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NetEase, Everbright and HNA Group to Collaborate on Internet Finance

Beijing, May 20, 2015 – NetEase, Inc. (NASDAQ: NTES), one of China’s leading Internet and online game services providers, today announced that Ujia E-commerce Co., Ltd., its wholly-owned subsidiary for e-commerce services (“Ujia”), has signed a framework cooperation agreement (the "Agreement") with Everbright Securities Co., Ltd. (“Everbright”), and HNA Group to form a joint venture company. The joint venture company will primarily focus on Internet crowdfunding and other Internet finance businesses.

Under the Agreement, the registered capital of the joint venture company will be approximately RMB100 million, with RMB30 million contributed by Ujia, RMB40 million contributed by Everbright and RMB30 million contributed by HNA Group. The Agreement still remains subject to internal approval by the parties.

“E-commerce services is rapidly expanding among Chinese users and we are pleased to have formed this partnership with such esteemed companies. Under this joint venture, we plan to bring even more robust e-commerce offerings to our growing community of Internet users,” said Mr. William Ding, Chief Executive Officer and Director of NetEase.

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 successful online PC and mobile games, advertising services, e-mail services and e-commerce platforms. In partnership with Blizzard Entertainment, NetEase also operates some of the most popular international online games in China. For more information, please visit: <http://ir.netease.com/>.

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 related to: the risk that the online game market will not continue to grow or that NetEase will not be able to maintain its leading position in that market, which could occur if, for example, its new online games or expansion packs and other improvements to its existing games do not become as popular as management anticipates; the ability of NetEase to successfully expand its mobile Internet offerings; the ability of NetEase to effectively market its games and other services and achieve a positive return on its marketing expenditures; the risk that Shanghai EaseNet will not be able to continue operating *World of Warcraft*[®], *StarCraft*^{® II}, *Hearthstone*^{®:Heroes of Warcraft}[™], *Heroes of the Storm*[™], *Diablo III*^{®: Reaper of Souls}[™], or other games licensed by it for a period of time or permanently due to possible governmental actions or the risk that such games will not be popular with game players in China; the risk that changes in Chinese government regulation of the online game market and the market for NetEase's e-commerce services may limit future growth of NetEase's revenues or cause revenues to decline; competition in the online advertising business and the risk that investments by NetEase in its content and services may not increase the appeal of the NetEase websites among Internet users or result in increased advertising revenues; the risk that NetEase may not be able to continuously develop new and creative online services, including its ability to maintain and enhance the popularity of its e-mail, mobile and e-commerce services and develop attractive mobile games; the risk that NetEase will not be able to control its expenses in future periods; competition in NetEase's existing and potential markets; governmental uncertainties (including possible changes in the effective tax rates applicable to NetEase and its subsidiaries and affiliates and the ability of NetEase to receive and maintain approvals of the preferential tax treatments and general competition and price pressures in the marketplace); the risk that fluctuations in the value of the Renminbi with respect to other currencies could adversely affect NetEase's business and financial results; and other 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 the applicable law.