

**English Version of Asia Blockbuster, Onmyoji,
Soft Launches in Canada, Australia, New Zealand and Scandinavia**

New Video Trailer Unveils the Mobile RPG's Magical Realm as Onmyoji Makes its Way West

BRISBANE, Calif. - January 4, 2018 - NetEase (NASDAQ: NTES) today announced the soft launch of the English language version of its blockbuster mobile game *Onmyoji* in Canada, Australia, New Zealand, and Scandinavia (Norway, Finland, Sweden, Denmark, and Iceland). Now available in these countries on the App Store and Google Play - and coming soon to PC via Facebook Gameroom and Steam - this anime-style mobile RPG features stunning 3D graphics, PvP and PvE battles, characters voiced by anime veterans and more.

Players in Canada, Australia, New Zealand and Scandinavia can download the game now at <http://m.onelink.me/50ac6a19>.

Debuting today, the soft launch trailer delves into the narrative of *Onmyoji*: <http://neteasegames.link/onmyojitrailer>.

Onmyoji took Asian countries by storm when it launched late last year, topping charts in China, Japan, and Korea with over 200 million downloads, and winning the Google Play 2017 Award for Most Competitive Game in China. Now, after a closed beta period, the anime RPG is available in soft launch countries via mobile devices (iOS and Android). It will come to PC (Facebook Gameroom and Steam) soon, offering players the ability to switch easily between their mobile device and a PC using their same character.

Onmyoji features beautiful anime characters, voiced by industry legends such as Rie Kugimiya (Full Metal Alchemist) and Jun Fukuyama (Code Geass), who journey to defeat malicious spirits and find balance between the human and spirit worlds in their role as an onmyoji. As players defeat more powerful enemies, gain more friendly spirits (or shikigami) to fight by their side, and earn more amulets and experience, they can level up and customize their unique character.

Join in with your friends to experience the turn-based PvP or PvE combat and battle mysterious and powerful demons. Each character in *Onmyoji*, good or bad, has its own backstory and motivation, whether driven by ferocious loyalty or poignant past trauma. Immerse yourself in the anime world of *Onmyoji* and learn of fascinating new characters and stories while journeying to become the most powerful onmyoji in the land.

Check out *Onmyoji* assets here: <http://netease-na.com/news#brand-assets>.

Connect with *Onmyoji* online at:

- Official Website: <https://en.onmyojigame.com>
- Facebook: <https://www.facebook.com/Onmyojigame/>
- Steam: <http://store.steampowered.com/app/551170/Onmyoji/>
- YouTube: https://www.youtube.com/channel/UCgHDGNxYhvXb_LIVd6RVRmQ

- Forum: <https://forum.onmyojigame.com/>

About NetEase, Inc.

NetEase, Inc. (NASDAQ: NTES) is a leading internet technology company in China. Dedicated to providing online services centered around content, community, communication and commerce, NetEase develops and operates some of China's most popular PC-client and mobile games, advertising services, e-mail services and e-commerce platforms. In partnership with Blizzard Entertainment, Mojang AB (a Microsoft subsidiary) and other global game developers, NetEase also operates some of the most popular international online games in China. For more information, please visit: <http://ir.netease.com/>.

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