



Activision and Tencent Bringing New Call of Duty Mobile Game to China

August 2, 2018

Features Fan Favorite Content and Characters from Across Call of Duty in All-New, Mobile Experience

SANTA MONICA, Calif.--(BUSINESS WIRE)--Aug. 2, 2018-- Activision, a wholly-owned subsidiary of Activision Blizzard (NASDAQ: ATVI), and Tencent Holdings Limited, a leading provider of Internet value added services in China (SEHK: 00700), today announced a collaboration to bring Call of Duty® to mobile in China. The new free-to-play title delivers the definitive first-person action experience in an original, all-new Call of Duty mobile game, bringing together a collection of beloved Call of Duty characters, maps, modes and weapons from across the franchise. Tencent's leading mobile studio is spearheading development drawing upon their vast mobile network and history of success making mobile first-person action titles. The title is scheduled to launch in the coming months.

"We're working closely with one of Tencent's top mobile studios, Timi, to develop a fun and original Call of Duty experience that delivers superb gameplay and mechanics to mobile players," said Rob Kostich, EVP and GM, Call of Duty. "Call of Duty has been the leading first person action experience around the globe for years* and seeing that come to life on the mobile platform has been really exciting. We can't wait for fans to play."

"Tencent is thrilled to bring the No. 1 top-selling, console video game franchise globally eight of the last nine years* to the millions of mobile game players in China," said Steven Ma, SVP, Tencent Holdings Limited. "We are bringing together a vast array of characters, content and modes from across this great franchise into a new Call of Duty mobile game tailored to meet the interests and play styles of mobile players in China. We look forward to revealing the title soon and releasing the game in China in a few months."

About Tencent

Tencent uses technology to enrich the lives of Internet users. Our social products Weixin and QQ link our users to a rich digital content catalogue including games, video, music and books. Our proprietary targeting technology helps advertisers reach out to hundreds of millions of consumers in China. Our infrastructure services including payment, security, cloud and artificial intelligence create differentiated offerings and support our partners' business growth. Tencent invests heavily in people and innovation, enabling us to evolve with the Internet.

Tencent was founded in Shenzhen, China, in 1998. Shares of Tencent (00700.HK) are traded on the Main Board of the Stock Exchange of Hong Kong. For more information, please visit www.tencent.com/ir.

About Activision

Headquartered in Santa Monica, California, Activision is a leading global producer and publisher of interactive entertainment. Activision maintains operations throughout the world and is a division of Activision Blizzard (NASDAQ: ATVI), an S&P 500 company. More information about Activision and its products can be found on the company's website, www.activision.com or by following [@Activision](https://twitter.com/Activision).

**Based on data from the NPD Group, GfK, GSD and internal estimates.*

Cautionary Note Regarding Forward-looking Statements: Information in this press release that involves Activision Publishing's expectations, plans, intentions or strategies regarding the future, including statements about the expected release dates, features and functionality of the Call of Duty mobile game, are forward-looking statements that are not facts and involve a number of risks and uncertainties. Factors that could cause Activision Publishing's actual future results to differ materially from those expressed in the forward-looking statements set forth in this release include unanticipated product delays and other factors identified in the risk factors sections of Activision Blizzard's most recent annual report on Form 10K and any subsequent quarterly reports on Form 10-Q. The forward-looking statements in this release are based upon information available to Activision Publishing and Activision Blizzard as of the date of this release, and neither Activision Publishing nor Activision Blizzard assumes any obligation to update any such forward-looking statements. Forward-looking statements believed to be true when made may ultimately prove to be incorrect. These statements are not guarantees of the future performance of Activision Publishing or Activision Blizzard and are subject to risks, uncertainties and other factors, some of which are beyond its control and may cause actual results to differ materially from current expectations.

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