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**NetEase Reveals New Mobile and PC-Client
Games Pipeline at 2017 Award Ceremony**

(Beijing, December 18, 2017) – NetEase, Inc. (NASDAQ: NTES) (“NetEase” or the “Company”), one of China’s leading internet and online game services providers, today announced the unveiling of more than 20 new mobile and PC-client games, and showcased 11 hit titles at the NetEase Games 2017 Award Ceremony. Held on December 17, 2017 in Shanghai, the event celebrated NetEase’s major achievements for the year, and provided attendees with an up-close, interactive first-look at the Company’s upcoming pipeline of games.

Over 1,000 guests and game enthusiasts flocked to the annual Award Ceremony, which featured a roadmap for updates and expansion packs for classic NetEase PC-client and mobile titles, as well as plans to release a number of brand-new self-developed and licensed games.

Mobile games have become the predominant driving force in online games, making China the global market leader. As a pioneer in China’s online gaming arena, NetEase has found itself at the forefront of this gaming boon with flagship PC-client titles that have spanned decades, along with newer sensational mobile games sweeping audiences both in China and internationally.

During the event, NetEase highlighted *Onmyoji*, its self-developed blockbuster mobile game and discussed its 2018 plans to introduce a battle arena game based on *Onmyoji* IP in the coming months. NetEase is also expanding the *Onmyoji*’s international presence, and expects to bring the game to the U.S. and Canada during the first quarter.

Other popular mobile titles mentioned at the ceremony included NetEase’s acclaimed self-developed strategy war game *Invincible*, and popular battle sandbox games *Knives Out* and *Terminator 2: Judgment Day*. Following their releases in early November, both games quickly gained favor with audiences around the world. To date, *Knives Out* has been recommended by Google Play Store in over 10 countries and has accumulated over 100 million registered users, and *Terminator 2: Judgment Day* has accumulated over 50 million registered users. NetEase also featured its global smash hit *Rules of Survival* at the event, which has been ranked as one of the most popular games on iOS platforms across more than 18 countries since its launch on

November 14, 2017. Additional titles featured at the ceremony included 3D ACG Japanese-themed RPG *Index*, NetEase's flagship competitive casual game *Super Smash Toys*, SLG *The Kingdoms* and horizontal version fight technology mobile game *Samsara of Soul*.

NetEase is building on its successful portfolio with plans to launch a number of new games in 2018. As part of its diversification strategy, NetEase continues to introduce licensed games across a variety of genres including games in the casual and light combat arenas that are capturing the imaginations of audiences all over the world. During the event, NetEase announced plans to introduce new titles that strengthen its portfolio such as licensed casual games *The Room 3* and *The Room: Old Sins* (licensed from Fireproof Games) and the popular card game *UNO™* (licensed from Mattel). Additionally, following last week's successful iOS App Store launch of free-to-play mobile MMO action game *World of Tanks: Blitz* (licensed from Wargaming), NetEase plans to introduce the game for Android users on December 21, 2017.

Complementing its robust and growing catalogue of licensed games, NetEase announced that it will bring a series of exciting new self-developed mobile titles to its growing constituency of gamers, including casual, advanced casual, Role Playing Games (RPG), Simulation Games (SLG) and Asymmetrical Battle Arena (ABA) games. NetEase also announced plans to expand on its current genres by bringing players a number of new games in 2018 such as MMORPG *Chu Liu Xiang* and *Alive*, a 2.5D casual competitive sandbox mobile game, as well as ABA *Identity 5*.

In addition to its mobile titles, NetEase maintains a prestigious portfolio of self-developed and licensed PC-client games, and is the exclusive operator in China of the globally acclaimed *Minecraft*. Now available on all platforms in China, *Minecraft* had accumulated nearly 30 million new registered users as of the end of October 2017.

NetEase's classic self-developed legacy titles continue to resonate with experienced and new gamers. With timely updates and new game play, legacy titles such as *Fantasy Westward Journey Online* and *Westward Journey Online II* continue to be listed among China's most played games. During the event, NetEase also revealed a new trailer for the TV show based on *Fantasy Westward Journey Online*, as well as plans to release new expansion packs for both PC-client and mobile versions of *Westward Journey Online II* and *Heroes of Tang Dynasty*, as well as the mobile version of *Demon Seals* in January 2018. Other flagship PC-client titles honored at the ceremony included the ever-popular *New Ghost*, *Tianxia III* and *Revelation*, and the Company also announced plans for *Justice* (formerly named *Open Range*) to begin its second round of beta testing on January 19, 2018.

As one of the leading developers in the online games market, NetEase continues to expand its diverse portfolio across a variety of genres to thrill its growing player community. Other new games discussed at the Award Ceremony included:

- ***Ancient Nocturne***: Based in the time of the Tang Dynasty, gamers will hold their Daoist Amulet, open their Yinyang Eye, and prepare for an astonishing journey into the Yaoguai World. The first beta testing is scheduled to begin in January 2018.
- ***The Soul of Hunter***: This hyper-reality 3D team-hunting mobile game forged by NetEase Games is set in the West during medieval times where humans are forced to live behind

high walls while battling monsters that rule the world. The first open beta testing is planned to begin on December 22, 2017.

- **QwQ:** NetEase's brand new manga-based 5v5 PvP mobile game includes familiar legends and monsters that come to life as special heroes in a game riddled with amusing art and witty dialogue.
- **Blade of War:** This mobile RTS battle game takes place in a fantasyland with revolutionary line-free graphics, where players have diverse options to build unique army compositions to outsmart their enemies.

"Innovation is the heart of our Company and we are delighted to celebrate our accomplishments and a growing community of gamers who embrace our offering," said Mr. William Ding, Chief Executive Officer and Director of NetEase. "Given NetEase's rich history as a premier online games developer and operator, we have been able to both create internally and obtain exclusive access to licenses from international powerhouses. This strategic combination has enabled us to bring China some of its most popular games, amassing one of China's leading mobile and PC-client game portfolios. As we introduce new games that strengthen our position, we are simultaneously growing our community and will continue to work to capture the imaginations of players across the globe."

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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Forward Looking Statements

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