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NetEase Showcases New PC and Mobile Games at Second Annual Game Enthusiasts' Day

Beijing, May 23, 2016) – NetEase, Inc. (NASDAQ: NTES) (“NetEase” or the “Company”), one of China’s leading internet and online game services providers, announced plans to introduce an extensive pipeline of PC-client and mobile games during NetEase’s 2nd Annual “5/20 Game Enthusiasts’ Day” on May 20, 2016 in Guangzhou. The event celebrates the continued passion and excitement players have for NetEase-operated games, and provides a first look at new exciting upcoming games designed to appeal to a wide audience.

NetEase revealed a pipeline of 41 total games during the event, including footage of over 20 never before released new PC and mobile games. The event highlighted the latest additions to its portfolio of 90 mobile games, including *Fantasy Westward Journey: Warriors and Westward Journey: Rage*, which extend the franchise of China’s two most popular mobile games, *Fantasy Westward Journey* and *Westward Journey Online*. Players have also been exceptionally pleased with the mobile version of *New Ghost*, which is currently one of the top 10 grossing games in China’s iOS app store following its debut on May 13.

To extend its success in PC-client games, NetEase is bringing a series of its legacy PC titles to mobile players, including the award-winning MMORPG *Tianxia III*, the best-in-class fighting game *Datang*, as well as a next generation 2.5D MMO game *Demon Seals*. Powered by the proprietary Messiah engine, the 3D *Tianxia* mobile is expected to bring mobile gaming to a new level. The mobile version of *Datang*, possibly the most anticipated fighting game of 2016, and the first MMO game produced NetEase for online PC-clients, is expected to be introduced to players later this year. Leveraging NetEase’s top class self-developed NeoX engine, the mobile version of *Demon Seals* will give players a thrilling experience in next-generation 2.5D MMO games.

In addition to its strong presence in MMORPG games, NetEase continues to diversify its games portfolio in different genres, including FPS, ACT, MOBA, SLG, Music and etc. Other new mobile games introduced to the Enthusiast Day audience were:

- *Terminator 2: Judgment Day (Official Mobile Game)*: the officially authorized mobile game, this MMORPG features an over-shoulder view and movie quality picture
- *Onmyoji*: a NetEase developed game for 2016, with 3D turn-based combat based on a well-known Japanese story
- *Audition Mobile*: the mobile version of the popular dancing game puts players in the role of a Showbiz newcomer
- *HIT*: a breathtaking ARPG developed by the *Lineage 2* and *TERA* production team
- *Hero X Hero*: an ARPG developed with Hack & Slash that features one-versus-many fighting
- *Dawn of Steel*: an action-oriented, real-time strategy game that pits powerful mechanized rigs against each other for control of an alien world's precious resources
- *Girl Exorcist*: the first 3D anime-adventure mobile game, where demon hunters try to save the world from catastrophe
- *Hime War*: a NetEase developed 3D game integrating TPS, card games and ARPG-style play
- *Richman 9*: jointly developed by NetEase Games and Softstar, this is the first mobile game developed from the Richman series
- *Wildfire EX*: a 3D action game developed by NetEase Inception Studio that combines time travel and sci-fi elements
- *S7*: NetEase's initial First-Person Open World RPG-shooting mobile game leverages next-gen technology to create an epic world
- *Band of Tanks*: a first-person shooter game based on famous World War II tank battles
- *For the Honor*: developed by NetEase, featuring six civilizations, dozens of heroes and more than 100 story chapters, this game enables countless mysteries and conflicts
- *Over Ocean: The Great Voyage*: in this MMO mobile game in the Age of Discovery, players sail around the world to earn money, prestige and glory
- *The Legends of Glory*: a MMORPG based on western magic, it requires multi-vocation teamwork
- *Adventure of Tang*: the first 3D turn-based MMO role playing mobile game produced by NetEase creates a fantastic new Journey to the West.

NetEase will also be introducing a series of games based on the best-selling martial arts novels by Mr. Gu Long later this year. Some of the expected upcoming titles include *Legend of Chu Liuxiang*, *Knife-Man*, *Flying Daggers*, *Luxiaofeng Legend* and *Sword Master*.

During the event NetEase also demonstrated how it continues to build on its leadership in PC-client games with the introduction of the highly anticipated *War Rage*. This 3D online warfare game from Booming Games was four years in the making. *New Ghost* is NetEase's top fantasy-themed MMORPG, and to celebrate its success a 5th Anniversary expansion edition was introduced, which features a new role, and seven new maps among other

updates.

“Last year’s inaugural Enthusiasts’ Day was a tremendous success, and highlighted the depth and breadth of gamers’ devotion to our games and the NetEase brand,” said Mr. William Ding, Chief Executive Officer and Director of NetEase. “By making Enthusiasts’ Day an annual event we can show our dedication to those players, and build anticipation for our lineup of new PC-client and mobile games. China’s online game industry continues to grow and become more diverse. Our commitment to research and game development, as well as our deep understanding of Chinese audience preferences, places NetEase at the forefront of market trends and player satisfaction. It is these values that will continue to propel our success and leadership in this expanding market.”

In addition to the new games, NetEase introduced innovative new concepts that reward players, provide game development opportunities, and extend the NetEase brand. *NetEase Games Project Plus* was conceived to support core gamers by offering rewards such as virtual equipment, off-line gifts and member services. *NetEase Games Project Plus* can also identify every gamer’s favorites and push custom-designed information regarding games and benefits. Together with NetEase pictures, NetEase games unveiled the *Prometheus Project*, providing game players and talented screenwriters an opportunity to be involved in the game creation process. *Prometheus Project* includes ‘My Story Box,’ where selected life stories shared by game players will be featured in NetEase’s new movies, and “Dream Passport,” where game players will be invited to co-create game-based movies. Finally, the Company debuted its affiliation with *YiJian*, a new coffee shop brand with a NetEase theme. *YiJian* is dedicated to the high quality NetEase game culture, creating a five-star dining experience and fashionable leisure spot.

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 PC and mobile games, advertising services, email services and e-commerce platforms. In partnership with Blizzard Entertainment, NetEase operates some of the most popular international online games in China.

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.