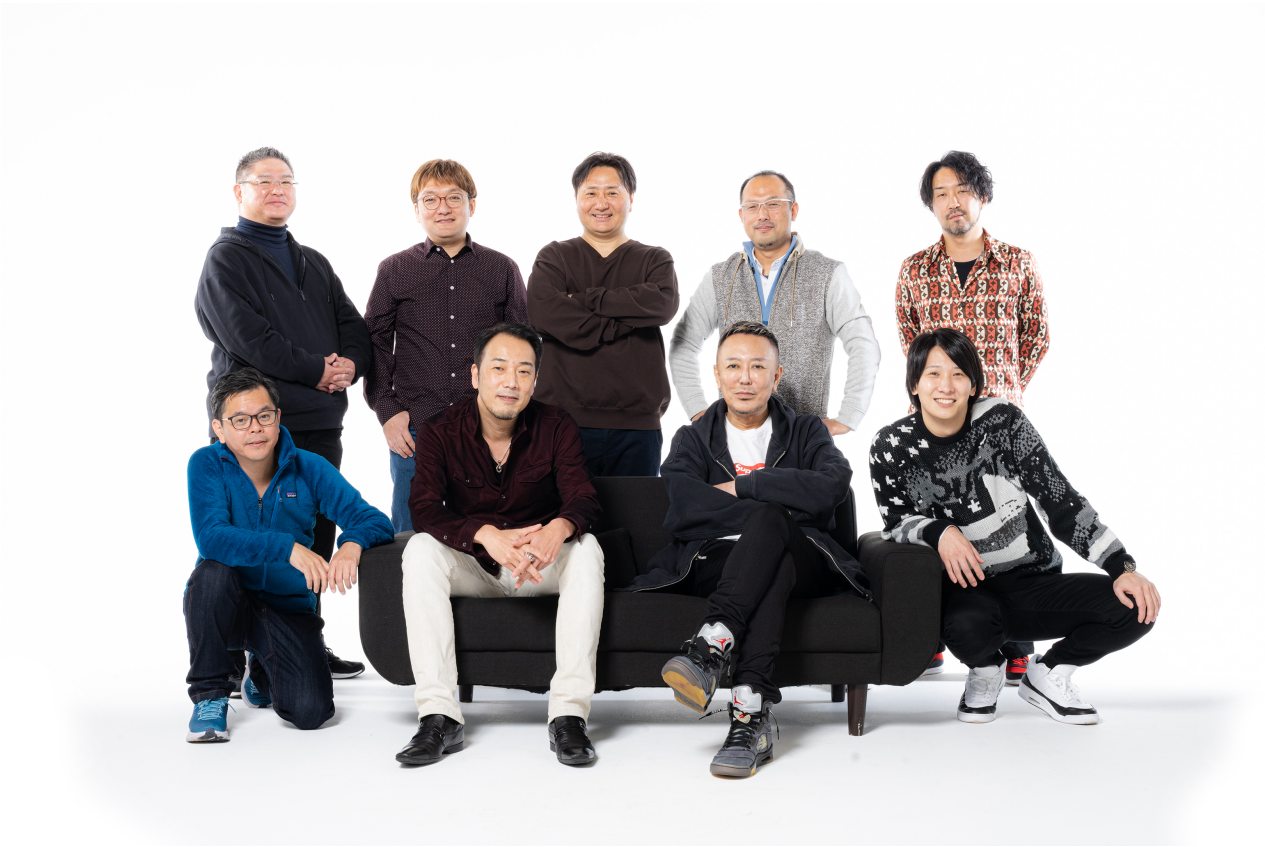
NetEase Games Announces Nagoshi Studio Inc. — A Brand New Studio That Will Develop High-Quality Titles for Gamers Around the World

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GUANGZHOU, CHINA, JANUARY 24th, 2022 – NetEase Games, the online games division of NetEase, Inc. (NASDAQ: NTES; HKEX: 9999), is delighted to announce the establishment of Nagoshi Studio Inc. in Tokyo, Japan ("https://nagoshistudio.com"). Toshihiro Nagoshi, former producer of Yakuza series, has taken up the post of Representative Director and CEO of the studio, along with experienced developers, many of whom worked on iconic video games. The studio will focus on developing high-quality console titles that will be released globally.

Creating Entertainment filled with DREAMS and EXCITEMENT

Nagoshi Studio Inc. enjoys full authority to manage and create the kinds of games that they are passionate about, with NetEase Games' support.

There have been sweeping changes made to how content is produced in the entertainment industry, in terms of how it's made and the business model that supports it. These changes are happening at a greater speed, thanks to the advances in technology and infrastructure. However, NetEase Games and Nagoshi Studio both believe that what people want from entertainment hasn't changed one bit. People see their dreams in entertainment, they look to it to give them hope in their everyday life, to soothe them in difficult times, and to add excitement in happy times. People look to entertainment to provide the spark for all kinds of events in their life.

Aiming to create quality titles and deliver the essence of entertainment with strong motivation to reach the whole world, Nagoshi Studio Inc. shares the same commitment with NetEase Games to "Unleash the Potential of Creators" in an open and inclusive environment, hoping to reach and touch passionate gamers around the globe with high-quality and engaging content.

For more information about Nagoshi Studio Inc., including available jobs, please visit https://www.nagoshi.game

About Nagoshi Studio Inc.

Nagoshi Studio Inc. is a game software development company and wholly owned subsidiary of NetEase Games. It develops high-end titles for worldwide release, with a primary focus on the console software business.

About NetEase Games

NetEase Games is the online games division of NetEase, Inc. (NASDAQ: NTES and HKEX: 9999), developing and operating some of the most popular mobile and PC 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.

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