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NetEase Reveals Games Pipeline at Third Annual Game Enthusiasts' Day

Beijing, May 22, 2017 – NetEase, Inc. (NASDAQ: NTES) (“NetEase” or the “Company”), one of China's leading internet and online game services providers, today announced that it celebrated its extensive portfolio of existing and upcoming mobile and PC-client games at the NetEase Third Annual “520 Game Enthusiasts’ Day.” Held on May 20, 2017 in Guangzhou, the event featured exciting new games that the Company expects to introduce in the coming quarters, and celebrated its flagship games that continue to reach new heights.

During the event, NetEase showcased more than 30 titles including 13 never before released mobile games and two new PC titles that will add to its diverse portfolio. NetEase also announced the official launch of Qiyu Club, a player membership platform to provide exclusive rewards and privilege to all NetEase gamers.

NetEase’s decades of leadership in online PC-client games, and more recently mobile games, have achieved tremendous success, with core IP continuing to gain favor with massive audiences. During the event, the Company announced plans to further extend its IP power, including the *Fantasy Westward Journey*, *Westward Journey*, *Ghost* and *Tianxia* franchises, with exciting themed carnival and competition events, as well as cartoons, TV shows and movies, to enrich the content and user engagement. NetEase also launched a brand new chapter for *Onmyoji*. With fully upgraded Augmented Reality (AR) gameplay and thrilling new content, players have flocked to the game in its initial days of the new chapter’s release to experience the exciting additions first hand.

During the event, the Company also announced it has been authorized by DW Corporation to utilize its “Dual Sticks” patent. Leveraging this technology, NetEase plans to broaden its portfolio and bring players inspiring options in the Multiplayer Online Battle Arena (MOBA) genre.

"Events such as the Annual Enthusiasts' Day, afford us an opportunity to honor the ubiquitous nature of online games in today's digital society," said Mr. William Ding, Chief Executive Officer and Director of NetEase. "As a leader in the space, it is our responsibility to continue to innovate and our portfolio of online games grows stronger and more diverse each year. Looking ahead we are investing our resources in growing our presence in relevant genres such as light combat, advanced casual and indie games that address evolving trends and continue to shape the online world."

In addition to updates to its flagship titles, NetEase announced a number of new developments that pertain to key upcoming games in its pipeline. In particular, the world's largest PC server Hypixel will join the China version for the highly anticipated launch of *Minecraft*. NetEase plans to launch both the PC and mobile versions in July. NetEase is also achieving early success with *Index*, a 3D Japanese-style RPG mobile game, with one million pre-registered players achieved and closed beta testing initiating on May 22. Two more of NetEase's self-developed PC-client titles *War Rage* and *Open Range* are also coming to audiences soon. Delivering a sneak peak of latest game footage, *War Rage*, which has been five years in the making, will begin its second round of beta testing in June. NetEase also revealed the latest trailer for *Open Range*, the MMO based on Wen Runan's famous Wuxia novel, and announced that it will initiate closed beta testing on July 21.

Introducing new games and collaborations are imperative to advancing NetEase's strategy to fortify its portfolio. To augment and further diversify its pipeline NetEase is exploring new markets and creative genres like casual, advanced casual, Role Playing Games (RPG), Simulation Games (SLG) and Asymmetrical Battle Arena (ABA).

To bolster its growing portfolio, NetEase plans to introduce a number of new titles, unveiling exciting games at the event including self-developed *Forever 7*, a thrilling RPG based on urban legend featuring multiple storylines and battle heroes in real-time creating a powerful gaming experience. NetEase will also bring players *HAN-GYAKU-SEI Million Arthur*, the third installment of the Million Arthur series, a traditional Japanese mobile game jointly developed by NetEase and Square Enix with celluloid-style CG animation. The game unfolds a whole new world of Britain like never before to its legion of fans. Further diversifying its offering, NetEase announced that it also plans to introduce its very first game in the ABA genre. Set in the Victorian era, *Identity 5* begins with an anonymous invitation to a deserted manor, where players quickly become the brave detective as a gothic, suspenseful horror story unfolds.

Licensed games continue to play an instrumental role in NetEase's growth strategy. In addition to games like *Minecraft*, NetEase revealed it will release a handful of new exciting licensed games such as *Shadowverse*, an original Japanese fantasy-themed Collectible Card Game (CCG) developed by Cygames. The game features various strategies, a unique evolution system and highly competitive play-styles with gorgeous anime-style card art and hundreds of super voice actors and actresses. NetEase will also bring Chinese players *HATSUNE MIKU, Roller Skating Music*, a casual Japanese style mobile game whose main

character is one of the most popular idols in the world of ACG, as well as Zynga’s epic mobile strategy game, *Dawn of Titans*.

The Enthusiasts’ Day audience was also introduced to other upcoming self-developed and licensed games in NetEase’s pipeline including:

- *Bombing.io*: a multi-player online casual game where players are fight pilots.
- *Legend of Three Kingdoms*: a next-generation 3D MMO fantasy game produced by the former development team of *Fantasy Westward Journey*.
- *The War*: a 3D mobile battle game that takes place among the Warring States Period in a cinematic world where you can be a real hero.
- *Xuanyuan Sword of NetEase*: a Chinese-style 3D mobile game leveraging the IP of two classics – NetEase’s *Xuanyuan Sword 3* and Softstar Entertainment Inc.’s *Scar of the Sky*.
- *The Trail: 22cans’* award-winning indie game that allows gamers to live the life of a pioneer with amazing vistas and a stirring soundtrack.
- *The Kingdoms*: a licensed mobile SLG that combines the classic strategies of war and ultra-high degree of freedom.
- *Stylish Basketball*: the first mobile basketball game presented by NetEase, featuring 3V3 dual meet, tournament, solo and other various types of game play (licensed).

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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