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**NetEase Forms Strategic Partnership with Sinotrans to Strengthen  
Cross-border E-commerce Service**

*Launches New Cross-border E-commerce Platform*

BEIJING, Jan. 16, 2015 /PRNewswire/ --- NetEase, Inc. (NASDAQ: NTESS), one of China's leading Internet and online game services providers, today announced a strategic partnership with Sinotrans Limited (0598.HK) ("Sinotrans"), one of China's largest logistics service providers. The two companies have joined forces to develop a cross-border e-commerce business designed to provide speedy delivery services to Chinese consumers purchasing goods from overseas.

Under the partnership, Sinotrans will be responsible for international shipping logistics for Kaola ([www.kaola.com](http://www.kaola.com)), NetEase's newly launched, self-operated cross-border e-commerce platform. Kaola is currently in the open testing phase for users in China, during which period the platform will selectively offer popular categories of products such as baby products, beauty and personal care products and health foods.

"This partnership is an important part of NetEase's cross-border e-commerce strategy," said Mr. William Ding, Chief Executive Officer and Director of NetEase. "Our e-commerce business has continued to grow, and this partnership supports our international expansion goals. By integrating our companies' resources, we are strengthening our supply chain logistics capabilities which ultimately benefits our customers."

**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 online games, e-mail services, advertising services, mobile applications and games, and web portals. In partnership with Blizzard Entertainment, NetEase also operates some of the most popular international online games in China, including *World of Warcraft*<sup>®</sup>, *Hearthstone*<sup>®</sup>: *Heroes of Warcraft*<sup>™</sup>, *StarCraft*<sup>®</sup> *II*, *Heroes of the Storm*<sup>™</sup> and *Diablo*<sup>®</sup> *III*. 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 NetEase's e-commerce business will not continue to grow; the ability of NetEase to successfully expand its mobile Internet and e-commerce offerings; the ability of NetEase to effectively market its services and achieve a positive return on its marketing expenditures; the risk that changes in Chinese government regulation of the online game or e-commerce markets 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, e-commerce, mobile and micro-blogging 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.

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