

Rapport MutuaValue

NetEase, Inc.

XNAS:NTES

Pays	China
Industrie	Consumer Discretionary
Supersecteur	Consumer Products and Services
Secteur	Leisure Goods
Sous Secteur	Electronic Entertainment

Employés 29 128

Chiffre d'affaires 2023	13 246	mEUR	PER 2023	14,6
Résultat net 2023	3 766	mEUR	Dividend Yield 2023	1,9%
Market Cap 31.12.2023	55 028	mEUR	Béta boursier	0,54
Cours au 31.12.2023	661,2	CNY		

NetEase Inc est une société technologique basée en Chine. La Société opère dans quatre secteurs d'activité. Le segment des services de jeux en ligne est engagé dans le développement et l'exploitation de services de jeux en ligne qui couvrent les jeux mobiles et les jeux sur ordinateur personnel (PC). Les jeux incluent Westward Journey, Onmyoji série et d'autres. Le segment Youdao fournit des services d'apprentissage intelligents. Ses produits et services comprennent des cours en ligne, Youdao Dictionnaire, Youdao Dictionnaire Pen, Youdao Listening Treasure, Youdao Smart Learning Lamp, Youdao Translator King, Youdao Super Dictionnaire et d'autres. Le segment Cloud Music propose des services de musique en ligne et des services de divertissement social. Les produits proposés par le segment innovation et autres comprennent Yanxuan, NetEase Live, des services publicitaires, des e-mails haut de gamme et d'autres services à valeur ajoutée. La Société exploite principalement ses activités sur les marchés intérieurs et étrangers.

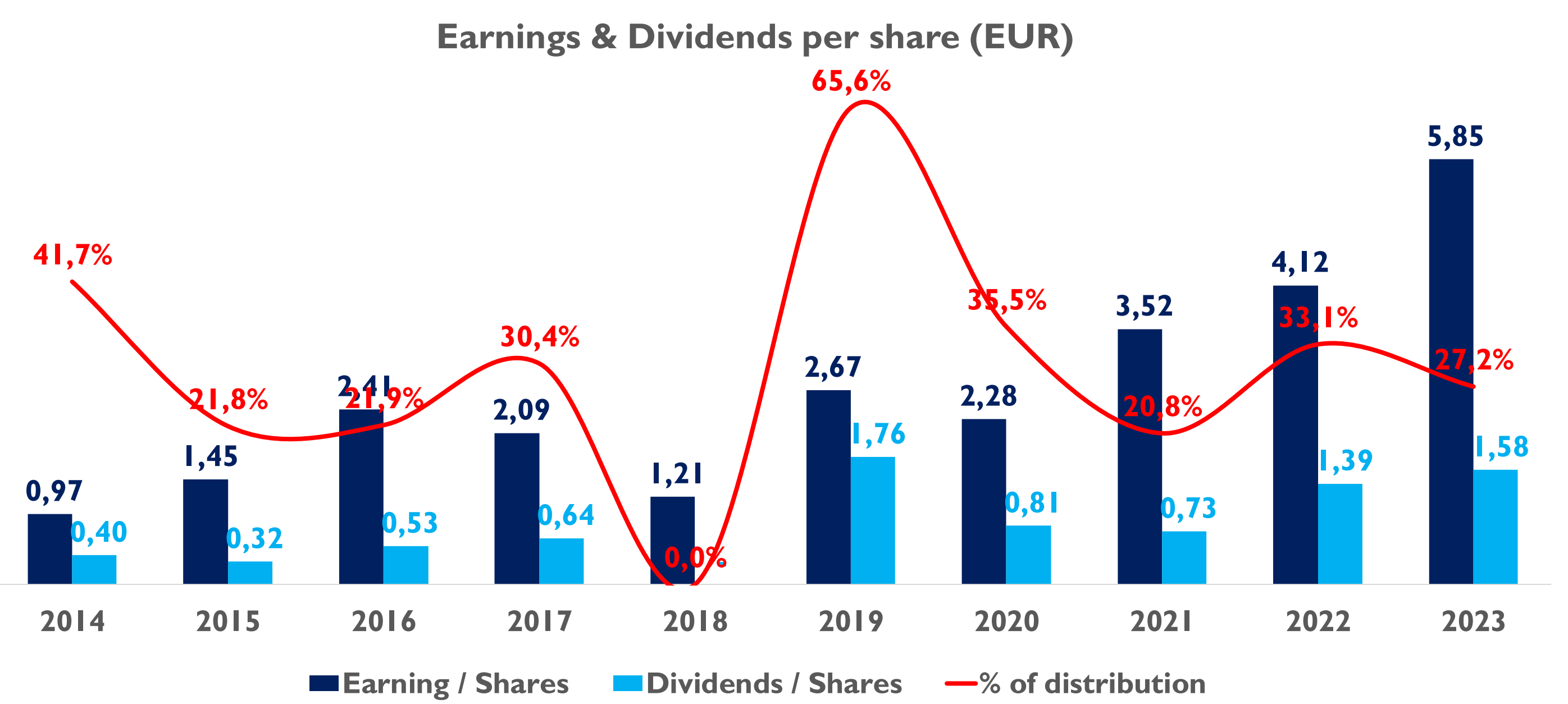
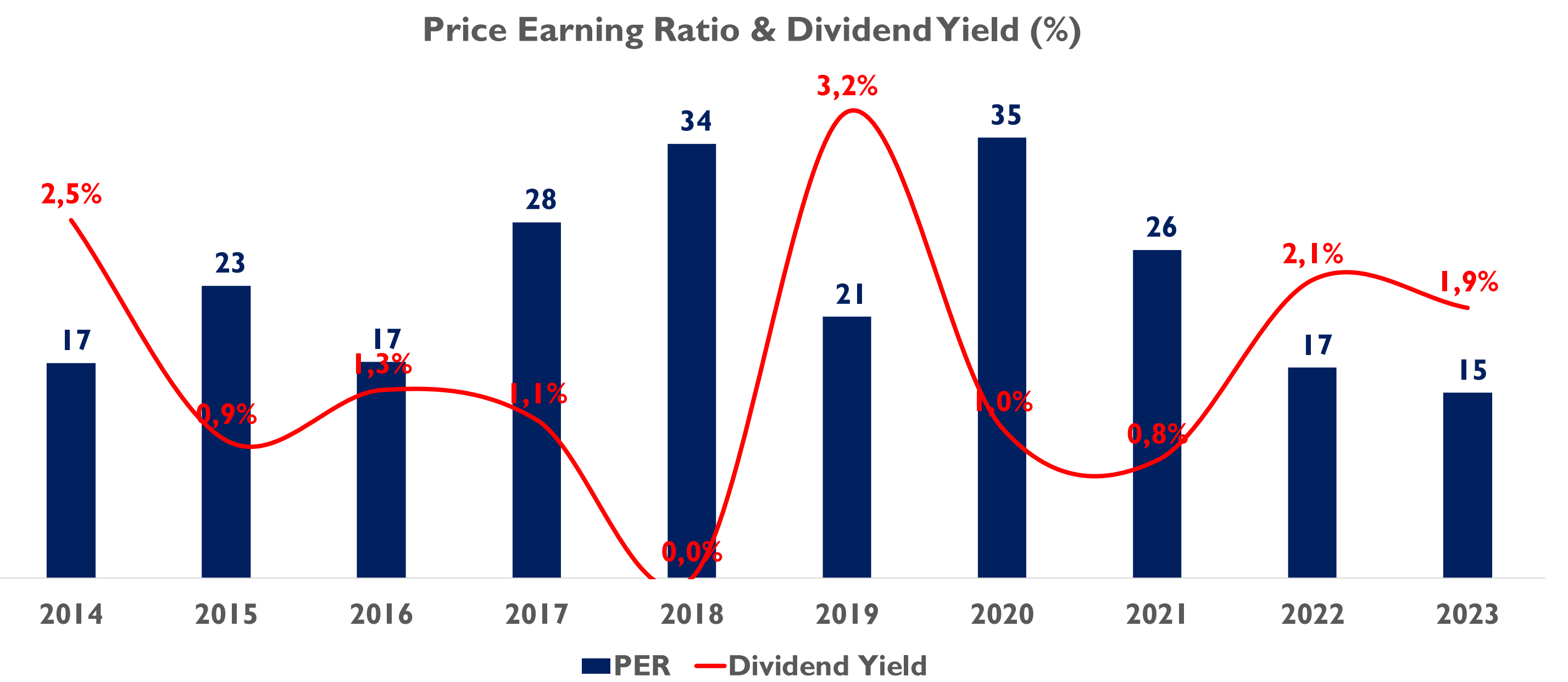
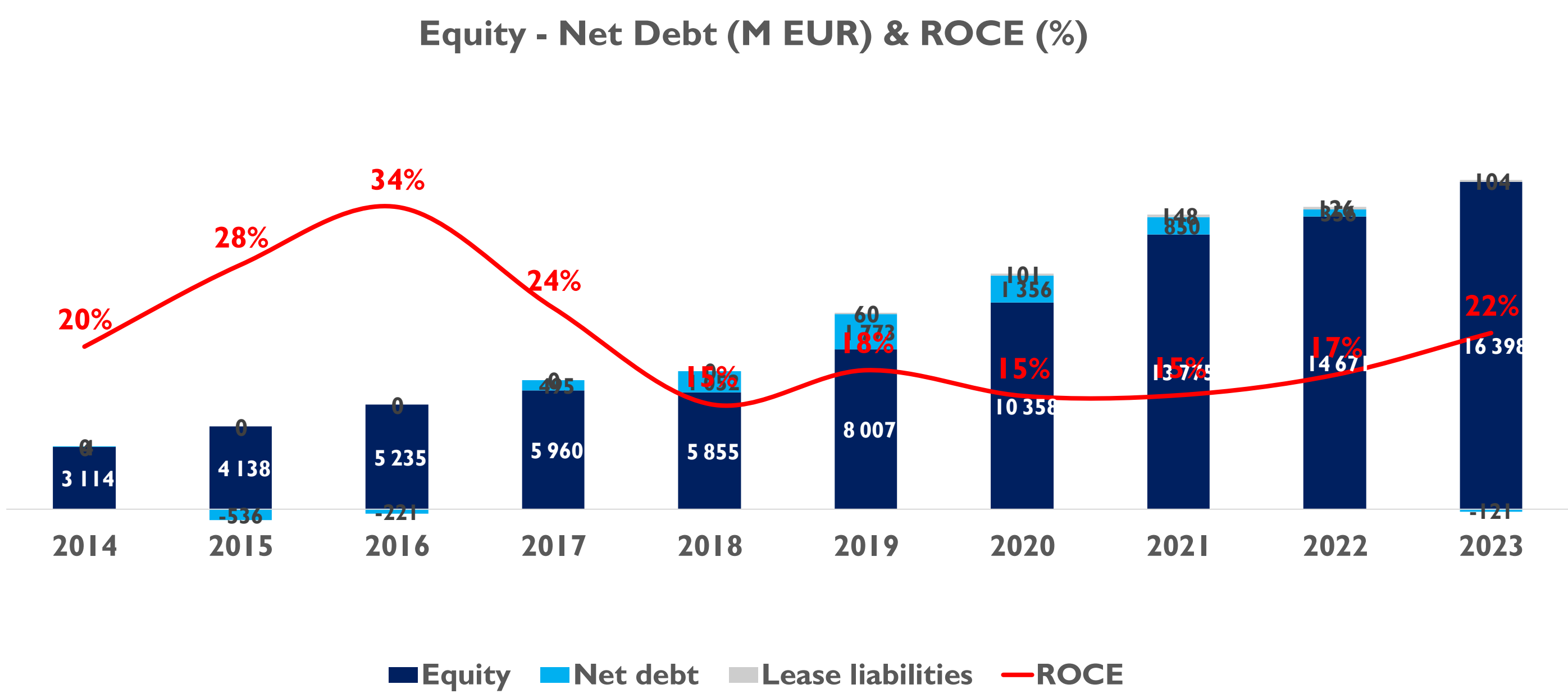
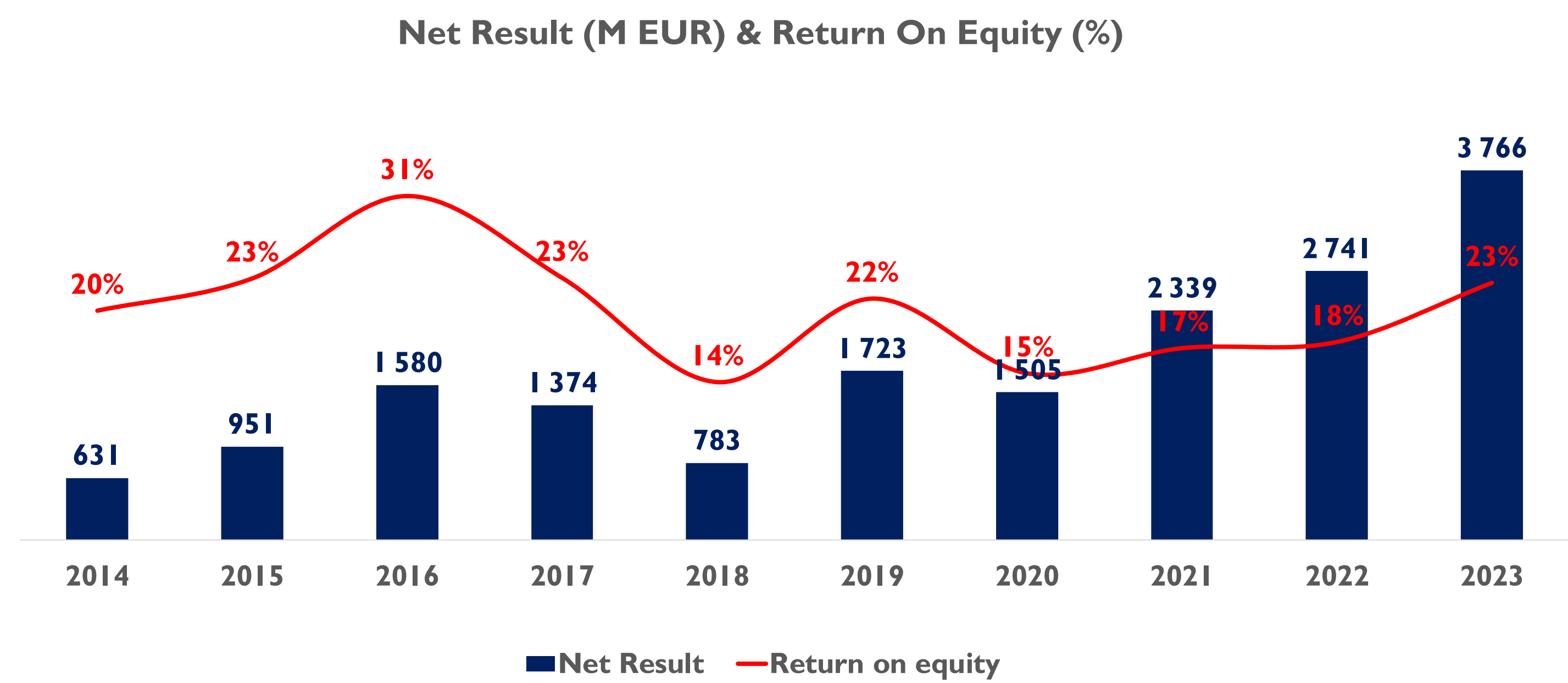
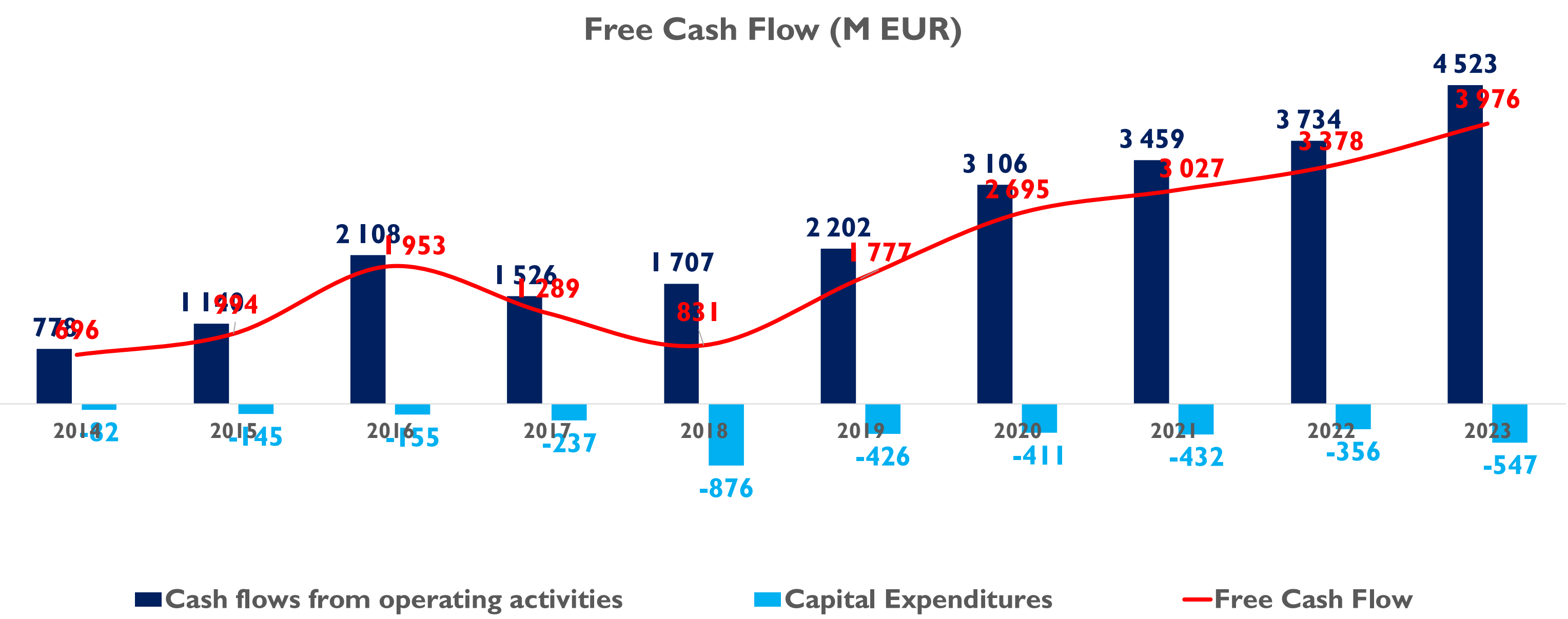
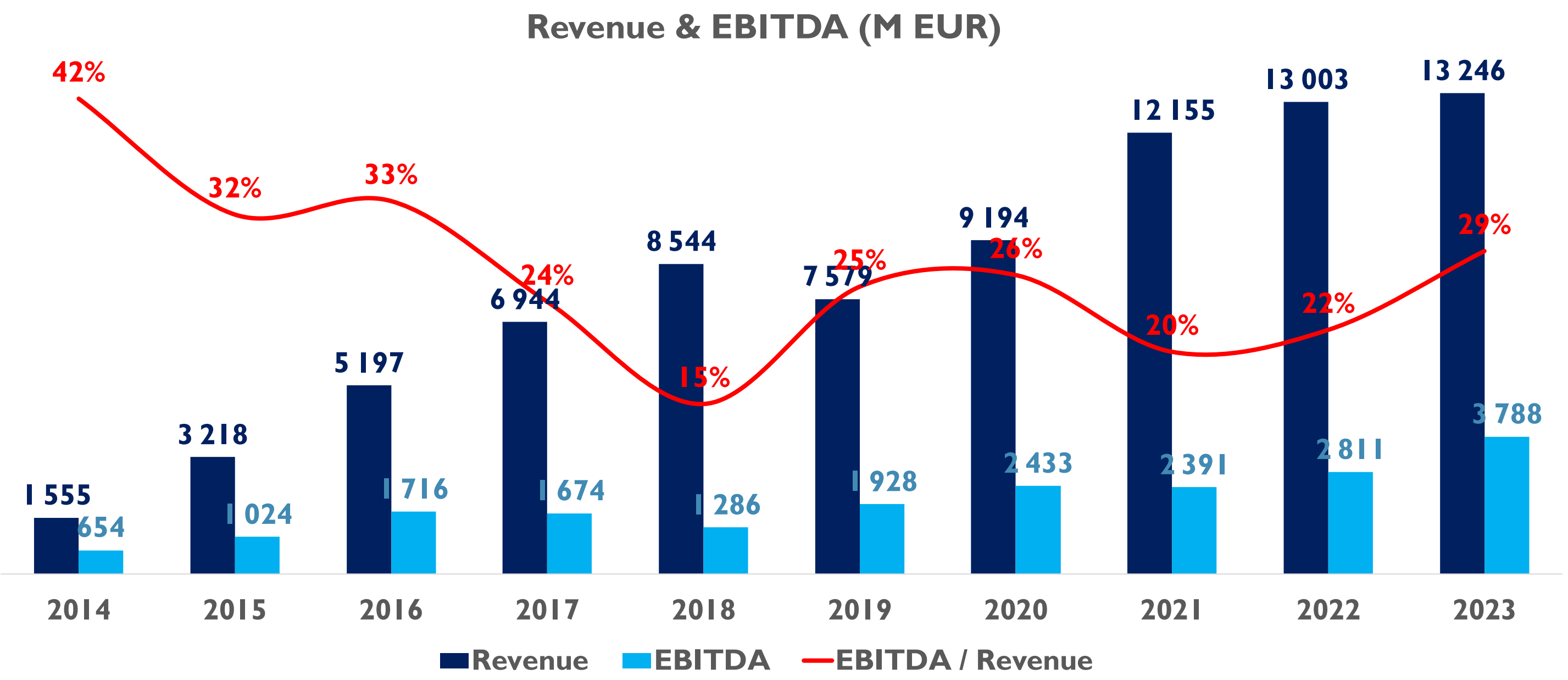
Documents

- 1 - KPI Financiers (2014 - 2023)
- 2 - Benchmark Industry (Revenue & Net Result)
- 3 - Benchmark Industry (Return On Capital Employed & PER)
- 4 - Données financières 2014 - 2023 (P&L , Bilan, Cash-Flow)

I - Financial KPI (2014 - 2023)

NetEase, Inc.

Industry Consumer Discretionary
Supersector Consumer Products and Services
Sector Leisure Goods
Sub Sector Electronic Entertainment



2 - Benchmark Industry (Revenue & Net Result)

NetEase, Inc.

Industry	Consumer Discretionary
Supersector	Consumer Products and Services
Sector	Leisure Goods
Sub Sector	Electronic Entertainment

Revenue

m€	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
NetEase, Inc.	1 555	3 218	5 197	6 944	8 544	7 579	9 194	12 155	13 003	13 246
NEXON Co., Ltd.	1 192	1 444	1 488	1 736	2 014	2 038	2 317	2 097	2 515	2 720
Sony Group Corporation	53 550	62 361	65 868	56 197	67 807	71 048	65 325	68 755	70 548	74 130
Nintendo Co., Ltd.	3 942	4 173	4 099	3 615	8 378	9 843	10 349	13 438	12 055	10 289
BANDAI NAMCO Holdin	3 500	4 292	4 677	4 583	5 383	6 004	5 726	5 661	6 323	6 360
Electronic Arts Inc.	2 945	4 147	4 170	4 040	4 498	4 406	4 512	4 970	6 554	6 811
Take-Two Interactive Soft	1 936	995	1 341	1 484	1 566	2 375	2 517	2 978	3 286	4 907
Roblox Corporation	-	-	-	-	284	453	753	1 694	2 086	2 567
Aristocrat Leisure Limited	570	1 050	1 457	1 602	2 161	2 748	2 588	3 033	3 538	3 883
Total	69 190	81 680	88 297	80 202	100 635	106 494	103 281	114 781	119 908	124 913

Revenue - Annual Growth Rate

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	CAGR*
NetEase, Inc.		107%	61%	34%	23%	-11%	21%	32%	7%	2%	9%
NEXON Co., Ltd.		21%	3%	17%	16%	1%	14%	-10%	20%	8%	6%
Sony Group Corporation		16%	6%	-15%	21%	5%	-8%	5%	3%	5%	2%
Nintendo Co., Ltd.		6%	-2%	-12%	132%	17%	5%	30%	-10%	-15%	4%
BANDAI NAMCO Holdin		23%	9%	-2%	17%	12%	-5%	-1%	12%	1%	3%
Electronic Arts Inc.		41%	1%	-3%	11%	-2%	2%	10%	32%	4%	9%
Take-Two Interactive Soft		-49%	35%	11%	6%	52%	6%	18%	10%	49%	26%
Roblox Corporation						59%	66%	125%	23%	23%	55%
Aristocrat Leisure Limited		84%	39%	10%	35%	27%	-6%	17%	17%	10%	12%
Moyenne		18%	8%	-9%	25%	6%	-3%	11%	4%	4%	4%

Net result attributable to owners of the company

m€	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
NetEase, Inc.	631	951	1 580	1 374	783	1 723	1 505	2 339	2 741	3 766
NEXON Co., Ltd.	202	418	164	419	855	948	445	878	713	454
Sony Group Corporation -	475 -	372	1 704	943	3 895	7 512	4 604	7 866	6 273	6 020
Nintendo Co., Ltd. -	160	318	134	758	1 108	1 591	2 046	3 670	3 397	2 780
BANDAI NAMCO Holdin	173	285	281	326	429	520	456	374	660	580
Electronic Arts Inc.	7	804	1 097	806	911	907	2 477	739	740	736
Take-Two Interactive Soft	298 -	257 -	8	56	152	297	330	520	392 -	1 032
Roblox Corporation	-	-	-	- -	77 -	63 -	210 -	445 -	876 -	1 057
Aristocrat Leisure Limited -	11	124	240	323	334	437	861	525	602	897
Total	665	2 271	5 191	5 007	8 389	13 872	12 514	16 466	14 641	13 144

Net result attributable to owners of the company - Annual Growth Rate

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	CAGR*
NetEase, Inc.		51%	66%	-13%	-43%	120%	-13%	55%	17%	37%	37%
NEXON Co., Ltd.		107%	-61%	156%	104%	11%	-53%	97%	-19%	-36%	-12%
Sony Group Corporation		-22%	-558%	-45%	313%	93%	-39%	71%	-20%	-4%	9%
Nintendo Co., Ltd.		-298%	-58%	465%	46%	44%	29%	79%	-7%	-18%	20%
BANDAI NAMCO Holdin		65%	-1%	16%	32%	21%	-12%	-18%	77%	-12%	6%
Electronic Arts Inc.		12097%	36%	-26%	13%	0%	173%	-70%	0%	-1%	-4%
Take-Two Interactive Soft		-186%	-97%	-813%	170%	96%	11%	58%	-25%	-363%	-247%
Roblox Corporation						-18%	232%	112%	97%	21%	69%
Aristocrat Leisure Limited		-1223%	93%	35%	3%	31%	97%	-39%	15%	49%	22%
Moyenne		242%	129%	-4%	68%	65%	-10%	32%	-11%	-10%	9%

* 2018 - 2023

3 - Benchmark Industry (Return On Capital Employed & PER)

NetEase, Inc.	
Industry	Consumer Discretionary
Supersector	Consumer Products and Services
Sector	Leisure Goods
Sub Sector	Electronic Entertainment

Operating Profit

m€	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
NetEase, Inc.	633	1 026	1 719	1 560	1 004	1 764	1 814	2 278	2 645	3 547
NEXON Co., Ltd.	314	473	330	669	781	775	881	1 058	1 129	884
Sony Group Corporation	667	1 949	2 391	2 134	5 832	7 332	6 687	7 425	8 549	7 761
Nintendo Co., Ltd.	-	320	188	267	1 409	2 047	2 787	4 894	4 215	3 240
BANDAI NAMCO Holding	308	427	403	467	595	689	623	647	892	748
Electronic Arts Inc.	27	871	852	1 021	1 252	887	1 178	924	1 059	1 222
Take-Two Interactive Softw	342 -	237 -	10	76	118	184	347	556	444 -	1 040
Roblox Corporation	-	-	-	- -	76 -	68 -	217 -	437 -	866 -	1 155
Aristocrat Leisure Limited	115	233	408	510	564	686	320	705	937	1 052
Total	2 085	4 930	6 360	6 654	11 480	14 296	14 420	18 049	19 004	16 260

Capital employed

m€	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
NetEase, Inc.	3 118	3 602	5 014	6 456	6 907	9 841	11 814	14 773	15 153	16 381
NEXON Co., Ltd.	1 786	1 401	1 810	2 337	2 700	3 288	3 946	3 906	3 590	4 367
Sony Group Corporation	17 278	17 467	19 286	20 227	27 103	35 817	43 715	50 904	61 999	64 649
Nintendo Co., Ltd.	4 440	4 803	4 797	4 347	4 595	4 676	5 162	5 312	6 179	6 482
BANDAI NAMCO Holding	977	1 134	1 154	1 055	1 602	1 777	2 143	2 548	2 360	2 510
Electronic Arts Inc.	-	1 232	2 119	1 713	2 299	1 279	2 064	4 201	4 320	12 670
Take-Two Interactive Softw	591	505	805	832	1 315	1 904	1 252	2 023	2 417	11 106
Roblox Corporation	-	-	-	- -	287 -	181 -	603 -	868 -	582	1 057
Aristocrat Leisure Limited	360	1 578	1 387	1 305	2 486	2 675	3 125	3 184	3 673	3 859
Total	28 549	31 722	36 372	38 272	48 720	61 075	72 618	85 983	99 108	123 083

Operating Profit / Capital employed

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	Avg*
NetEase, Inc.	20%	28%	34%	24%	15%	18%	15%	15%	17%	22%	17%
NEXON Co., Ltd.	18%	34%	18%	29%	29%	24%	22%	27%	31%	20%	27%
Sony Group Corporation	4%	11%	12%	11%	22%	20%	15%	15%	14%	12%	16%
Nintendo Co., Ltd.	-7%	4%	6%	5%	31%	44%	54%	92%	68%	50%	51%
BANDAI NAMCO Holding	32%	38%	35%	44%	37%	39%	29%	25%	38%	30%	34%
Electronic Arts Inc.		71%	40%	60%	54%	69%	57%	22%	25%	10%	40%
Take-Two Interactive Softw	58%	-47%	-1%	9%	9%	10%	28%	27%	18%	-9%	18%
Roblox Corporation					27%	38%	36%	50%	149%	-109%	66%
Aristocrat Leisure Limited	32%	15%	29%	39%	23%	26%	10%	22%	26%	27%	23%
Moyenne	7%	16%	17%	17%	24%	23%	20%	21%	19%	13%	21%

* 2018 - 2023

Market Cap

m€	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
NetEase, Inc.	10 659	21 808	26 714	38 288	26 641	35 167	51 565	59 857	44 056	55 028
NEXON Co., Ltd.	3 372	6 477	5 991	10 637	9 977	10 631	22 241	15 143	18 419	14 061
Sony Group Corporation	14 031	27 124	28 871	35 168	50 966	49 695	61 911	110 213	110 911	95 848
Nintendo Co., Ltd.	10 692	15 881	15 618	22 939	44 664	31 487	39 202	56 254	51 763	38 406
BANDAI NAMCO Holding	3 700	3 899	4 381	5 407	6 094	9 280	9 109	13 247	14 519	12 077
Electronic Arts Inc.	-	16 803	19 442	22 617	32 613	27 692	23 918	34 542	33 685	64 606
Take-Two Interactive Softw	1 527	1 878	2 967	4 457	9 403	9 640	10 932	17 879	16 648	17 496
Roblox Corporation	-	-	-	-	31 941	32 555	30 291	46 075	15 891	25 850
Aristocrat Leisure Limited	2 236	3 642	6 885	8 758	11 178	12 239	11 996	19 238	13 871	16 467
Total	46 217	97 510	110 871	148 270	223 476	218 387	261 165	372 447	319 764	339 839

Net result attributable to owners of the company

m€	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
NetEase, Inc.	631	951	1 580	1 374	783	1 723	1 505	2 339	2 741	3 766
NEXON Co., Ltd.	202	418	164	419	855	948	445	878	713	454
Sony Group Corporation	-	475 -	372	1 704	943	3 895	7 512	4 604	7 866	6 020
Nintendo Co., Ltd.	-	160	318	134	758	1 108	1 591	2 046	3 670	3 397
BANDAI NAMCO Holding	173	285	281	326	429	520	456	374	660	580
Electronic Arts Inc.		804	1 097	806	911	907	2 477	739	740	736
Take-Two Interactive Softw	298 -	257 -	8	56	152	297	330	520	392 -	1 032
Roblox Corporation					-	77 -	63 -	210 -	445 -	876 -
Aristocrat Leisure Limited	-	11	124	240	323	334	437	861	525	602
Total	658	2 271	5 191	5 007	8 389	13 872	12 514	16 466	14 641	13 144

Price-Earnings Ratio

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	Avg*
NetEase, Inc.	17	23	17	28	34	20	34	26	16	15	24
NEXON Co., Ltd.	17	15	37	25	12	11	50	17	26	31	20
Sony Group Corporation	-	30 -	73	37	13	7	13	14	18	16	13
Nintendo Co., Ltd.	-	67	50	116	30	40	20	15	15	14	20
BANDAI NAMCO Holding	21	14	16	17	14	18	20	35	22	21	21
Electronic Arts Inc.		21	18	28	36	31	10	47	46	88	27
Take-Two Interactive Softw	5 -	7 -	377	79	62	32	33	34	42 -	17	39
Roblox Corporation					-	415 -	514 -	144 -	104 -	18 -	24 -
Aristocrat Leisure Limited	-	202	29	29	33	28	14	37	23	18	25
Moyenne	70	43	21	30	27	16	21	23	22	26	22

4 - Financial Data (2014 - 2022)

NetEase, Inc.
Devise Reporting

M CNY	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
EUR / CNY	7,53	7,09	7,35	7,79	7,86	7,82	8,01	7,21	7,42	7,81
Income Statement										
Revenue	11 713	22 803	38 179	54 102	67 156	59 241	73 667	87 606	96 496	103 468
Gross Profit	8 451	13 404	21 664	25 913	28 403	31 555	38 983	46 971	52 766	63 063
Operating Profit	4 765	7 272	12 629	12 154	7 893	13 791	14 538	16 417	19 629	27 709
Profit before tax	5 458	8 110	13 895	13 012	8 944	16 383	15 372	21 104	24 250	34 057
Income Tax	- 663	- 1 273	- 2 102	- 2 162	- 2 467	- 2 915	- 3 042	- 4 128	- 5 032	- 4 700
Net result attributable to owners of the company	4 757	6 735	11 605	10 708	6 152	13 469	12 063	16 857	20 338	29 417
EBITDA	4 930	7 258	12 610	13 042	10 112	15 073	19 498	17 236	20 862	29 591
Balance Sheet										
Net debt	28 -	3 799 -	1 624	3 859	8 269	14 333	11 668	7 196	3 573 -	130
Equity	23 460	29 324	38 463	46 435	46 026	62 593	82 998	99 279	108 873	128 084
Capital employed	23 488	25 525	36 839	50 295	54 295	76 926	94 666	106 474	112 447	127 954
Fixed Assets	2 512	2 783	6 454	12 097	20 688	30 064	33 578	43 856	37 672	39 104
Working Capital	20 976	22 742	30 385	38 198	33 607	46 862	61 088	62 619	74 774	88 850
Cash Flows										
Net cash generated from operating activities	5 858	8 077	15 488	11 889	13 416	17 216	24 888	24 927	27 709	35 331
Net cash generated from investing activities	- 4 505	- 2 537	- 14 002	- 13 249	- 13 570	- 22 137	- 29 192	- 7 078	- 7 370	- 17 043
Net cash generated from financing activities	- 778	- 1 633	- 2 251	- 1 303	- 1 587	- 1 083	- 9 913	- 12 586	- 10 238	- 21 467
Net increase / decrease in cash and cash equivalents	563	4 050	632	2 675	1 515	3 809	5 771	5 208	10 212	3 382
Share Information										
Number of shares	652 890 000	656 876 400	656 345 800	658 062 400	647 064 800	644 094 600	661 089 600	665 172 800	652 691 000	650 089 546
Price per shares	122,98	235,24	299,03	453,29	323,63	426,80	625,00	648,55	500,91	661,18
Market Cap	80 290	154 526	196 268	298 291	209 406	274 901	413 178	431 399	326 938	429 829
Earning / Shares	7,300	10,250	17,700	16,250	9,510	20,910	18,250	25,350	30,570	45,730
Earning / Shares (Diluted)	7,250	10,200	17,550	16,150	9,450	20,720	18,000	25,050	30,200	45,250
Dividends	3,0	2,2	3,9	5,0	-	13,7	6,5	5,3	10,3	12,3
Financial KPI										
Sales Variation		95%	67%	42%	24%	-12%	24%	19%	10%	7%
Gross Profit / Revenue	72%	59%	57%	48%	42%	53%	53%	54%	55%	61%
EBITDA / Revenue	42%	32%	33%	24%	15%	25%	26%	20%	22%	29%
Operating Profit / Revenue	41%	32%	33%	22%	12%	23%	20%	19%	20%	27%
Finance Result / Revenue	6%	4%	3%	2%	2%	4%	1%	5%	5%	6%
Tax Rate	-12%	-16%	-15%	-17%	-28%	-18%	-20%	-20%	-21%	-14%
Return on equity	20%	23%	31%	23%	14%	22%	15%	17%	18%	23%
Sales / Capital employed	0,5	0,9	1,0	1,1	1,2	0,8	0,8	0,8	0,9	0,8
Return on capital employed before income tax	20%	28%	34%	24%	15%	18%	15%	15%	17%	22%
Free Cash Flow / Revenue	45%	31%	38%	19%	10%	23%	29%	25%	26%	30%
Net Debt / EBITDA*	0,0 -	0,5 -	0,1	0,3	0,8	0,9	0,6	0,4	0,1 -	0,0
Net Debt / Equity*	0%	-13%	-4%	8%	18%	22%	13%	6%	2%	-1%
% Investments	-5%	-5%	-3%	-3%	-10%	-6%	-4%	-4%	-3%	-4%
% Working Capital	179%	100%	80%	71%	50%	79%	83%	71%	77%	86%
% Fixed Assets	21%	12%	17%	22%	31%	51%	46%	50%	39%	38%
Price to book ratio	3,4	5,3	5,1	6,5	4,6	4,5	5,0	4,5	3,1	3,5
PER	17	23	17	28	34	21	35	26	17	15
Dividend Yield	2,5%	0,9%	1,3%	1,1%	0,0%	3,2%	1,0%	0,8%	2,1%	1,9%
% of distribution	41,7%	21,8%	21,9%	30,4%	0,0%	65,6%	35,5%	20,8%	33,1%	27,2%

*Total net debt excluding lease liabilities

4 - Financial Data (2014 - 2022)

NetEase, Inc.
EUR

M EUR	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Income Statement										
Revenue	1 555	3 218	5 197	6 944	8 544	7 579	9 194	12 155	13 003	13 246
Gross Profit	1 122	1 892	2 949	3 326	3 613	4 037	4 865	6 517	7 110	8 074
Operating Profit	633	1 026	1 719	1 560	1 004	1 764	1 814	2 278	2 645	3 547
Profit before tax	725	1 145	1 891	1 670	1 138	2 096	1 918	2 928	3 268	4 360
Income Tax	- 88	- 180	- 286	- 278	- 314	- 373	- 380	- 573	- 678	- 602
Net result attributable to owners of the company	631	951	1 580	1 374	783	1 723	1 505	2 339	2 741	3 766
EBITDA	654	1 024	1 716	1 674	1 286	1 928	2 433	2 391	2 811	3 788
Balance Sheet										
Net debt	4 -	536 -	221	495	1 052	1 834	1 456	998	482 -	17
Equity	3 114	4 138	5 235	5 960	5 855	8 007	10 358	13 775	14 671	16 398
Capital employed	3 118	3 602	5 014	6 456	6 907	9 841	11 814	14 773	15 153	16 381
Fixed Assets	333	393	879	1 553	2 632	3 846	4 191	6 085	5 077	5 006
Working Capital	2 785	3 209	4 136	4 903	4 275	5 995	7 624	8 688	10 076	11 375
Cash Flows										
Net cash generated from operating activities	778	1 140	2 108	1 526	1 707	2 202	3 106	3 459	3 734	4 523
Net cash generated from investing activities	- 598	- 358	- 1 906	- 1 701	- 1 726	- 2 832	- 3 643	- 982	- 993	- 2 182
Net cash generated from financing activities	- 103	- 230	- 306	- 167	202	138	1 237	- 1 746	- 1 380	- 2 748
Net increase / decrease in cash and cash equivalents	75	572 -	86 -	343	193 -	487	720	723	1 376 -	433
Share Information										
Number of shares	652 890 000	656 876 400	656 345 800	658 062 400	647 064 800	644 094 600	661 089 600	665 172 800	652 691 000	650 089 546
Price	16,33	33,20	40,70	58,18	41,17	54,60	78,00	89,99	67,50	84,65
Market Cap	10 659	21 808	26 714	38 288	26 641	35 167	51 565	59 857	44 056	55 028
Earning / Shares	0,97	1,45	2,41	2,09	1,21	2,67	2,28	3,52	4,12	5,85
Earning / Shares (Diluted)	0,96	1,44	2,39	2,07	1,20	2,65	2,25	3,48	4,07	5,79
Dividends	0,40	0,32	0,53	0,64	-	1,76	0,81	0,73	1,39	1,58
Financial KPI										
Sales Variation		107%	61%	34%	23%	-11%	21%	32%	7%	2%
Gross Profit / Revenue	72%	59%	57%	48%	42%	53%	53%	54%	55%	61%
EBITDA / Revenue	42%	32%	33%	24%	15%	25%	26%	20%	22%	29%
Operating Profit / Revenue	41%	32%	33%	22%	12%	23%	20%	19%	20%	27%
Finance Result / Revenue	6%	4%	3%	2%	2%	4%	1%	5%	5%	6%
Tax Rate	-12%	-16%	-15%	-17%	-28%	-18%	-20%	-20%	-21%	-14%
Return on equity	20%	23%	31%	23%	14%	22%	15%	17%	18%	23%
Sales / Capital employed	0,5	0,9	1,0	1,1	1,2	0,8	0,8	0,8	0,9	0,8
Return on capital employed before income tax	20%	28%	34%	24%	15%	18%	15%	15%	17%	22%
Free Cash Flow / Revenue	45%	31%	38%	19%	10%	23%	29%	25%	26%	30%
Net Debt / EBITDA*	0,0 -	0,5 -	0,1	0,3	0,8	0,9	0,6	0,4	0,1 -	0,0
Net Debt / Equity*	0%	-13%	-4%	8%	18%	22%	13%	6%	2%	-1%
% Investments	-5%	-5%	-3%	-3%	-10%	-6%	-4%	-4%	-3%	-4%
% Working Capital	179%	100%	80%	71%	50%	79%	83%	71%	77%	86%
% Fixed Assets	21%	12%	17%	22%	31%	51%	46%	50%	39%	38%
Price to book ratio	3,4	5,3	5,1	6,5	4,6	4,5	5,0	4,5	3,1	3,5
PER	17	23	17	28	34	21	35	26	17	15
Yield	2,5%	0,9%	1,3%	1,1%	0,0%	3,2%	1,0%	0,8%	2,1%	1,9%
% of distribution	41,7%	21,8%	21,9%	30,4%	0,0%	65,6%	35,5%	20,8%	33,1%	27,2%

*Total net debt excluding lease liabilities