

Press Release

NETEASE.COM, INC.

UNAUDITED CONDENSED CONSOLIDATED BALANCE SHEETS

(in thousands)

(in thousands)	December 31, 2010	March 31, 2011	March 31, 2011
Assets	RMB	RMB	USD (Note 1)
Current assets:			
Cash	1,285,137	1,669,597	254,966
Time deposits	8,193,972	8,689,695	1,327,015
Restricted cash	140,599	140,761	21,496
Accounts receivable, net	256,335	181,098	27,656
Prepayments and other current assets	678,793	719,845	109,929
Deferred tax assets	72,059	80,268	12,258
Total current assets	10,626,895	11,481,264	1,753,320
Non-current assets:			
Property, equipment and software, net	755,778	765,933	116,967
Land use right, net	12,046	11,982	1,830
License right, net	144,637	127,817	19,519
Deferred tax assets	1,530	2,504	382
Other long-term assets	45,776	52,274	7,983
Total non-current assets	959,767	960,510	146,681
Total assets	11,586,662	12,441,774	1,900,001
Liabilities and Shareholders' Equity			
Current liabilities:			
Accounts payable	130,558	107,854	16,471
Salary and welfare payables	181,973	117,039	17,873
Taxes payable	289,332	294,399	44,958
Deferred revenue	773,952	865,059	132,104
Accrued liabilities and other payables	452,412	490,300	74,874
Total current liabilities	1,828,227	1,874,651	286,280
Long-term payable:			
Other long-term payable	33,342	27,671	4,226
Other long-term payable Deferred tax liabilities	1,455	2,237	342
Other long-term payable			
Other long-term payable Deferred tax liabilities	1,455	2,237	342
Other long-term payable Deferred tax liabilities Total long-term payable	<u>1,455</u> <u>34,797</u>	2,237 29,908	342 4,568
Other long-term payable Deferred tax liabilities Total long-term payable Total liabilities	1,455 34,797 1,863,024	2,237 29,908 1,904,559	342 4,568 290,848
Other long-term payable Deferred tax liabilities Total long-term payable Total liabilities Total NetEase.com, Inc.'s equity	1,455 34,797 1,863,024 9,740,811	2,237 29,908 1,904,559 10,557,202	342 4,568 290,848 1,612,205



NETEASE.COM, INC. UNAUDITED CONDENSED CONSOLIDATED STATEMENTS OF OPERATIONS

(in thousands, except per share data)

(in thousands, except per share data)	Quarter Ended				
	March 31, 2010	December 31, 2010	March 31, 2011	March 31, 2011	
	RMB (Revised, Note 3)	RMB	RMB	USD (Note 1)	
Revenues:	(Revised, Note 5)				
Online game services	1,085,322	1,422,408	1,385,643	211,603	
Advertising services	91,548	233,701	126,828	19,368	
Wireless value-added					
services and others	18,060	23,301	25,680	3,922	
Total revenues	1,194,930	1,679,410	1,538,151	234,893	
Business taxes	(30,442)	(45,671)	(38,200)	(5,834)	
Total net revenues	1,164,488	1,633,739	1,499,951	229,059	
Total cost of revenues	(392,040)	(520,325)	(514,990)	(78,645)	
Gross profit	772,448	1,113,414	984,961	150,414	
Operating expenses:					
Selling and marketing expenses	(107,678)	(180,789)	(130,345)	(19,905)	
General and administrative expenses	(39,191)	(53,805)	(63,332)	(9,672)	
Research and development expenses	(70,566)	(86,151)	(98,306)	(15,012)	
Total operating expenses	(217,435)	(320,745)	(291,983)	(44,589)	
Operating profit	555,013	792,669	692,978	105,825	
Other income (expenses): Investment income	76	76	82	13	
Interest income	30,785	41,173	51,363	7,844	
Exchange gains (losses)	(39,480)	(36,432)	25,274	3,860	
Other, net	(2,750)	6,358	2,084	318	
Net income before tax	543,644	803,844	771,781	117,860	
Income tax	(94,515)	(83,182)	(37,208)	(5,682)	
Net income after tax	449,129	720,662	734,573	112,178	
Net loss (income) attributable to non-controlling interests	3,129	(8,139)	2,814	430	
Net income attributable to the NetEase.com,	5,125	(0,137)	2,011	150	
Inc.'s shareholders	452,258	712,523	737,387	112,608	
Earnings per share, basic	0.14	0.22	0.23	0.04	
Earnings per ADS, basic	3.49	5.48	5.66	0.86	
Earnings per share, diluted	0.14	0.22	0.23	0.04	
Earnings per ADS, diluted	3.47	5.45	5.63	0.86	
Weighted average number of ordinary shares					
outstanding, basic	3,239,858	3,251,764	3,255,764	3,255,764	
Weighted average number of ADS outstanding,					
basic	129,594	130,071	130,231	130,231	
Weighted average number of ordinary shares					
outstanding, diluted	3,259,490	3,265,856	3,273,909	3,273,909	
Weighted average number of ADS outstanding, diluted					
unucu	130,380	130,634	130,956	130,956	



NETEASE.COM, INC.

UNAUDITED CONDENSED CONSOLIDATED STATEMENTS OF CASH FLOWS (in thousands)

	Quarter Ended			
•	March 31,	December 31,	March 31,	March 31,
	2010	2010	2011	2011
	RMB	RMB	RMB	USD (Note 1)
Cash flows from operating activities:				
Net income	449,129	720,662	734,573	112,178
Adjustments to reconcile net profit to net cash				
provided by operating activities:	50.020	57.52((5.70)	10.024
Depreciation and amortization	58,839	57,526	65,706	10,034
Share-based compensation cost	5,861	24,508	38,238	5,839
Allowance for (reversal of) provision for doubtful debts	(9,361) 10,538	1,466 154	(1,366) 4	(209)
Loss on disposal of property, equipment and software Unrealized exchange losses/(gains)	50,301	33,960	(31,077)	(4,746)
Deferred income taxes	11,949	16,487	(8,401)	(1,283)
Net equity share of losses (gains) from associated companies	132	(246)	330	(1,283)
Others	152	(240)	(162)	(25)
Changes in operating assets and liabilities:			(102)	(23)
Accounts receivable	48,843	(75,353)	75,613	11,547
Prepayments and other current assets	110,172	26,335	54,987	8,397
Accounts payable	(104,933)	39,519	(18,560)	(2,834)
Salary and welfare payables	(40,940)	88,448	(64,934)	(9,916)
Taxes payable	(20,875)	12,541	(30,719)	(4,691)
Deferred revenue	73,145	7,297	91,107	13,913
Accrued liabilities and other payables	33,730	(51,794)	63,976	9,770
Net cash provided by operating activities	676,530	901,510	969,315	148,025
Cash flows from investing activities:				
Purchase of property, equipment and software	(60,135)	(63,199)	(141,157)	(21,556)
Proceeds from sale of property, equipment and software	(00,155)	121	(111,157)	(21,550)
Transfer from/(to) restricted cash	91,864	(108,600)	-	-
Net change in time deposits with terms	-)	(,)		
of three months	(76,782)	487,580	231,682	35,380
Placement/rollover of matured time deposits	(2,771,650)	(4,390,645)	(2,863,899)	(437,350)
Uplift of matured time deposits	2,540,391	2,799,112	2,157,008	329,400
Net change in other assets	(1,977)	(1,746)	(5,844)	(892)
Net cash used in investing activities	(278,289)	(1,277,377)	(622,209)	(95,018)
Cash flows from financing activities:				
Capital contribution from non-controlling interests	-	16	-	-
Proceeds from employees exercising stock options	5,182	1	30,252	4,620
Payment of other long-term payable	-	-	(10)	(2)
Net cash provided by financing activities	5,182	17	30,242	4,618
Effect of exchange rate changes on cash held in				
foreign currencies	(1,608)	(3,123)	7,112	1,086
Net increase in cash	401,815	(378,973)	384,460	58,711
Cash, beginning of the period	1,041,290	1,664,110	1,285,137	196,255
Cash, end of the period	1,443,105	1,285,137	1,669,597	254,966
Supplemental disclosures of cash flow information:				
Cash paid for income tax, net of tax refund	62,264	31,177	91,682	14,001
Supplemental schedule of non-cash investing and	2 -	,	2	1,001
Fixed asset purchases financed by accounts payable	39,625	146,523	64,347	9,827
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NETEASE.COM, INC.

UNAUDITED SEGMENT INFORMATION (in thousands)

	Quarter Ended			
	March 31,	December 31,	March 31,	March 31,
	2010	2010	2011	2011
	RMB	RMB	RMB	USD (Note 1)
	(Revised, Note 3)			
Revenues:				
Online game services	1,085,322	1,422,408	1,385,643	211,603
Advertising services	91,548	233,701	126,828	19,368
Wireless value-added services and others	18,060	23,301	25,680	3,922
Total revenues	1,194,930	1,679,410	1,538,151	234,893
Business taxes:				
Online game services	(21,108)	(22,772)	(25,392)	(3,878)
Advertising services	(8,979)	(22,329)	(12,198)	(1,863)
Wireless value-added services and others	(355)	(570)	(610)	(93)
Total business taxes	(30,442)	(45,671)	(38,200)	(5,834)
Net revenues:				
Online game services	1,064,214	1,399,636	1,360,251	207,725
Advertising services	82,569	211,372	114,630	17,505
Wireless value-added services and others	17,705	22,731	25,070	3,829
Total net revenues	1,164,488	1,633,739	1,499,951	229,059
Cost of revenues:				
Online game services	(299,337)	(394,764)	(408,201)	(62,337)
Advertising services	(68,637)	(98,354)	(76,316)	(11,654)
Wireless value-added services and others	(24,066)	(27,207)	(30,473)	(4,654)
Total cost of revenues	(392,040)	(520,325)	(514,990)	(78,645)
Gross profit (loss):				
Online game services	764,877	1,004,872	952,050	145,388
Advertising services	13,932	113,018	38,314	5,851
Wireless value-added services and others	(6,361)	(4,476)	(5,403)	(825)
Total gross profit	772,448	1,113,414	984,961	150,414
Gross profit (loss) margin:				
Online game services	71.9%	71.8%	70.0%	70.0%
Advertising services	16.9%	53.5%	33.4%	33.4%
Wireless value-added services and others	(35.9%)	(19.7%)	(21.6%)	(21.6%)
There's value added services and others	(33.770)	(17.770)	(21.070)	(21.070)



NETEASE.COM, INC.

NOTES TO UNAUDITED FINANCIAL INFORMATION

- Note 1: The conversion of Renminbi (RMB) into United States dollars (USD) is based on the noon buying rate of USD1.00 = RMB6.5483 on March 31, 2011 as set forth in the H.10 statistical release of the U.S. Federal Reserve Board.
- Note 2: Share-based compensation cost reported in the Company's unaudited condensed consolidated statements of operations is set out as follows (in thousands):

	Quarter Ended			
	March 31, 2010	December 31, 2010	March 31, 2011	March 31, 2011
	RMB	RMB	RMB	USD (Note 1)
Share-based compensation cost included in:				
Cost of revenue	1,670	8,081	13,602	2,077
Operating expenses				
- Selling and marketing expenses	320	1,869	3,255	497
- General and administrative expenses	1,823	7,915	11,237	1,716
- Research and development expenses	2,048	6,643	10,144	1,549

Note 3: In the fourth quarter of 2010, management of the Company decided to allocate facility costs comprising of office and staff quarter rentals and management fees, building amortization and miscellaneous utility costs previously recorded under general and administration to the respective functions based on headcount under cost of revenue, selling and marketing, research and development and general and administration. The change was implemented to better reflect staff-related operating cost. Reclassifications have been made to cost of revenue and operating expense amounts in the condensed consolidated statements of operations and segment information for the relevant prior period in order to conform to the current period's presentation. There is no change to the condensed consolidated statements of cash flows.