

NetEase to Commit to Making Virtual Reality Game *Twilight Pioneers* for Google's Daydream Platform

As one of the first developers committed to building an app for Daydream, NetEase shows the strength of its capabilities in virtual reality gaming

MOUNTAIN VIEW, Calif., May 18, 2016 /PRNewswire/ -- NetEase (NASDAQ: NTES)'s virtual reality game *Twilight Pioneers* was revealed at Google I/O 2016 as one of the first games to commit to Google's new high quality mobile VR platform built on top of Android called Daydream.

NetEase believes the immersive experience of VR gaming is a game changer with tremendous market potential. Building on its previous successes in mobile and PC gaming markets in China, NetEase is expanding its footprint into global markets and the emerging product platforms within them such as virtual reality (VR).

The company has identified virtual reality as a technology that will change the whole dynamic of gaming, and by launching *Twilight Pioneers* on Daydream, NetEase demonstrates both its development capabilities and the potential of Chinese gaming companies in the exciting vertical of VR gaming.

Commenting on the company's latest achievement, Chief Executive Officer and Director of NetEase William Ding said, "As one of the first developers globally to feature on Google I/O 2016, we are pleased to be among the first companies to commit to making games for Daydream. Leveraging our track record in game development and innovation, we are confident of delivering the superior VR gaming experience to players in China and around the world."

Set in a fantasy world, *Twilight Pioneers* is an Action Role Playing Game (ARPG) that incorporates NetEase's next-generation graphics and advanced production techniques.

NetEase will premiere *Twilight Pioneers* concurrent with the launch of Daydream in November 2016. *Twilight Pioneers* will also be available on mobile devices and PCs.

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 online PC and mobile games, advertising services, email services and e-commerce platforms. In partnership with Blizzard Entertainment, NetEase operates some of the most popular international online games in China.