

NetEase Games to Partner with Behaviour™ Interactive to Publish Dead by Daylight™ Mobile in Selected Asian Regions

GUANGZHOU, China, Feb. 28th, 2020 – NetEase Games, the online games division of NetEase, Inc. (NASDAQ: NTES), today revealed that it will act as the publishing partner of Behaviour™ Interactive to operate and publish Dead by Daylight™ Mobile in selected Asian regions.

Dead by Daylight™ is a 4v1 multiplayer horror game in which one crazed killer hunts four friends through a terrifying nightmare. In a deadly game of cat and mouse, players can take on the role of iconic killers or try to survive brutal trials. Dead by Daylight™ Mobile will be fully optimized and offer the same gameplay and modes that fans enjoy, with new controls and experience carefully crafted for mobile devices.

Rémi Racine, CEO of Behaviour Interactive, said of the collaboration with NetEase Games, “We are extremely happy to partner with NetEase Games for Dead by Daylight™ Mobile. Their expertise in operating and publishing mobile titles in Asia sets us up for success in the East. We believe that together with NetEase Games, we can bring quality interactive entertainment experiences for passionate gamers worldwide.”

The game will be made available following a different timeline due to distinct optimization and localization processes in Japan, South Korea, Brunei, Cambodia, Indonesia, Laos, Malaysia, Mongolia, Myanmar, Philippines, Singapore, Thailand, Timor-Leste and Vietnam. A release date has yet to be finalized in the mentioned regions. NetEase Games will unveil more details later this year.

Players in these regions will also receive the rewards from the current pre-registration event on the official website of Dead by Daylight™ Mobile when the game is officially launched. Meanwhile, regional events will be opened in the near future.

To get the latest news and updates, players can follow NetEase Games on its official Facebook and Twitter

About Dead by Daylight™ Mobile

Dead by Daylight™ Mobile is a fully-fledged mobile iteration to the fan-favorite asymmetrical multiplayer horror game from Behaviour™ Interactive, which has surpassed now 15 million players on PC and consoles. In Dead by Daylight™ Mobile, five players jump into a match where one plays as a crazed killer and must hunt four survivors on a terrifying map. Players take on the role of both killer and survivors in a deadly game of hide and seek. Dead by Daylight™ Mobile will be available on the App Store and Google Play Store. For more information, please visit mobile.deadbydaylight.com.

About Behaviour™ Interactive

Behaviour Interactive, Canada's largest independent game developer and publisher, was founded in 1992. The company boasts over 600 employees in its Montreal studio and more than 200 million downloads. With its award-winning original IP Dead by Daylight™ and the upcoming strategy RPG Game of Thrones Beyond the Wall™, Behaviour continues to grow as a leading global developer. Behaviour counts amongst its partners some of the world's most renowned brands including Activision, Microsoft, Nintendo, Sony, Ubisoft and many more. For more information visit: bhvr.com.

About NetEase Games

NetEase Games is the online games division of NetEase, Inc. (NASDAQ: NTES), developing and operating some of the most popular PC-client and mobile games in markets including China and Japan. As one of the world's largest incubators of quality online game content, NetEase Games is dedicated to supporting the growth of innovative studios around the globe and growing an international presence along the way. To complement its self-developed games and world-class R&D capabilities, NetEase Games also partners with other industry leaders including Blizzard Entertainment, Mojang AB (a Microsoft subsidiary) and other global game developers to operate some of the most popular international online games in China. For more information, please visit neteasegames.com.