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NetEase Mobile News Application Ranked No. 1 in China

BEIJING, May 23, 2014 – NetEase, Inc. (NASDAQ: NTES) today announced that, according to Internet research firm iResearch, the NetEase Mobile News application was the No. 1 mobile news application used by consumers in China in terms of time spent.

According to iResearch data, users in China spent a daily aggregate average of 600 million minutes using mobile news applications on the iOS and Android platforms in March 2014, a figure that has doubled since the same period in the previous year. The iResearch data shows that the NetEase Mobile News application was the leader in this market and was used by as many as 35% of all mobile news app users on the iOS platform in the first quarter of 2014. The NetEase Mobile News app also represented up to 30% of all mobile news app launches on the iOS platform during this period. In addition, the NetEase Mobile News app led the second most popular mobile news app in China by 10% on average under these measures.

“The NetEase Mobile News app’s advantages, including original reporting, innovative interactive functionality and a top-notch user experience, drove total installations of the app to reach 240 million by the end of the first quarter of 2014,” said Mr. William Ding, Chief Executive Officer and Director of NetEase. “We are successfully expanding our traditional online services to include mobile, a strategy that has flourished with the success of this application. Our mobile initiatives continue to broaden our customer base and increase our appeal to advertisers and users alike.”

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 one of the most popular international online games in China, *World of Warcraft*[®], as well as *StarCraft*^{® II} and *Hearthstone*[™]: *Heroes of Warcraft*[™]. 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 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 online 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*[™] 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 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 and mobile services, including its ability to maintain and enhance the popularity of its e-mail, mobile, news 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.