

Company Overview

NetEase, Inc. 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 PC-client and mobile games, and provides advertising services, e-mail services and e-commerce platforms. In partnership with Blizzard Entertainment®, Mojang AB (a Microsoft subsidiary) and other global game developers, NetEase also licenses some of the most popular international online games.

Founded by William Ding in 1997, NetEase's ADSs have been listed on the NASDAQ Global Select Market since June 30, 2000. As of December 31, 2017, NetEase had over 18,000 employees, with offices in Beijing, Shanghai, Hangzhou, Guangzhou, Hong Kong, Seoul, Tokyo, Frankfurt, Milan, San Francisco, and Sydney.

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

Investment Highlights

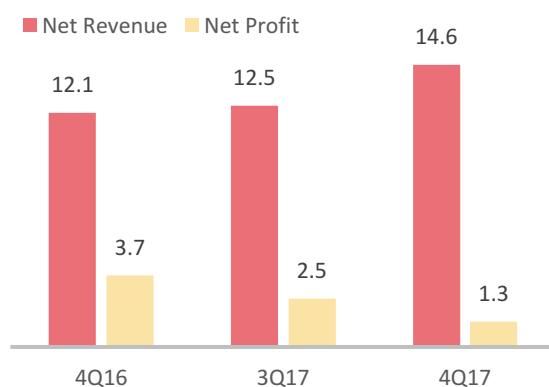
- Leading provider of self-developed PC-client and mobile games in China
- Partnering with Blizzard Entertainment® to operate their flagship games in China
- Popular mobile games driving growth
- Triple-digit growth in cross-border and private label e-commerce in China
- Largest e-mail service provider in China
- One of China's most visited Internet portals
- Extensive mobile offerings support growth and diversification strategy
- Strong technology platform and diverse suite of products and online services
- Focusing on technological innovation with industry-leading R&D capabilities

Market Information

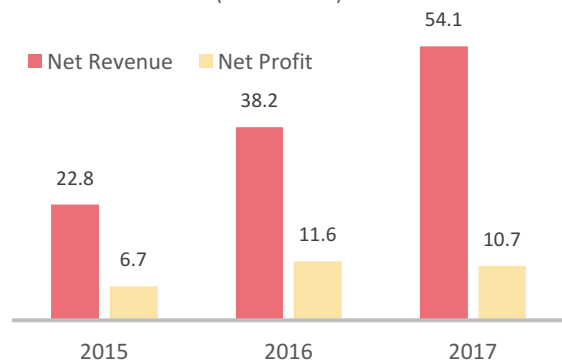
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|------------------------------|---------------------|
| NASDAQ: | NTES |
| Share Price (02/06/2018): | \$313.84 |
| 52 Week Range: | \$214.75- \$375.10 |
| Market Cap (02/06/2018): | \$41.6 billion |
| ADS Outstanding (12/31/2017) | 132.4 million |
| 4Q17 Earnings per ADS | US\$1.49 (diluted) |
| FY17 Earnings per ADS | US\$12.41 (diluted) |

Financial Overview

Quarterly net revenue and net profit
(RMB Billion)



Annual net revenue and net profit
(RMB Billion)



As of 12/31/17:

Cash, time deposits and short-term investments: US\$6.6 billion

Cash, time deposits and short-term investments per ADS, diluted: US\$50.2

Online Games

NetEase is a leading provider of self-developed PC-client and mobile games to Internet users in China

- NetEase uses both time- and item-based revenue models and offers a variety of genres for its robust online games portfolio
- Focus on quality with timely expansion pack releases keeps games fresh and helps cultivate a strong player community
- Comprehensive upgrades of classic titles reignites existing players' interest and attracts new gamers
- New game additions expand and diversify the Company's online game offerings
- Utilizing strong R&D capabilities and extensive experience in game and mobile app development to produce quality mobile games

Top PC-Client Games: Fantasy Westward Journey Online, New Westward Journey Online II, New Ghost, Tianxia III

Top Mobile Games: Fantasy Westward Journey mobile, New Ghost mobile, Onmyoji, New Westward Journey Online mobile, Invincible, Knives Out, Terminator 2 and Minecraft

January Launches: Chu Liu Xiang and MOBA version of Onmyoji

Games Pipeline: Identity V, Sky, Alive



Licensed Online Games from Blizzard Entertainment

- Commercially launched World of Warcraft® in PRC in Sept 2009
- StarCraft® II: Heart of the Swarm™ launched in PRC in July 2013
- Launched free-to-play digital strategy card game Hearthstone® in PRC in Jan 2014; mobile version launched in April 2015
- Commercially launched Heroes of the Storm™ in China in May 2015
- Commercially launched in PRC of Diablo® III: Reaper of Souls™ in April 2015
- Launched Overwatch™ in PRC on May 24, 2016, over 5 million copies sold by end of December 2016



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E-commerce

- NetEase focuses on providing customers with the highest quality product and services through two main e-commerce platforms, Kaola.com and Yanxuan.
- Kaola.com: Cross-border E-commerce Platform
- NetEase Yanxuan: Private Label E-commerce Platform



Internet Media

NetEase family of websites and mobile apps provide platforms for content channels, community services and online services, creating a massive interactive marketing platform for NetEase's advertising clients.

- www.163.com is one of China's most popular web portals, with strong user diversity, reach and stickiness
- Mobile News App is the top news app on iOS platforms
- NetEase Cloud Music ranks as one of China's most popular music apps
- YiChat: A social instant messaging app formed in alliance with China Telecom
- Focus on enriching mobile platform services such as open education courses, e-reader, cloud music, online dictionary and cloud note-taking services

E-mail and Others

- The largest provider of free e-mail services in China,
- Online Video Live Broadcasting
- Music Application

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