

NetEase Expands Global Presence with First Headquarters in the West

February 24, 2015 8:30 AM ET

NASDAQ-listed internet technology company sets up shop in the US, led by gaming veterans; Announces first game for Western audiences

REDWOOD SHORES, Calif.--(BUSINESS WIRE)--Feb. 24, 2015-- NetEase, Inc. (NTES), one of China's leading internet and online game services providers, today announced the establishment of operations in North America. The US headquarters combines the development and scaling capabilities of over 3,600 employees in China with local market expertise in North America. The team will focus on building a strong pipeline of mobile games for Western audiences from the ground up. Multiple titles are planned for release in North American and European markets in 2015.

Led by games industry veteran David Ting, the team in Redwood Shores, CA, is building content for Western audiences, with an initial focus on mobile platforms. Previously Chief Technology Officer at OUYA, Head of Online Publishing at Blizzard, and General Manager of IGN eSports, Ting has extensive experience in games and entertainment to draw upon as the team launches NetEase in the Western market.

“With a \$15 billion USD market cap, NetEase has a strong foundation of successes in Asian markets made possible by a wealth of design and engineering talent. We’re diligently working to bring culturalized versions of these high quality experiences to gamers all over the world,” said David Ting, General Manager of NetEase North America. “We’ve assembled a group of talented professionals whose passion is making games and our focus is on fostering an environment with creative freedom. We are building the games we want to play and are excited to launch them into global markets.”

NetEase’s first planned release in the West will be an adaptation of one of their successful Chinese games revamped for local markets. *Speedy Ninja* (working title) is anticipated to launch on iPhone, iPad, iPod Touch and Android devices for FREE* this summer. A new twist on the endless runner genre, *Speedy Ninja* brings a unique calligraphy art style and competitive game mechanics to the experience. An acrobatic, fast-paced adventure, the mobile game features a robust leaderboard players can climb by completing daily missions. The ability to control characters, battle gear, and mystical summons transcends the reflex-testing game into a pulse-racing, strategic challenge.

Speedy Ninja is the sequel to *Ninja Must Die* by pandadastudio which launched to critical acclaim overseas. Pandadastudio was founded in December 2011 in Hangzhou, China and have produced three successful titles including *Ninja Must Die* and *2012: The End Escape* securing over 18 million downloads (<http://www.pandadastudio.com>).

NetEase’s legendary online games have brought joy and entertainment to players in China for over ten years. 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: twitter.com/NetEaseOfficial. To enroll in the Speedy Ninja Beta program on Google Play, join our [Google+ Page](#).

*wireless fees may apply

About NetEase

NetEase, Inc. (NASDAQ:NTES) is a leading Internet technology and video game company headquartered in China. 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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