

NETEASE.COM, INC. UNAUDITED CONDENS ED CONSOLIDATED BALANCE SHEETS (in thous ands)

(in thousands)	December 31, 2010	September 30, 2011	September 30, 2011
	RMB	RMB	USD (Note 1)
Assets			
Current assets:			
Cash and cash equivalent	1,285,137	1,943,529	304,724
Time deposits	8,193,972	9,361,447	1,467,772
Restricted cash	140,599	273,799	42,929
Accounts receivable, net	256,335	231,167	36,244
Prepayments and other current assets	678,793	963,896	151,128
Held-to-maturity investments	-	596,471	93,520
Deferred tax assets	72,059	133,733	20,968
Total current assets	10,626,895	13,504,042	2,117,285
Non-current assets:			
Property, equipment and software, net	755,778	756,165	118,558
Land use right, net	12,046	11,852	1,858
License right, net	144,637	122,075	19,140
Deferred tax assets	1,530	2,897	454
Other long-term assets	45,776	65,729	10,306
Total non-current assets	959,767	958,718	150,316
Total assets	11,586,662	14,462,760	2,267,601
Liabilities and Shareholders' Equity			
Current liabilities:			
Accounts payable	130,558	127,466	19,984
Salary and welfare payables	181,973	195,823	30,703
Taxes payable	289,332	377,350	59,165
Deferred revenue	773,952	1,017,850	159,588
Accrued liabilities and other payables	452,412	539,618	84,606
Total current liabilities	1,828,227	2,258,107	354,046
Long-term payable:	22.242		
Other long-term payable	33,342	33,293	5,220
Deferred tax liabilities	1,455		
Total long-term payable	34,797	33,293	5,220
Total liabilities	1,863,024	2,291,400	359,266
Total NetEase.com, Inc.'s equity	9,740,811	12,217,195	1,915,521
Non-controlling interests	(17,173)	(45,835)	(7,186)
Total shareholders' equity	9,723,638	12,171,360	1,908,335
Total liabilities and shareholders' equity	11,586,662	14,462,760	2,267,601

The accompanying notes are an integral part of this press release.

NETEAS E.COM, INC. UNAUDITED CONDENS ED CONS OLIDATED STATEMENTS OF OPERATIONS (in thousands, except per share data)

(in thousands, except per share data)	Ouarter Ended			
	September 30, 2010	June 30, 2011	September 30, 2011	September 30, 2011
	RMB	RMB	RMB	USD (Note 1)
Revenues:				
Online game services	1,255,922	1,577,810	1,755,709	275,276
Advertising services	162,012	169,644	220,476	34,568
Wireless value-added services and others	20,867	30,669	31,300	4,907
Total revenues	1,438,801	1,778,123	2,007,485	314,751
Business taxes	(38,354)	(44,507)	(49,583)	(7,774)
Total net revenues	1,400,447	1,733,616	1,957,902	306,977
Total cost of revenues	(448,428)	(580,756)	(630,456)	(98,849)
Gross profit	952,019	1,152,860	1,327,446	208,128
•		-,,		
Operating expenses:	(241 150)	(212 909)	(225, 282)	(25.221)
Selling and marketing expenses General and administrative expenses	(241,158) (38,338)	(212,898)	(225,282)	(35,321)
Research and development expenses	(85,551)	(49,845) (103,008)	(61,263) (121,662)	(9,605) (19,075)
Total operating expenses	(365,047)	(365,751)	(408,207)	(64,001)
Operating profit	586,972	787,109	919,239	144,127
Other income (expenses):				
Investment income	65	399	3,693	579
Interest income	36,248	59,419	68,647	10,763
Exchange gains (losses)	54,260	(2,961)	(64,977)	(10,188)
Other, net	(10,155)	6,381	28,155	4,414
Net income before tax	667,390	850,347	954,757	149,695
Income tax	(91,268)	(92,428)	(140,499)	(22,029)
Net income Net loss (income) attributable to non-controlling	576,122	757,919	814,258	127,666
interests	9,195	14,577	11,498	1,803
Net income attributable to the NetEase.com, Inc.'s				
shareholders	585,317	772,496	825,756	129,469
Earnings per share, basic	0.18	0.24	0.25	0.04
Earnings per ADS, basic	4.50	5.92	6.32	0.99
Earnings per share, diluted	0.18	0.24	0.25	0.04
Earnings per ADS, diluted	4.48	5.90	6.30	0.99
Weighted average number of ordinary shares outstanding, basic	3,248,176	3,264,927	3,268,673	3,268,673
Weighted average number of ADS outstanding, basic	129,927	130,597	130,747	130,747
Weighted average number of ordinary shares	127,721	150,571	150,777	130,747
outstanding, diluted	3,264,036	3,275,651	3,277,636	3,277,636
Weighted average number of ADS outstanding, diluted	130,561	131,026	131,105	131,105
	-50,501	-51,020	151,100	151,135

The accompanying notes are an integral part of this press release.

NETEASE.COM, INC. UNAUDITED CONDENS ED CONSOLIDATED STATEMENTS OF CASH FLOWS (in thousands)

(in thousands)			Quarter Ended		
	September 30,	March 31,	June 30,	September 30,	September 30,
	2010	2011	2011	2011	2011
	RMB	RMB	RMB	RMB	USD (Note 1)
Cash flows from operating activities:					
Net income Adjustments to reconcile net income to net cash	576,122	734,573	757,919	814,258	127,666
provided by operating activities: Depreciation and amortization	57,003	65,706	75,895	75,315	11,809
Share-based compensation cost	40,667	38,238	15,710	22,941	3,597
Allowance for (reversal of) provision for doubtful debts	(18,721)	(1,366)	1,788	6,206	973
Loss/(gain) on disposal of property, equipment	(10,721)	(1,500)	1,700	0,200	713
and software	2,867	4	(49)	6	1
Unrealized exchange losses/(gains)	(56,091)	(31,077)	(1,238)	67,314	10,554
Deferred income taxes	28,970	(8,401)	(33,430)	(22,665)	(3,554)
Net equity share of losses/(gains) from					
associated companies	246	330	(778)	633	99
Others	-	(162)	162	(3,308)	(519)
Changes in operating assets and liabilities:					
Accounts receivable	9,588	75,613	(20,211)	(51,205)	(8,028)
Prepayments and other current assets	(303,527)	54,987	125,434	(343,763)	(53,898)
Accounts payable	11,352	(18,560)	(2,429)	29,222	4,582
Salary and welfare payables	(16,203)	(64,934)	40,634	38,150	5,981
Taxes payable	(1,232)	(30,719)	4,201	62,553	9,808
Deferred revenue	100,420	91,107	59,969	92,822	14,553
Accrued liabilities and other payables	101,182	63,976	(28,574)	76,458	11,988
Net cash provided by operating activities	532,643	969,315	995,003	864,937	135,612
Cash flows from investing activities:					
Purchase of property, equipment and software Proceeds from sale of property, equipment	(95,931)	(141,157)	(36,130)	(61,411)	(9,629)
and software	219	1	49	170	27
Purchase of held-to-maturity investments	-	-	(170,000)	(423,163)	(66,347)
Purchase of license right	-	-	(39,300)	-	-
Transfer to restricted cash	-	-	(35,000)	(98,200)	(15,397)
Net change in time deposits with terms of					
three months	(727,576)	231,682	12,928	(438,342)	(68,727)
Placement/rollover of matured time deposits	(2,231,621)	(2,863,899)	(1,551,500)	(2,702,844)	(423,776)
Uplift of matured time deposits	2,097,921	2,157,008	1,002,444	2,941,207	461,149
Net change in other assets	(4,099) (961,087)	(5,844)	(14,115) (830,624)	(1,673) (784,256)	(262)
Net cash used in investing activities	(901,087)	(622,209)	(830,024)	(784,230)	(122,902)
Cash flows from financing activities:			22.6		
Capital contribution from non-controlling interests	-	-	226	-	-
Proceeds from employees exercising stock options	10,047	30,252	10,728	22,480	3,525
Payment of other long-term payable		(10)			
Net cash provided by financing activities	10,047	30,242	10,954	22,480	3,525
Effect of exchange rate changes on cash held in					
foreign currencies	(2,380)	7,112	(438)	(4,124)	(647)
Net increase/(decrease) in cash	(420,777)	384,460	174,895	99,037	15,528
Cash, beginning of the period	2,084,887	1,285,137	1,669,597	1,844,492	289,196
Cash, end of the period	1,664,110	1,669,597	1,844,492	1,943,529	304,724
Supplemental disclosures of cash flow information:			-		
Cash paid for income tax, net of tax refund Supplemental schedule of non-cash investing and	56,534	91,682	78,818	71,301	11,179
financing activities Fixed asset purchases financed by accounts payable	105,574	64,347	91,811	63,254	9,918
The accompanying notes are an integral part of this press					

NETEASE.COM, INC. UNAUDITED SEGMENT INFORMATION (in thousands, except percentages)

Revenues: September 30, 2010 June 30, 2011 September 30, 2014 September 30, 2014 <th></th> <th colspan="4">Quarter Ended</th>		Quarter Ended			
Revenues: RMB RMB RMB USD (Note 1) Online game services 1,255,922 1,577,810 1,755,709 275,276 Advertising services 162,012 169,644 220,476 34,568 Wireless value-added services and others 20,867 30,669 31,300 4,907 Total revenues 1,438,801 1,778,123 2,007,485 314,751 Business taxes: Online game services (22,639) (27,567) (27,704) (4,344) Advertising services (15,326) (16,261) (21,040) (3,299) Wireless value-added services and others (389) (679) (839) (131) Total business taxes 1,233,283 1,550,243 1,728,005 270,932 Advertising services 146,686 153,383 199,436 31,269 Wireless value-added services and others 20,478 29,990 30,461 4,776 Total net revenues (1,404) 1,733,616 1,957,902 306,977 Cost of revenues		September 30,	June 30,	September 30,	September 30,
Revenues: 1,255,922 1,577,810 1,755,709 275,276 Advertising services 162,012 169,644 220,476 34,568 Wireless value-added services and others 20,867 30,669 31,300 4,907 Total revenues 1,438,801 1,778,123 2,007,485 314,751 Business taxes: Online game services (22,639) (27,567) (27,704) (4,344) Advertising services (15,326) (16,261) (21,040) (3,299) Wireless value-added services and others (38,9) (679) (839) (131) Total business taxes (38,354) (44,507) (49,583) (7,774) Net revenues: Online game services 1,233,283 1,550,243 1,728,005 270,932 <th></th> <th>2010</th> <th>2011</th> <th>2011</th> <th>2011</th>		2010	2011	2011	2011
Online game services 1,255,922 1,577,810 1,755,709 275,276 Advertising services 162,012 169,644 220,476 34,568 Wireless value-added services and others 20,867 30,669 31,300 4,907 Total revenues 1,438,801 1,778,123 2,007,485 314,751 Business taxes: Online game services (22,639) (27,567) (27,704) (4,344) Advertising services (15,326) (16,261) (21,040) (3,299) Wireless value-added services and others (38,9) (679) (839) (131) Total business taxes 1,233,283 1,550,243 1,728,005 270,932 Advertising services 1,233,283 1,550,243 1,728,005 270,932 Advertising services 1,46,686 153,383 199,436 31,269 Wireless value-added services and others 20,478 29,990 30,461 4,776 Total net revenues (348,165) (462,444) (493,025) (77,301) Adve		RMB	RMB	RMB	USD (Note 1)
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Wireless value-added services and others 20,867 30,669 31,300 4,907 Total revenues 1,438,801 1,778,123 2,007,485 314,751 Business taxes: Online game services (22,639) (27,567) (27,704) (4,344) Advertising services (15,326) (16,261) (21,040) (3,299) Wireless value-added services and others (38,354) (44,507) (49,583) (7,774) Net revenues: 1,233,283 1,550,243 1,728,005 270,932 Advertising services 146,686 153,383 199,436 31,269 Wireless value-added services and others 20,478 29,990 30,461 4,776 Total net revenues (348,165) (462,444) (493,025) (77,301) Online game services (348,165) (462,444) (493,025) (77,301) Advertising services (71,105) (85,978) (102,958) (16,143) Wireless value-added services and others (29,158) (32,334) (34,473) (5,405)	Online game services	1,255,922	1,577,810	1,755,709	275,276
Business taxes: (22,639) (27,567) (27,704) (4,344) Advertising services (15,326) (16,261) (21,040) (3,299) Wireless value-added services and others (389) (679) (839) (131) Total business taxes (38,354) (44,507) (49,583) (7,774) Net revenues: Online game services 1,233,283 1,550,243 1,728,005 270,932 Advertising services 146,686 153,383 199,436 31,269 Wireless value-added services and others 20,478 29,990 30,461 4,776 Total net revenues 1,400,447 1,733,616 1,957,902 306,977 Cost of revenues: Online game services (348,165) (462,444) (493,025) (77,301) Advertising services and others (29,158) (32,334) (34,473) (5,405) Total cost of revenues (448,428) (580,756) (630,456) (98,849) Gross profit (loss): Online game services	Advertising services	162,012	169,644	220,476	34,568
Business taxes: Online game services (22,639) (27,567) (27,704) (4,344) Advertising services (15,326) (16,261) (21,040) (3,299) Wireless value-added services and others (389) (679) (839) (131) Total business taxes (38,354) (44,507) (49,583) (7,774) Net revenues: Online game services 1,233,283 1,550,243 1,728,005 270,932 Advertising services 146,686 153,383 199,436 31,269 Wireless value-added services and others 20,478 29,990 30,461 4,776 Total net revenues (348,165) (462,444) (493,025) (77,301) Cost of revenues: Online game services (348,165) (462,444) (493,025) (77,301) Advertising services (71,105) (85,978) (102,958) (16,143) Wireless value-added services and others (29,158) (32,334) (34,473) (5,405) Total cost of revenues<	Wireless value-added services and others	20,867			4,907
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Advertising services (15,326) (16,261) (21,040) (3,299) Wireless value-added services and others (389) (679) (839) (131) Total business taxes (38,354) (44,507) (49,583) (7,774) Net revenues: Online game services 1,233,283 1,550,243 1,728,005 270,932 Advertising services 146,686 153,383 199,436 31,269 Wireless value-added services and others 20,478 29,990 30,461 4,776 Total net revenues (348,165) (462,444) (493,025) (77,301) Advertising services (71,105) (85,978) (102,958) (16,143) Advertising services and others (29,158) (32,334) (34,473) (5,405) Total cost of revenues (448,428) (580,756) (630,456) (98,849) Gross profit (loss): Online game services 885,118 1,087,799 1,234,980 193,631 Advertising services 75,581 67,405 96,4	Business taxes:				
Wireless value-added services and others (389) (679) (839) (131) Total business taxes (38,354) (44,507) (49,583) (7,774) Net revenues: Online game services 1,233,283 1,550,243 1,728,005 270,932 Advertising services 146,686 153,383 199,436 31,269 Wireless value-added services and others 20,478 29,990 30,461 4,776 Total net revenues 1,400,447 1,733,616 1,957,902 306,977 Cost of revenues: Online game services (348,165) (462,444) (493,025) (77,301) Advertising services (348,165) (462,444) (493,025) (77,301) Advertising services and others (29,158) (32,334) (34,473) (5,405) Total cost of revenues (448,428) (580,756) (630,456) (98,849) Gross profit (loss): Online game services 885,118 1,087,799 1,234,980 193,631 Advertising service	Online game services	(22,639)	(27,567)	(27,704)	(4,344)
Net revenues: (38,354) (44,507) (49,583) (7,774) Net revenues: Online game services 1,233,283 1,550,243 1,728,005 270,932 Advertising services 146,686 153,383 199,436 31,269 Wireless value-added services and others 20,478 29,990 30,461 4,776 Total net revenues 1,400,447 1,733,616 1,957,902 306,977 Cost of revenues: Online game services (348,165) (462,444) (493,025) (77,301) Advertising services (71,105) (85,978) (102,958) (16,143) Wireless value-added services and others (29,158) (32,334) (34,473) (5,405) Total cost of revenues (448,428) (580,756) (630,456) (98,849) Gross profit (loss): Online game services 885,118 1,087,799 1,234,980 193,631 Advertising services 75,581 67,405 96,478 15,126 Wireless value-added services and o	Advertising services	(15,326)	(16,261)	(21,040)	(3,299)
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Online game services 1,233,283 1,550,243 1,728,005 270,932 Advertising services 146,686 153,383 199,436 31,269 Wireless value-added services and others 20,478 29,990 30,461 4,776 Total net revenues 1,400,447 1,733,616 1,957,902 306,977 Cost of revenues: Online game services (348,165) (462,444) (493,025) (77,301) Advertising services (71,105) (85,978) (102,958) (16,143) Wireless value-added services and others (29,158) (32,334) (34,473) (5,405) Total cost of revenues (448,428) (580,756) (630,456) (98,849) Gross profit (loss): Online game services 885,118 1,087,799 1,234,980 193,631 Advertising services 75,581 67,405 96,478 15,126 Wireless value-added services and others (8,680) (2,344) (4,012) (629) Total gross profit 952,019 1,152,860	Total business taxes	(38,354)	(44,507)	(49,583)	(7,774)
Advertising services 146,686 153,383 199,436 31,269 Wireless value-added services and others 20,478 29,990 30,461 4,776 Total net revenues 1,400,447 1,733,616 1,957,902 306,977 Cost of revenues: Online game services (348,165) (462,444) (493,025) (77,301) Advertising services (71,105) (85,978) (102,958) (16,143) Wireless value-added services and others (29,158) (32,334) (34,473) (5,405) Total cost of revenues (448,428) (580,756) (630,456) (98,849) Gross profit (loss): Online game services 885,118 1,087,799 1,234,980 193,631 Advertising services 75,581 67,405 96,478 15,126 Wireless value-added services and others (8,680) (2,344) (4,012) (629) Total gross profit 952,019 1,152,860 1,327,446 208,128 Gross profit (loss) margin: Online game services 71.8% 70.2% 71.5% 71.5%	Net revenues:				
Advertising services 146,686 153,383 199,436 31,269 Wireless value-added services and others 20,478 29,990 30,461 4,776 Total net revenues 1,400,447 1,733,616 1,957,902 306,977 Cost of revenues: Online game services (348,165) (462,444) (493,025) (77,301) Advertising services (71,105) (85,978) (102,958) (16,143) Wireless value-added services and others (29,158) (32,334) (34,473) (5,405) Total cost of revenues (448,428) (580,756) (630,456) (98,849) Gross profit (loss): Online game services 885,118 1,087,799 1,234,980 193,631 Advertising services 75,581 67,405 96,478 15,126 Wireless value-added services and others (8,680) (2,344) (4,012) (629) Total gross profit 952,019 1,152,860 1,327,446 208,128 Gross profit (loss) margin: Online game services 71.8% 70.2% 71.5% 71.5%	Online game services	1,233,283	1,550,243	1,728,005	270,932
Cost of revenues: 1,400,447 1,733,616 1,957,902 306,977 Cost of revenues: 0nline game services (348,165) (462,444) (493,025) (77,301) Advertising services (71,105) (85,978) (102,958) (16,143) Wireless value-added services and others (29,158) (32,334) (34,473) (5,405) Total cost of revenues (448,428) (580,756) (630,456) (98,849) Gross profit (loss): Online game services 885,118 1,087,799 1,234,980 193,631 Advertising services 75,581 67,405 96,478 15,126 Wireless value-added services and others (8,680) (2,344) (4,012) (629) Total gross profit (loss) margin: 952,019 1,152,860 1,327,446 208,128 Gross profit (loss) margin: Online game services 71.8% 70.2% 71.5% 71.5% Advertising services 51.5% 43.9% 48.4% 48.4%	Advertising services	146,686	153,383	199,436	31,269
Cost of revenues: Online game services (348,165) (462,444) (493,025) (77,301) Advertising services (71,105) (85,978) (102,958) (16,143) Wireless value-added services and others (29,158) (32,334) (34,473) (5,405) Total cost of revenues (448,428) (580,756) (630,456) (98,849) Gross profit (loss): Online game services 885,118 1,087,799 1,234,980 193,631 Advertising services 75,581 67,405 96,478 15,126 Wireless value-added services and others (8,680) (2,344) (4,012) (629) Total gross profit (loss) margin: 952,019 1,152,860 1,327,446 208,128 Gross profit (loss) margin: Online game services 71.8% 70.2% 71.5% 71.5% Advertising services 51.5% 43.9% 48.4% 48.4%	Wireless value-added services and others	20,478	29,990	30,461	4,776
Online game services (348,165) (462,444) (493,025) (77,301) Advertising services (71,105) (85,978) (102,958) (16,143) Wireless value-added services and others (29,158) (32,334) (34,473) (5,405) Total cost of revenues (448,428) (580,756) (630,456) (98,849) Gross profit (loss): Online game services 885,118 1,087,799 1,234,980 193,631 Advertising services 75,581 67,405 96,478 15,126 Wireless value-added services and others (8,680) (2,344) (4,012) (629) Total gross profit (loss) margin: 952,019 1,152,860 1,327,446 208,128 Gross profit (loss) margin: Online game services 71.8% 70.2% 71.5% 71.5% Advertising services 51.5% 43.9% 48.4% 48.4%	Total net revenues	1,400,447	1,733,616	1,957,902	306,977
Advertising services (71,105) (85,978) (102,958) (16,143) Wireless value-added services and others (29,158) (32,334) (34,473) (5,405) Total cost of revenues (448,428) (580,756) (630,456) (98,849) Gross profit (loss): Online game services 885,118 1,087,799 1,234,980 193,631 Advertising services 75,581 67,405 96,478 15,126 Wireless value-added services and others (8,680) (2,344) (4,012) (629) Total gross profit (loss) margin: Online game services 71.8% 70.2% 71.5% 71.5% Advertising services 51.5% 43.9% 48.4% 48.4%	Cost of revenues:				
Wireless value-added services and others (29,158) (32,334) (34,473) (5,405) Total cost of revenues (448,428) (580,756) (630,456) (98,849) Gross profit (loss): Online game services 885,118 1,087,799 1,234,980 193,631 Advertising services 75,581 67,405 96,478 15,126 Wireless value-added services and others (8,680) (2,344) (4,012) (629) Total gross profit (loss) margin: Online game services 71.8% 70.2% 71.5% 71.5% Advertising services 51.5% 43.9% 48.4% 48.4%	Online game services	(348,165)	(462,444)	(493,025)	(77,301)
Total cost of revenues (448,428) (580,756) (630,456) (98,849) Gross profit (loss): Online game services 885,118 1,087,799 1,234,980 193,631 Advertising services 75,581 67,405 96,478 15,126 Wireless value-added services and others (8,680) (2,344) (4,012) (629) Total gross profit (loss) margin: Online game services 71.8% 70.2% 71.5% 71.5% Advertising services 51.5% 43.9% 48.4% 48.4%	Advertising services	(71,105)	(85,978)	(102,958)	(16,143)
Gross profit (loss): Online game services 885,118 1,087,799 1,234,980 193,631 Advertising services 75,581 67,405 96,478 15,126 Wireless value-added services and others (8,680) (2,344) (4,012) (629) Total gross profit 952,019 1,152,860 1,327,446 208,128 Gross profit (loss) margin: Online game services 71.8% 70.2% 71.5% 71.5% Advertising services 51.5% 43.9% 48.4% 48.4%	Wireless value-added services and others	(29,158)	(32,334)	(34,473)	(5,405)
Online game services 885,118 1,087,799 1,234,980 193,631 Advertising services 75,581 67,405 96,478 15,126 Wireless value-added services and others (8,680) (2,344) (4,012) (629) Total gross profit (loss) margin: Online game services 71.8% 70.2% 71.5% 71.5% Advertising services 51.5% 43.9% 48.4% 48.4%	Total cost of revenues	(448,428)	(580,756)	(630,456)	(98,849)
Online game services 885,118 1,087,799 1,234,980 193,631 Advertising services 75,581 67,405 96,478 15,126 Wireless value-added services and others (8,680) (2,344) (4,012) (629) Total gross profit (loss) margin: Online game services 71.8% 70.2% 71.5% 71.5% Advertising services 51.5% 43.9% 48.4% 48.4%	Gross profit (loss):				
Wireless value-added services and others (8,680) (2,344) (4,012) (629) Total gross profit 952,019 1,152,860 1,327,446 208,128 Gross profit (loss) margin: Online game services 71.8% 70.2% 71.5% 71.5% Advertising services 51.5% 43.9% 48.4% 48.4%		885,118	1,087,799	1,234,980	193,631
Total gross profit 952,019 1,152,860 1,327,446 208,128 Gross profit (loss) margin: Online game services 71.8% 70.2% 71.5% 71.5% Advertising services 51.5% 43.9% 48.4% 48.4%	Advertising services	75,581	67,405	96,478	15,126
Gross profit (loss) margin: Online game services 71.8% 70.2% 71.5% 71.5% Advertising services 51.5% 43.9% 48.4% 48.4%	Wireless value-added services and others	(8,680)	(2,344)	(4,012)	(629)
Online game services 71.8% 70.2% 71.5% 71.5% Advertising services 51.5% 43.9% 48.4% 48.4%	Total gross profit	952,019	1,152,860	1,327,446	208,128
Online game services 71.8% 70.2% 71.5% 71.5% Advertising services 51.5% 43.9% 48.4% 48.4%	Gross profit (loss) margin:				
Advertising services 51.5% 43.9% 48.4% 48.4%		71.8%	70.2%	71.5%	71.5%
•	_				
	_	(42.4%)	(7.8%)	(13.2%)	(13.2%)

The accompanying notes are an integral part of this press release.

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 = RMB6.3780 on September 30, 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			
	September 30,	June 30,	September 30,	September 30,
	2010	2011	2011	2011
	RMB	RMB	RMB	USD (Note 1)
Share-based compensation cost included in:				
Cost of revenue	14,044	11,565	11,121	1,744
Operating expenses				
- Selling and marketing expenses	3,210	2,217	1,989	312
- General and administrative expenses	13,515	(4,517)	3,514	551
- Research and development expenses	9,898	6,445	6,317	990

In the second quarter of 2011, share-based compensation cost of RMB9.4 million, which had been previously recorded, was reversed due to the resignation of certain staff and members of management in that quarter.

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 balance sheets and the condensed consolidated statements of cash flows.