

網易 NETEASE 有道 youdao

4Q25

Investor Presentation



SAFE HARBOR STATEMENT

This presentation contains forward-looking statements. These statements are made under the “safe harbor” provisions of the U.S. Private Securities Litigation Reform Act of 1995. Statements that are not historical facts, including statements about the Company’s beliefs and expectations, are forward-looking statements. Forward-looking statements involve inherent risks and uncertainties, and a number of factors could cause actual results to differ materially from those contained in any forward-looking statement. In some cases, forward-looking statements can be identified by words or phrases such as “may,” “will,” “expect,” “anticipate,” “target,” “aim,” “estimate,” “intend,” “plan,” “believe,” “potential,” “continue,” “is/are likely to” or other similar expressions. The Company may also make written or oral forward-looking statements in its reports filed with, or furnished to, the U.S. Securities and Exchange Commission, in its annual reports to shareholders, in press releases and other written materials and in oral statements made by its officers, directors or employees to third parties. Further information regarding such risks, uncertainties or factors is included in the Company’s filings with the SEC. All information provided in this press release is as of the date of this press release, and the Company does not undertake any duty to update such information, except as required under applicable law.



An AI solutions provider

specializing in learning and advertising

AI-Native Strategy

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Learning



Youdao
Premium Courses



Youdao
Lingshi



Youdao
Dictionary



Youdao Desktop
Translation



Hi Echo



Mr. P AI Tutor



Advertising



有道智选
网易品质推广



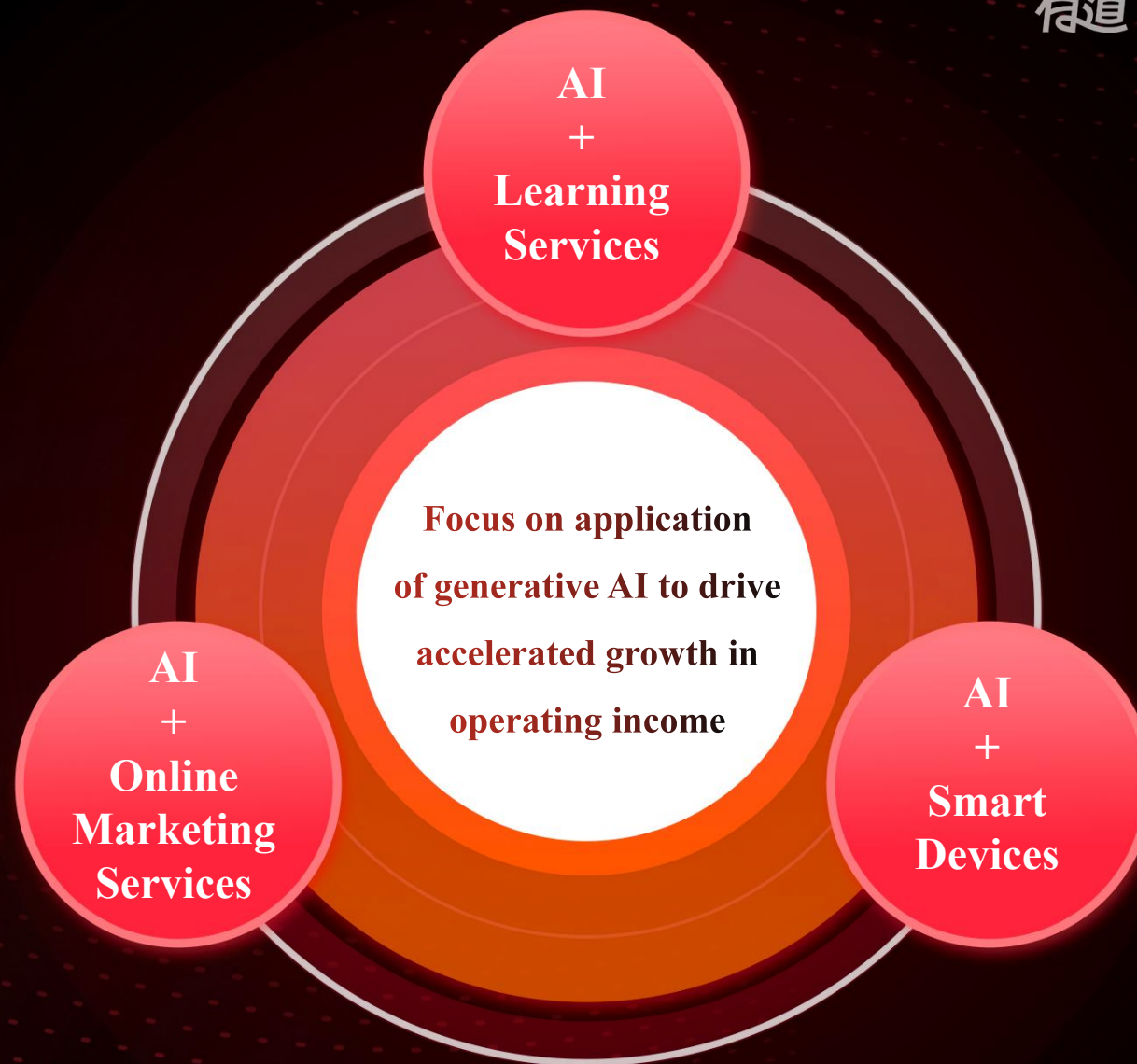
youdao Ads



Youdao iMagicBox

AI

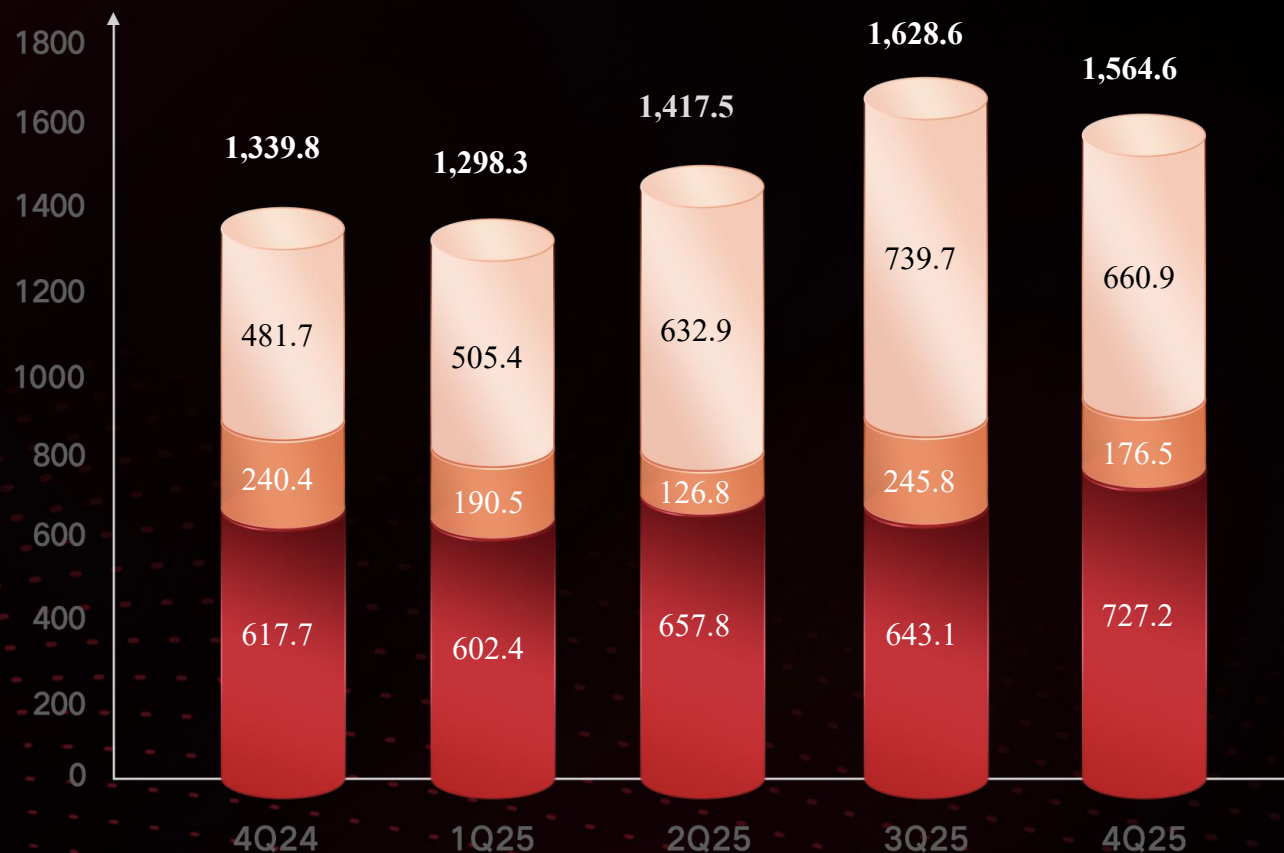
**Driving force behind
development of three
businesses**



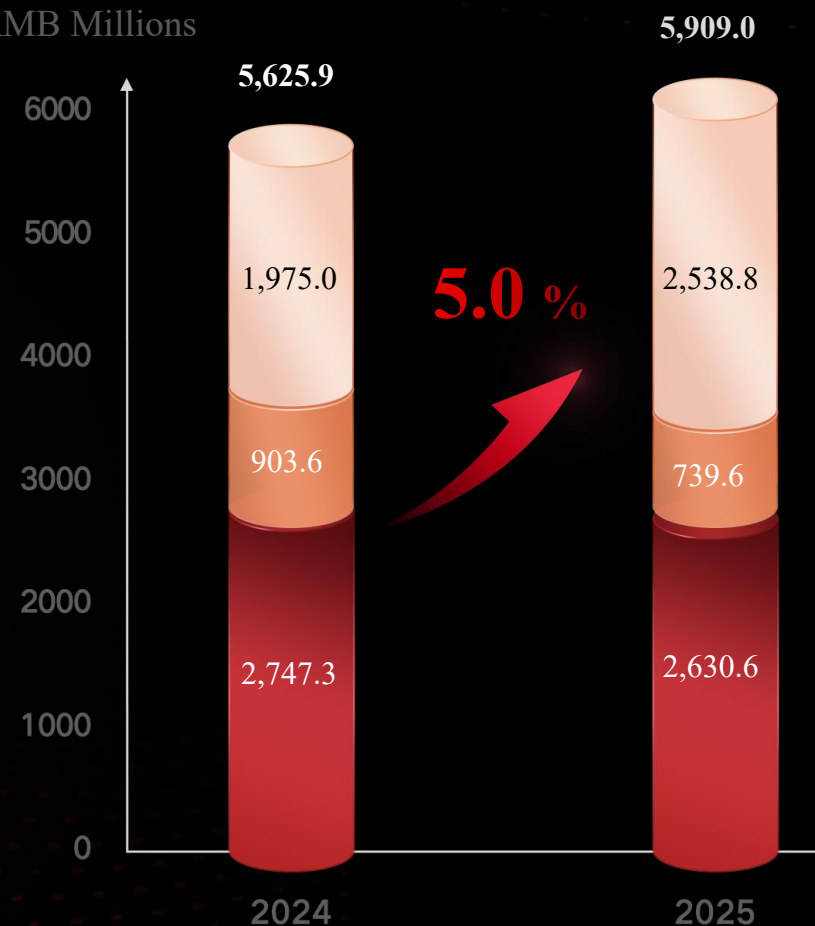
Net Revenues: 16.8% Year-Over-Year Growth in 4Q25

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RMB Millions



RMB Millions

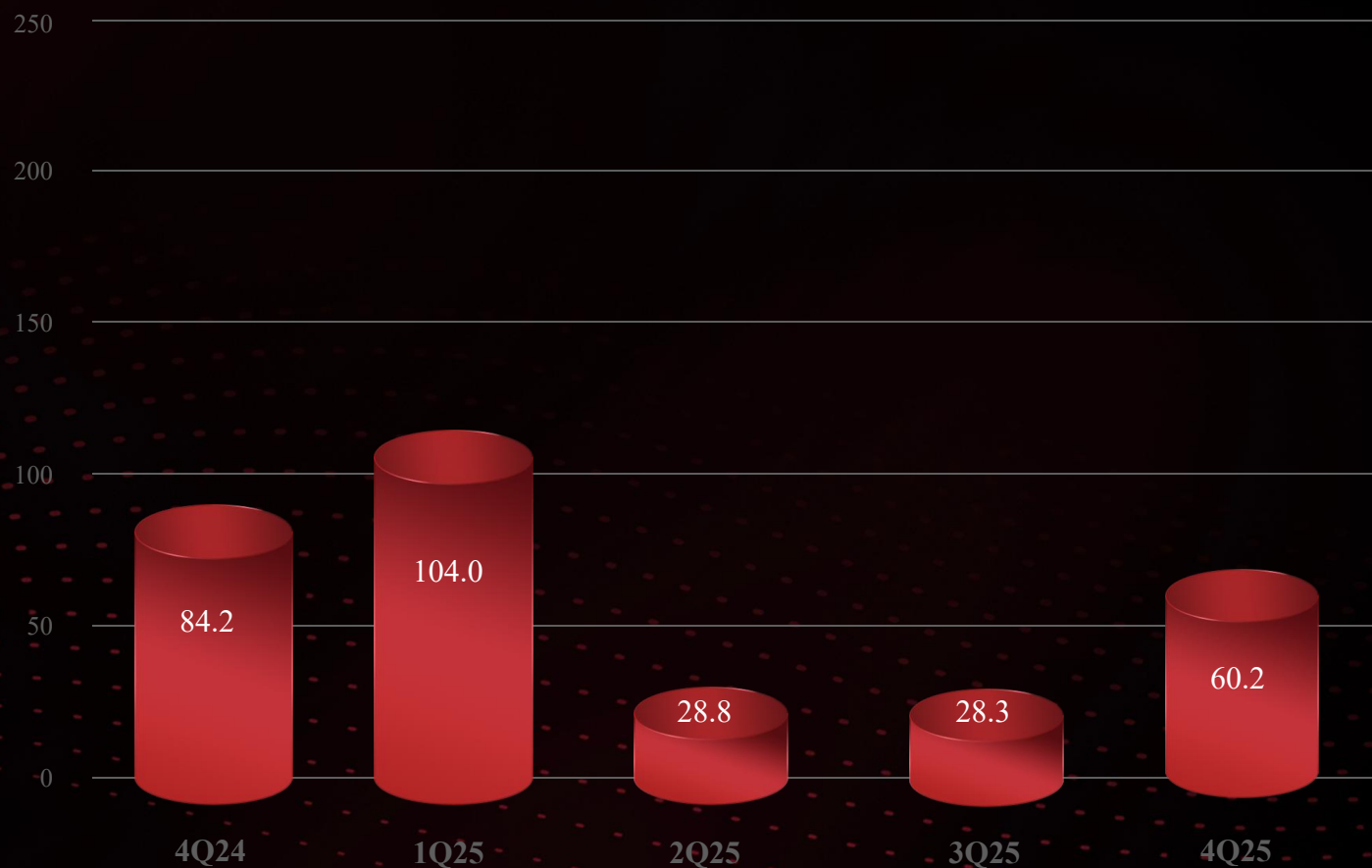


■ Learning Services ■ Smart Devices ■ Online Marketing Services

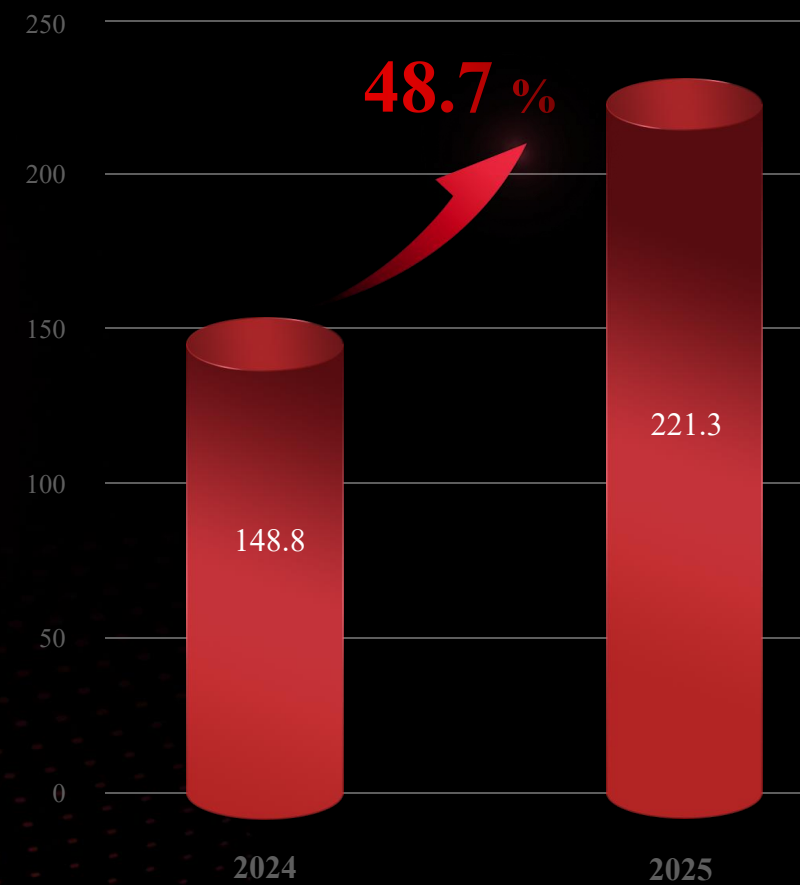
Income from Operations: 48.7% Year-Over-Year

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RMB Millions



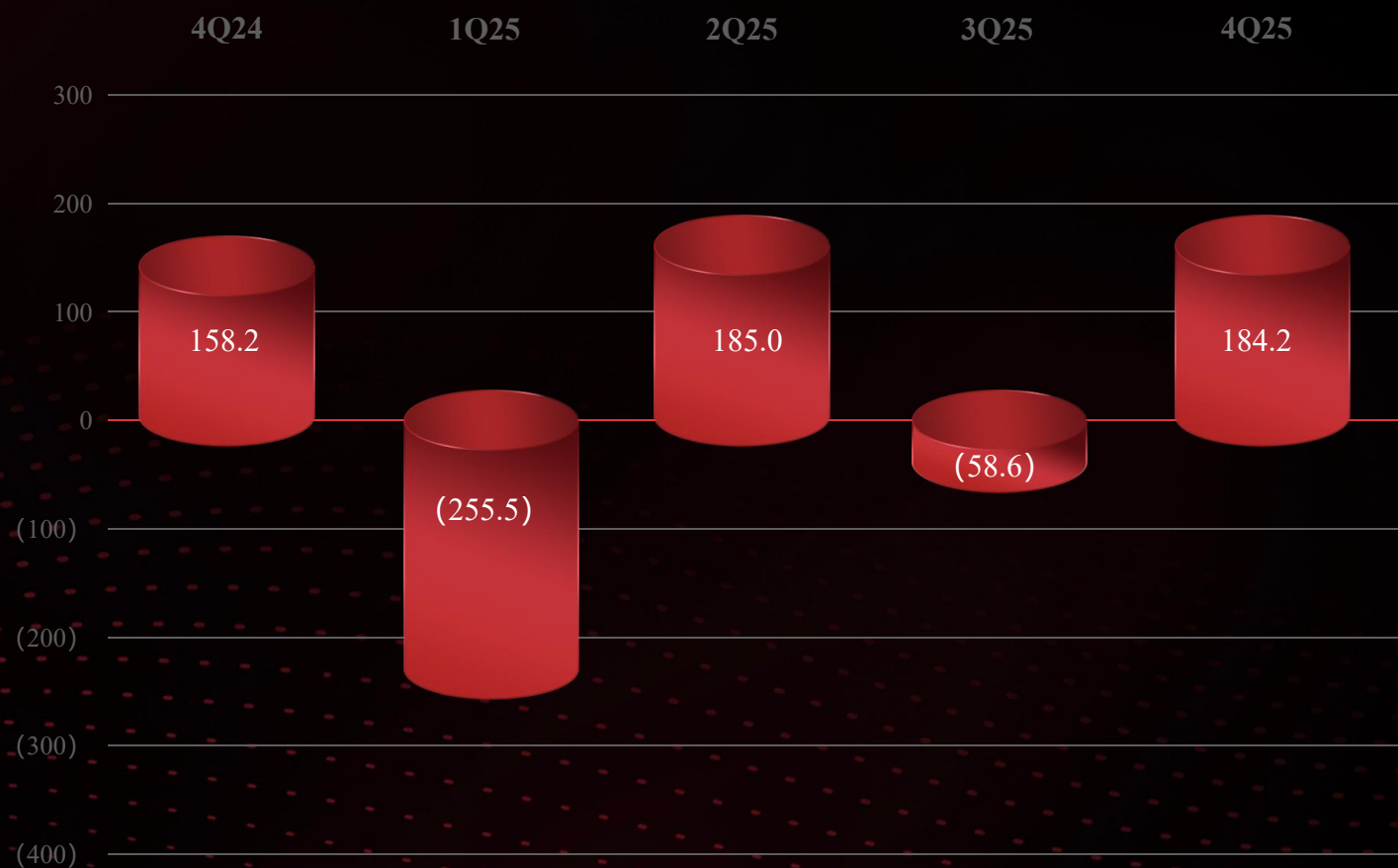
RMB Millions



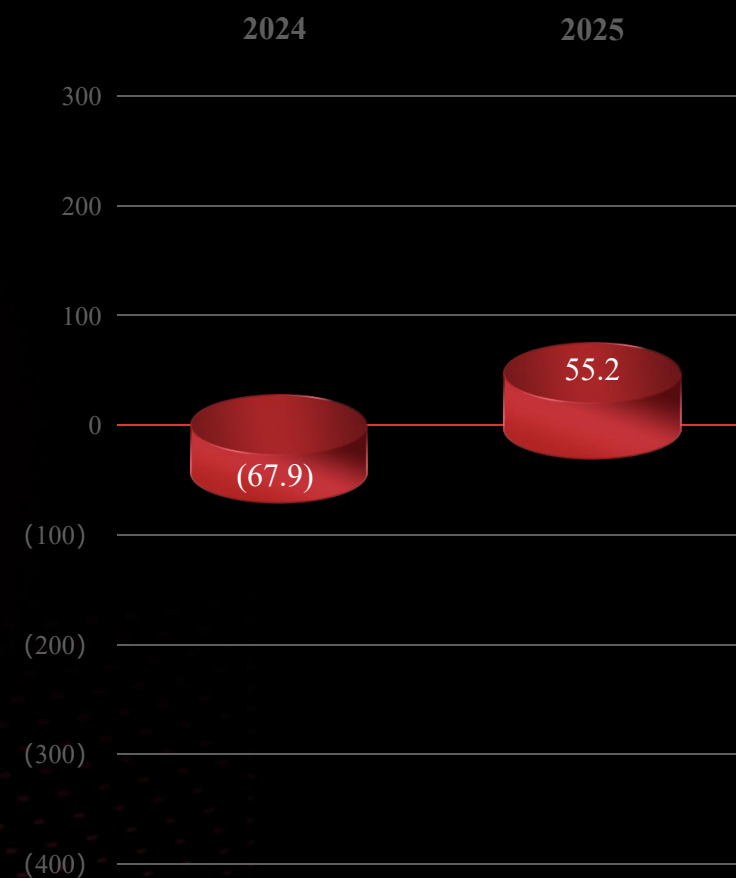
Operating Cash Flow: First-ever Full-year Net Inflow in 2025

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RMB Millions



RMB Millions



Digital Content Services: Youdao Lingshi

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Products & Services



Highlights for Youdao Lingshi



To launch English AI essay grading in the near future



Q4 Retention rate: exceeded 75%, up approximately 5 percentage points YoY



Recognized by the authoritative media

AI-driven Subscription

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Total sales: a record high of over RMB100 million in 4Q25, over 80% year-over-year



Youdao Dictionary



Youdao Desktop
Translation



Hi Echo



Mr. P AI Tutor



U-Dictionary



iRecord



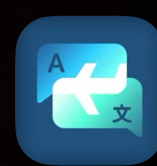
LectMate



iArch



Baby Genius



One Translate
Translator



Youdao AI Podcast
Assistant



Youdao
Anydub

AI-Powered Advertising

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Data Management Platform



Youdao DMP

Programmatic Ad Attribution & Optimization



Youdao Smart Ads Platform

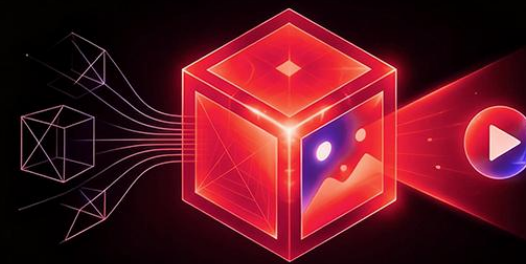
AI Ad Placement Optimizer

KOL Marketing Platform



Infunease

Ad Creative Production Platform



iMagicBox

AI Ad Placement Optimizer 2.0

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01

AI-Powered Q&A

Real-Time Ad
Placement Consultant

03

Ad Creatives

AIGC-Enhanced
Creativity & Efficiency

05

Attribution Analysis

Auto-Generated
Placement Reports

02

Audience Targeting

AI-Driven Precised Audience
Discovery

04

Data Iteration

Deepening Customer Insight
Through Continued Use

Advertising Highlights in 4Q25

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Advertising Revenue Growth (Gaming Sector)

50%  

Driven by strengthened NetEase synergy and active expansion of third-party clients

Advertising Revenue Growth (AI Application Sector)

50%  

Capitalizing on the flourishing LLM ecosystem and increased marketing demand for AI apps

Overseas KOL Marketing Revenue Growth

50%  

Global footprint expanded to 50+ countries in 2025



INNOVATION & RECOGNITION



2025年度达人代理商
游戏行业先锋榜



Solid Advertising Client Base in Gaming Industry

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FUNPLUS



State of Survival



King of Avalon



Guns of Glory: Lost Island



Project Entropy

NetEase Games



燕云十六声
Where Winds Meet



漫威争锋
Marvel Rivals



蛋仔派对
EGGY PARTY



明日之后
Life After



哈利波特·魔法觉醒
Harry Potter
Magic Awakened



率土之滨
Infinite Borders



巅峰极速
Racing Master

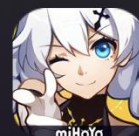
miHoYo



原神
Genshin



崩坏：星穹铁道
Honkai:Star Rail



崩坏3
Honkai Impact 3

lilith GAMES



万国觉醒
Rise of Kingdoms



众神派对
Dislyte



战火勋章
Warpath



万龙觉醒
Call of Dragons

CMGE
中手游

IGG
IGOT GAMES

MOONTON

XD



坦克世界
World of Tanks

战舰世界
World of Warships

雷霆游戏
Leiting Games

金山世游
KINGAME

点点互动
CENTURY GAMES

三七互娱

Smart Devices: Significant Health Improvement in 2025

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Youdao Tutoring Pen



- Feature Upgrade: Enhanced AI video explanations with new Panoramic Puzzles & Intelligent Visual Knowledge Cards
- User Stickiness: active users utilizing the tutoring function an average of over 10 times per day in 4Q25

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有道学习硬件双11全周期战报

连续六年 行业第一



Condensed Consolidated Balance Sheets

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Summary of Key Financial Information (in RMB'000)

Key balance sheet items	December 31, 2025	December 31, 2024
Cash Assets*	740,011	659,352
Accounts Receivable, Net	381,243	418,644
Inventories	140,776	174,741
Total Current Assets	1,722,506	1,486,768
Total Assets	1,975,045	1,814,395
Contract Liabilities	847,707	961,024
Short-term Loan from NetEase Group	878,000	878,000
Total Current Liabilities	2,934,912	2,946,952
Long-term Loans from NetEase Group	926,588	913,000
Total Liabilities	3,909,142	3,903,707

*Cash assets include cash and cash equivalents, restricted cash and short-term investments.

Condensed Consolidated Income Statements

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Summary of Key Financial Information (in RMB'000, except for percentages)

Key Income Statement Items	4Q25	3Q25	4Q24
Net Revenues	1,564,692	1,628,524	1,339,798
Learning Services	727,233	643,086	617,673
Smart Devices	176,545	245,780	240,444
Online Marketing Services	660,914	739,658	481,681
Cost of Revenues	(859,314)	(940,661)	(699,045)
Gross Profit	705,378	687,863	640,753
Gross Margin	45.1%	42.2%	47.8%
Operating Expenses	(645,175)	(659,597)	(556,577)
Income from Operations	60,203	28,266	84,176
Net Income	35,954	4,025	72,298
Net Income Attributable to Ordinary Shareholders of the Company	48,246	120	83,003

THANK YOU



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