

Ready, Set, Run! *Speedy Ninja* Launches on iOS and Android

NetEase Debuts Its First Mobile Game Built for Western Gamers, A Competitive Endless Runner

BRISBANE, Calif. – August 27, 2015 – NetEase, Inc. (NTES) today announced the release of its first mobile game for the West, *Speedy Ninja*. Starting today, iOS and Android users can embark on the fastest, most perilous run of their lives through bamboo forests and the high skies run by mystical dragons. Download the game for free on the App Store: <https://itunes.apple.com/ca/app/speedy-ninja/id997529786?mt=8>, and Google Play: https://play.google.com/store/apps/details?id=com.netease_na.nmd2&hl=en.

See *Speedy Ninja* in action in the launch trailer:
<https://www.youtube.com/watch?v=TV26z26Hcsc>

Speedy Ninja puts a unique spin on the endless runner genre with an Asian-inspired art style combined with character customization, combat, and online competitive mechanics. The fast, acrobatic adventure features a robust leaderboard players can climb by completing daily missions. The colorful cast of characters, customizable battle gear, and mythical monsters transcend the classic endless runner model to create an imaginative, strategic environment.

“The launch of *Speedy Ninja* is an incredible milestone for NetEase, delivering on our promise to serve the West with our first mobile game offering,” said General Manager of NetEase North America, David Ting. “By adapting a successful Asian title for Western audiences from the ground up, *Speedy Ninja* showcases NetEase’s global appeal. I am confident that players will love the game.”

Speedy Ninja will be available for demo at PAX Prime in the exhibit hall North Lobby and the Sheraton Seattle Hotel Willow A Lounge.

For more information about NetEase North American division, please visit www.netease-na.com, join us on Facebook: www.facebook.com/NetEaseOfficial, or follow us on Twitter: www.twitter.com/NetEaseOfficial.

About NetEase

NetEase, Inc. (NASDAQ: NTES) is a leading Internet technology and online gaming company headquartered in China. With a breadth of experience in content creation and sharing, NetEase develops and operates some of China's most popular online games (including *World of*

Warcraft®, *Hearthstone®*: *Heroes of Warcraft™*, *StarCraft® II*, *Heroes of the Storm™* and *Diablo® III*), e-mail services, advertising services, mobile applications and games, and web portals. The company has recently established a US office, with plans to expand their offerings by releasing mobile games for Western audiences. For more information, please visit: <http://ir.netease.com/>.

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