location-based) tonnes of CO₂e

Total Emissions Quantified

4,733.12 (Location-based) tonnes of CO₂e

The specific categories of indirect greenhouse gas emissions are detailed in the appendix of this statement, which is an integral part of this statement

Authorised by

David Xin

Sr. Director - Business Assurance

DATE: 18 Mar. 2025

SGS-CSTC Standards Technical Services Co., Ltd.

16F Century Yuhui Mansion, No. 73 Fucheng Road, Beijing, P.R. CHINA 100142

t +86 (0)10 58251188 www.sgsgroup.com.cn

CONFIDENTIAL VERIFICATION

ISO 14064-1

SGS

This document is an authentic electronic certificate for Client' business purposes use only. Printed version of the electronic certificate are permitted and will be considered as a copy. This document is issued by the Company subject to SGS General Conditions of certification services available on [Terms and Conditions](#) | SGS. Attention is drawn to the limitation of liability, indemnification and jurisdictional clauses contained therein. This document is copyright protected and any unauthorized alteration, forgery or falsification of the content or appearance of this document is unlawful.

Page 1

SGS

SGS has been contracted by Tencent Music Entertainment Technology (Shenzhen) Co., Ltd (hereinafter referred to as "CLIENT"), for the verification of direct and indirect Greenhouse Gas emissions in accordance with

ISO 14064-3:2019

as provided by Tencent Music Entertainment Group (hereinafter referred to as "RESPONSIBLE PARTY"), in the Greenhouse Gas (GHG) Assertion in the form of GHG Report covering GHG emissions of the period 01 Jan. 2024 to 31 Dec. 2024 (hereinafter referred to as "REPORT PERIOD").

Roles and responsibilities

The management of the RESPONSIBLE PARTY is responsible for the organization's GHG information system, the development and maintenance of records and reporting procedures in accordance with that system, including the calculation and determination of GHG emissions information and the reported GHG emissions.

It is SGS's responsibility to express an independent GHG verification opinion on the GHG statement as provided by the RESPONSIBLE PARTY for the REPORT PERIOD.

According to ISO 14064-3:2019, SGS has conducted a third-party verification of the provided GHG statement by RESPONSIBLE PARTY against the requirements of ISO 14064-1:2018 in the period 17-18 Mar. 2025. The verification is based on the verification scope, objectives and criteria as agreed between the CLIENT and SGS on 18 Mar. 2025.

Level of Assurance

The level of assurance agreed is that of Reasonable assurance.

Scope

The CLIENT has commissioned an independent verification by SGS in according to ISO 14064-3:2019 to assure the reported GHG emissions of RESPONSIBLE PARTY, in conformance with ISO 14064-1:2018 requirements within the scope of the verification as outlined below. The data and information supporting the GHG statement is historical in nature.

This engagement covers verification of emission from anthropogenic sources of greenhouse gases included within the organization's boundary:

- The organizational boundary is established following Operational control approach
- Location/boundary of the activities: detail boundary information has been listed in Annex
- Physical infrastructure, activities, technologies and processes: Online Music Services, Social Entertainment Services and Other Business Services.
- GHG sources, sinks and/or reservoirs included: GHG sources as presented in the GHG inventory and report of the RESPONSIBLE PARTY
- Types of GHGs included: CO₂, CH₄, N₂O, HFCs, PFCs, SF₆, NF₃
- GHG information for the following period was verified: 01 Jan. 2024 to 31 Dec. 2024
- GWP adopted: IPCC 6 Assessment Report.
- Intended user of the verification statement: Stakeholders information request.

Objective

The purposes of this verification exercise are, by review of objective evidence, to independently review:

- Whether the GHG emissions are as declared by the organization's GHG statement
- The data reported are accurate, complete, consistent, transparent and free of material error or omission.

Page 2

SGS

Greenhouse Gas Verification Statement

SGS

Criteria

Criteria against which the verification assessment is undertaken are the requirements of ISO 14064-3:2019.

Materiality

The materiality required of the verification is considered by SGS to 5%, based on the needs of the intended user of the GHG statement.

Verification approach

SGS's approach is risk-based, drawing on an understanding of the risks associated with reporting GHG emissions information and the controls in place to mitigate these. Our examination includes assessment of evidence relevant to the amounts and disclosures in relation to the organization's reported GHG emissions

We plan and perform our work to obtain the information, explanations and evidence that we considered necessary to provide a reasonable level of assurance that the GHG emissions for the REPORT PERIOD are fairly stated.

We conduct our verification with regard to the GHG statement of GHG Report of the RESPONSIBLE PARTY which includes assessment of GHG information system and reporting plan/protocol. This assessment includes the collection of evidence supporting the reported data, and checking whether the provisions of the protocol reference, are consistently and appropriately applied.

Verification opinion conclusion

The RESPONSIBLE PARTY provided the GHG statement based on the requirements of ISO 14064-1:2018 that total emission 4,733.12 (Location-based) tonnes of CO₂e in the organization boundary for the REPORT PERIOD.

The verification opinion as below is issued by SGS after an independent verification for RESPONSIBLE PARTY's GHG statement base on agreed Reasonable assurance:

☒ Unmodified

The GHG statement submitted by RESPONSIBLE PARTY is prepared in accordance with ISO 14064-1:2018 on GHG quantification and reporting, is a fair representation materially, the GHG data and information in statement are explicit and supported by adequacy and appropriate evidence.

☐ Modified

The GHG statement submitted by RESPONSIBLE PARTY has no material misstatement, however has some deficiencies which will prevent the issuance of unmodified verification opinion.

☐ Adverse opinion

The GHG statement submitted by RESPONSIBLE PARTY:
- has no material misstatement or
- there is insufficient or inappropriate evidence to support an unmodified or modified opinion.

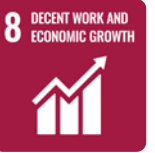
☐ Disclaiming the issuance of an opinion

It is unable to obtain sufficient and appropriate objective evidence to form an opinion as to whether the GHG statement submitted is presented fairly in accordance with ISO 14064-1:2018

This statement shall be interpreted with the GHG statement of GHG Report of the RESPONSIBLE PARTY as a whole.

Page 3

Reporting Frameworks Index

Report framework		GRI	HKEx Reporting Code ¹	SDGs
Introduction	Letter from the Management			
	About TME	2-1		
	Executive Summary			
Corporate Governance	Independence and Diversity of the Board of Directors	2-9; 2-10; 2-11; 405-1		
	Risk Management			
ESG Governance	ESG Governance Structure	2-13; 2-14	Part B: Governance Structure	
	Board Statement	2-13; 2-14; 2-17	Part B: Governance Structure	
	ESG Practice Framework			
	ESG Materiality Assessment	2-16; 2-29; 3-1; 3-2; 3-3	Part B: Reporting Principles	
Responsible Content and Platform	Promoting Quality and Diverse Content Offerings	203-1; 203-2; 418-1	Part C: B6; B6.3	
	Continuous Promotion of Product Experience and Innovation	203-1; 203-2; 413-1	Part C: B8; B8.1; B8.2	
	Protecting Users' Digital Rights on TME's Platform	416-1; 416-2; 418-1	Part C: B6; B6.2; B6.4; B6.5	
	Promotion of the Inclusion of Digital Music Technology	203-1; 203-2; 413-1	Part C: B8; B8.1; B8.2	
Employee Growth	Talent Attraction and Retention	201-3; 401-2; 401-3; 405-2	Part C: B1; B4; B4.1; B4.2	   
	Supporting Employee Development	404-2; 404-3	Part C: B3	
	Promoting Employee Health and Vitality	403-1; 403-2; 403-3; 403-4; 403-5; 403-6; 403-7; 403-8; 403-10; 406-1	Part C: B2; B2.3	
Green and Low Carbon Initiatives	Green Operations	302-5; 303-1; 306-1; 306-2	Part C: A1.5; A1.6; A2.3; A2.4; A3.1	  
	Response to Climate Change	201-2	Part D: Strategy; Risk Management	
	Communicating Green Principles			

Report framework		GRI	HKEx Reporting Code ¹	SDGs
Social Responsibility	Philanthropic Programs and Actions	203-1; 413-1	Part C: B8; B8.1; B8.2	3GOOD HEALTH AND WELL-BEING 4QUALITY EDUCATION
	Employee Volunteer Involvement	203-1; 413-1	Part C: B8; B8.1; B8.2	
Business Ethics	The Sunshine Code of Conduct	2-15; 205-1; 205-2; 205-3	Part C: B7; B7.1; B7.2; B7.3	16PEACE, JUSTICE AND STRONG INSTITUTIONS
	Fair Competition Advocacy	206-1		
	Anti-money Laundering Risk Management		Part C: B7	
	Sustainable Supply Chain	2-6	Part C:B5; B5.2; B5.3; B5.4	
Appendix	About This Report	2-2; 2-3	Part B: Reporting Principles; Reporting Boundary	
	ESG Key Performance Table	302-1; 302-2; 302-3; 303-5; 305-1; 305-2; 305-4; 306-3; 306-5; 403-9; 404-1	Part C: A1.1; A1.3; A1.4; A2.1; A2.2; B1.1; B2.1; B2.2; B3.1; B3.2; Part D: Metrics and Targets	
	Greenhouse Gas Verification Statement			

¹ "Part C: KPI A2.5 Total packaging material used for finished products (in tonnes) and, if applicable, with reference to per unit produced," "Part C: KPI B6.1 Percentage of total products sold or shipped subject to recalls for safety and health reasons" and "Part C: KPI B6.4 Description of quality assurance process and recall procedures" are considered non-material as they have low relevance to the Company's core business.



腾讯音乐娱乐集团
TENCENT MUSIC ENTERTAINMENT