

NetEase and Blizzard Entertainment Co-developing Diablo Immortal™

(Hangzhou–November 5, 2018) - NetEase, Inc. (NASDAQ: NTES), one of China's leading internet and online game services providers, announced a collaboration with Blizzard Entertainment to co-develop the next game in the storied Diablo® franchise, *Diablo Immortal™*, a mobile massively multiplayer action-RPG for Android and iOS devices.

As unveiled November 2 at BlizzCon® 2018, this new chapter of the blockbuster Diablo saga takes place between the end of *Diablo II: Lord of Destruction* and the beginning of *Diablo III*. In *Diablo Immortal*, players will embark on thrilling expeditions, take part in dynamic events across unique public zones, and plunder instanced dungeons, hacking and slashing their way through the demonic minions surrounding them. From the peaceful town of Wortham to the ancient Library of Zoltun Kulle to the suffocating jungle island of Bilefen, players will explore familiar vistas and until-now undiscovered corners of Sanctuary in search of the tainted fragments of the Worldstone.

Six iconic and highly customizable Diablo character classes will be available in *Diablo Immortal*—**Barbarian, Crusader, Demon Hunter, Monk, Necromancer, and Wizard**—each with new powers and abilities tailored specifically for touchscreen devices, with more playable classes planned for future updates.

“We are very proud that Blizzard Entertainment has chosen us to help bring one of their largest game franchises to mobile,” said Mr. William Ding, Chief Executive Officer and Director of NetEase. “We consider this a huge opportunity to show the world, and particularly Western gamers, NetEase’s strong R&D capabilities. We take a very global view of our online games business, and Blizzard’s Diablo franchise truly embodies the sort of worldwide appeal that we strive for.”

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, and partners with Blizzard Entertainment, Mojang AB (a Microsoft subsidiary) and other global game developers to operate some of the most popular international online games in China. NetEase also operates Kaola.com and Yanxuan, two e-commerce platforms that cater to the rising middle-class consumer market in China. In addition, NetEase offers advertising, e-mail and other services. For more information, please visit: <http://ir.netease.com/>.

About Blizzard Entertainment, Inc.

Best known for blockbuster hits including *World of Warcraft*®, *Hearthstone*®, *Overwatch*®, the *Warcraft*®, *StarCraft*®, and *Diablo*® franchises, and the multi-franchise *Heroes of the Storm*®, Blizzard Entertainment, Inc. (www.blizzard.com), a division of Activision Blizzard (NASDAQ: ATVI), is a premier developer and publisher of entertainment software renowned for creating some of the industry's most critically acclaimed games. Blizzard Entertainment's track record includes twenty-two #1 games* and multiple Game of the Year awards. The company's online gaming service, *Blizzard Battle.net*®, is one of the largest online-gaming services in the world, with millions of active players.

**Sales and/or downloads, based on internal company records and reports from key distribution partners.*

Forward Looking Statements

This press release contains statements of a forward-looking nature. These statements are made under the “safe harbor” provisions of the U.S. Private Securities Litigation Reform Act of 1995. You can identify these forward-looking statements by terminology such as “will,” “expects,” “anticipates,” “future,” “intends,” “plans,” “believes,” “estimates” and similar statements. The accuracy of these statements may be impacted by a number of business risks and uncertainties that could cause actual results to differ materially from those projected or anticipated, including risks outlined in NetEase’s filings with the Securities and Exchange Commission. NetEase does not undertake any obligation to update this forward-looking information, except as required under applicable law.

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