

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 online games, e-mail services, advertising services, websites, and mobile games and applications. In partnership with Blizzard Entertainment, NetEase also operates one of the most popular international online games in China, World of Warcraft®.

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 June 30, 2014, NetEase had over 8,100 employees, with offices in Beijing, Shanghai, Hangzhou and Guangzhou, China.

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

Investment Highlights

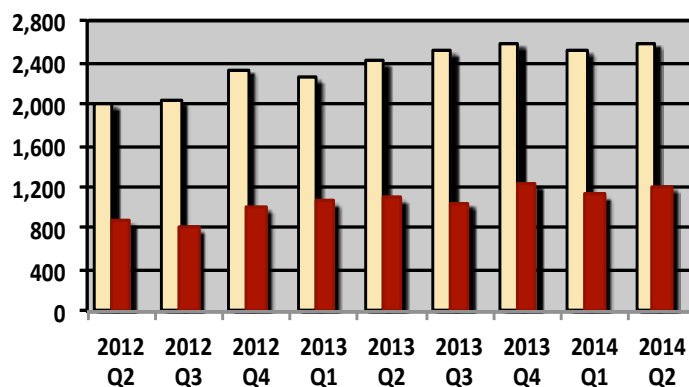
- ✦ Leading provider of self-developed online games in China
- ✦ Partnered with Blizzard Entertainment® to operate their hit games in China
- ✦ New popular mobile games driving growth
- ✦ Largest e-mail service provider in China
- ✦ One of China's most popular Internet portals
- ✦ Robust mobile platform supports growth and diversification strategy
- ✦ Strong technology platform and diverse suite of products and online services
- ✦ Focused on technological innovation with industry-leading R&D capabilities

Market Information

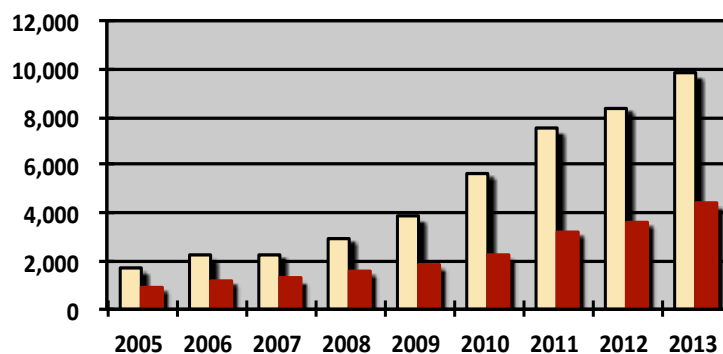
NASDAQ:	NTES
Share Price (08.12.14):	\$ 82.65
52 Wk Range:	\$ 60.08 - \$86.75
Market Cap:	\$ 10.76 billion
ADS Outstanding (06.30.14):	131.0 million
Q2 2014 Earnings per ADS	US\$1.48 (diluted)

Financial Overview

Quarterly Total Revenue & Net Profit
(RMB MM)



Annual Total Revenue & Net Profit
(RMB MM)



Rich Cash Flow / Strong Balance Sheet

As of 06/30/2014:

- Cash, time deposits and short-term investments: US\$3.5 billion
- Cash, time deposits and short-term investments per ADS, diluted: US\$26.53

Online Games



NetEase is the leading provider of self-developed online 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 keep games fresh and help cultivate a strong player community
- Comprehensive upgrades of classic titles reignites interest of existing players 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 + mobile app development to produce quality mobile games

Top Client Games: Fantasy Westward Journey II, New Westward Journey Online II, Ghost II, Tianxia III, Heroes of Tang Dynasty II, Kung Fu Master

New Mobile Games: Fantasy Westward Journey II mobile version, Mini Westward Journey, Ninja Must Die 2, KONAMI World Soccer Collections, NetEase Farm

Games planned for launch in 2014: Crisis 2015, Revelation, more self-developed and licensed mobile games

Licensed Online Games from Blizzard Entertainment

- Commercially launched *World of Warcraft*® in September 2009
- Expansion packs *Wrath of the Lich King*™, *Cataclysm*® and *Mists of Pandaria*™ launched in PRC in Aug. 2010, July 2011 and Oct. 2012, respectively
- *StarCraft*® II: *Heart of the Swarm*™ launched in PRC in July 2013
- Launched free-to-play digital strategy card game *Hearthstone*®: *Heroes of Warcraft*™ in PRC in March 2014; iPad version launched in April 2014
- Plan to bring *Heroes of the Storm*™ and *Diablo*® III to PRC



Internet Media

- www.163.com is one of China's most popular web portals, with strong user diversity, reach and stickiness
- Industry leading Mobile News App: Ranked #1 mobile news application by time spent (iResearch)
- Focus on enriching mobile platform services such as open education courses, e-reader, cloud music service, online dictionary and cloud note-taking service

YiChat

- Social instant messaging app launched Aug. 2013
- Strategic joint venture with China Telecom
- Superior functionality and unique technology
- Integration of mobile games, Crowd Ask and Rideshare



E-mail, E-Commerce and Others

No. 1 e-mail service provider in China

- Market leader since 1997
- Over 680M registered e-mail users
- ~200 million mobile phone mailbox users

- 3rd-party Lottery Products
- Insurance Products
- Movie Tickets
- Online Mall
- Game Accessories
- Online Payment
- Wealth Management

IR Contacts

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