

## NetEase Reveals New Major PC and Mobile Games at NetEase Games' 2015 Award Ceremony

BEIJING, December 23, 2015 – NetEase, Inc. (NASDAQ: NTESE), one of China's leading Internet and online game services providers, today announced that it unveiled 26 new mobile and PC-client games at the NetEase Games 2015 Award Ceremony. The event was held on December 18, 2015 in Shanghai, China to celebrate the Company's major achievements for the year and introduce its 2016 pipeline of games.

The Company's new games slated for release will include 14 RPG and ARPG games that will primarily be self-developed, along with select licensed games. Building on the tremendous success of NetEase's *Fantasy Westward Journey* and *Westward Journey Online* mobile games, NetEase plans to bring a number of popular PC-client games to mobile users, with introductions for the mobile companion of *New Ghost*, called *A Chinese Ghost Story*, and the mobile version of *DaTang* planned for the second quarter of 2016. The Company also expects to release *Westward Journey: Rage* and *Kung Fu Panda 3* for mobile users in January. New mobile titles to augment these already successful PC-client hits are expected to include *Handsome Siblings* and *The Legend of The Flying Swordsman*, both in the first quarter of 2016, and *Third Young Master's Sword* is slated for a 2016 Summer release, all of which are based on the best-selling novels by Gu Long. New IP title *Code Name: Star* is also expected to be released in 2016. On licensed games side, the Company plans to bring the highly-anticipated Korean top ARPG game *Raven* in coming months.

Portfolio diversification continues to be a core component to NetEase's growth strategy. In addition to numerous RPG and ARPGs, NetEase will release a handful of games spanning other marketable genres. These will include the exciting first person shooter game *S7* and ACT games *Cut the Soul*, *The Phantom Soul*, as well as MOBA + ACT game *For the Honor* and RTS + RPG game *Infinity War*. Casual games continue to be popular among Chinese users and NetEase plans to add more games to its casual portfolio as well, with titles such as *Richman 9*, *Audition* and *Mushroom Wars: Space*.

With over a decade of success in PC-client games, NetEase will continue to introduce new PC-client games in 2016 that augment its growing mobile line-up. The Company is currently working on new PC-client game titles such as *Hegemon-King of Western Chu* and real-time action tactic game *War Rage*. NetEase also plans to introduce its next generation flagship PC-client game *Open Range*. The game is based on Ruian Wen's famous best-selling novel and includes exciting gameplay with a unique twist on a classic game genre.

"As dedicated game enthusiasts, we have achieved tremendous success in 2015, including being the top developer in mainland China on both iOS and Android platforms," said Mr.

William Ding, Chief Executive Officer and Director of NetEase. “We strive to continually bring new exciting games to our PC and mobile players. In 2016, we plan to employ a pan-entertainment strategy to link more users together across our Internet platforms. Our goal is to provide a unified user experience that continues to captivate and entertain our loyal and growing community.”

### **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 PC and mobile 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™, Diablo® III: Reaper of Souls™, Heroes of the Storm™ 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.

**Contact for Media and Investors:**

Juliet Yang  
NetEase, Inc.  
[hzyangyy@corp.netease.com](mailto:hzyangyy@corp.netease.com)  
Tel: (+86) 571-8985-3378

Brandi Piacente  
Investor Relations  
[brandi@corp.netease.com](mailto:brandi@corp.netease.com)  
Tel: (+1) 212-481-2050