

Company Overview

NetEase, Inc. is a leading China-based Internet technology company that pioneered the development of applications, services and other technologies for the Internet in China. NetEase's online communities and personalized premium services have established a large and stable user base for the NetEase websites, which are operated by its affiliates. In particular, NetEase provides online game services to Internet users through the in-house development or licensing of massively multi-player online role-playing games (MMORPGs).

Founded by William Ding in 1997, NetEase's ADSs have been listed on the NASDAQ Global Select Market (formerly the NASDAQ National Market) since June 30, 2000. As of December 31, 2011, NetEase had over 6,000 employees, with offices in Beijing, Shanghai, Hangzhou and Guangzhou, China.

For more information about NetEase, please visit <http://ir.netease.com>.

Investment Highlights

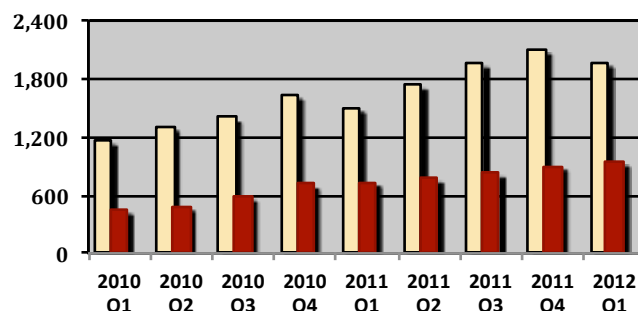
- ✦ Leading provider of self-developed online games in China
- ✦ Partnered with Blizzard Entertainment® to operate their world leading MMORPG in China
- ✦ Largest email service provider in China
- ✦ One of China's most popular internet portals
- ✦ Broad range of Internet and online services
- ✦ Strong technology platform and diverse suite of products and services
- ✦ Focused on technological innovation with industry leading R&D capabilities

Market Information

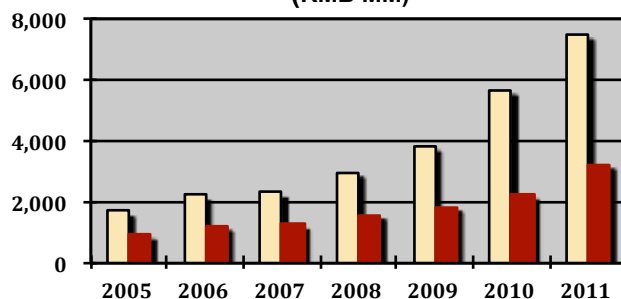
NASDAQ: NTES
 Share Price: \$ 59.70 (05.23.12)
 52 Wk Range: \$ 35.74 - \$ 63.07
 Market Cap: \$ 7.84 billion
 ADS Outstanding (diluted): 131.4 million
 1Q12 Earnings per ADS US\$1.14 (diluted)

Financial Overview

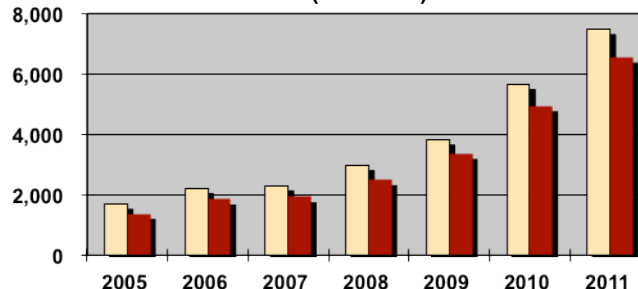
Quarterly Total Revenue & Net Profit (RMB MM)



Annual Total Revenue & Net Profit (RMB MM)



Annual Total Revenue & Game Revenues (RMB MM)



Rich Cash Flows / Strong Balance Sheet

- CASH + Time Deposits: US\$2.1 billion as of 03/31/2012
- DEBT-FREE

Online Games

Self-Developed Games



Fantasy Westward Journey (2D, time-based)

- One of the most popular MMORPGs in China
- 11th expansion pack released in 3Q11

Tianxia III (3D, item-based)

- Comprehensive upgrade from Tianxia II in October 2011
- Enhanced leading position in the 3D game market
- Achieved record high revenue in 1Q12

Heroes of Tang Dynasty (2.5D, item-based)

- Launched open beta testing in June 2011
- 1st expansion pack released in 4Q11

Westward Journey Online II (2D, time-based)

- 9th anniversary celebrated in August 2011
- 12th expansion pack released in May 2011

Ghost (2.5D, item-based)

- Launched unlimited closed beta testing in July 2011
- Launched its full scale closed beta testing in September 2011, and reached record high PCU in October 2011

Licensed Online Games from Blizzard Entertainment

- Commercially launched World of Warcraft® in September 2009
- Wrath of the Lich King™, the game's second expansion pack, launched in PRC in August 2010
- World of Warcraft: Cataclysm®, the game's third expansion pack launched in PRC in July 2011
- StarCraft® II launched in PRC in April 2011



Internet Portal

- One of China's most popular web portals, with strong user diversity, reach and stickiness
- Official website sponsor for the 2010 Asian Games
- Comprehensive coverage of 2010 FIFA World Cup and Expo 2010 in Shanghai
- Advertising revenue growth of approximately 13% YOY in 1Q12
- Began delivery of enhanced online video content in 1Q12

Youdao (Search Engine)

- Official launch in December 2007
- Key features: dictionary, comparison shopping engine
- Released "Youdao Dictionary 5.0" in 1Q12
- Over 160 million installations of Youdao Dictionary by the end of 1Q12

Interactive Online Services

- Blog.163.com
- Micro-blog, Micro-debate, Micro-event and Micro-blogging life
- Micro-blogging users reached 121.0 million in 1Q12, an increase of 24.0% QoQ
- Online photo album
- Popo instant messaging

E-mail, WVAS and Others

No. 1 email service provider in China

- Market share leader since 2003
- Over 480 million registered email users across seven domains by the end of 1Q12
 - 163.com, 126.com, yeah.net, vip.163.com, vip.126.com, vip.188.com, corporate email
- Substantial email traffic growth compared to industry average

- Wireless service
- Social networking
- Yinxiangpai (Personalized photo product service)
- Caipiao

IR Contacts

Brandi Piacente
The Piacente Group, Inc.
Tel: (+1) 212-481-2050

E-mail: brandi@corp.netease.com

Cassia Curran
NetEase, Inc.

Tel: (+86) 571-8985-2076

E-mail: cassia@corp.netease.com