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**SECURITIES AND EXCHANGE COMMISSION**  
Washington D.C. 20549

**FORM 6-K**

**REPORT OF FOREIGN ISSUER  
PURSUANT TO RULE 13a-16 OR 15d-16 OF THE  
SECURITIES EXCHANGE ACT OF 1934**

**For the month of July, 2000**

**NETEASE.COM, INC.**

**15/F, North Tower, Beijing Kerry Centre  
No. 1 Guang Hua Road, Chao Yang District  
Beijing, People's Republic of China  
(Address of principal executive offices)**

Indicate by check mark whether the registrant files or will file annual reports under cover Form 20-F or Form 40-F

Form 20-F  Form 40-F

Indicate by check mark whether the registrant by furnishing the information contained in this Form is also thereby furnishing the information to the Commission pursuant to Rule 12g3-2(b) under the Securities Exchange Act of 1934

Yes  No

If "Yes" is marked, indicate below the file number assigned to the registrant in connection with Rule 12g3-2(b):

82- N.A.

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**NETEASE.COM, INC.**

Form 6-K

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## **SIGNATURES**

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this Report to be signed on its behalf by the undersigned, thereunto duly authorized.

Date: August 3, 2000

**NETEASE.COM, INC.**

By: /s/ Helen Haiwen He  
Name: Helen Haiwen He  
Title: Chief Financial Officer

**NetEase.com, Inc. Announces Strong Second Quarter 2000 Financial Results**

**\* \* \***  
**102.5% Revenue Growth from Prior Quarter; Total Registered Users Exceeded 5.9 million;**  
**Average Daily Page Views Reached 24 Million; Solid Cash Position**

*The amounts set forth in this press release are based upon the exchange rate of U.S. \$1.00 = 8.278 Chinese renminbi (RMB)*

BEIJING, July 31, 2000, /PRNewswire/ - NetEase.com, Inc. (Nasdaq: NTES), a leading China-based Internet technology company which pioneered the development of applications, services and other technologies for the Chinese market, announced today its financial results for the quarter ended June 30, 2000.

NetEase.com, Inc. reported total revenues of RMB14.4 million (or US\$1.7 million) for the quarter ended June 30, 2000, a 509.0% increase over total revenues of RMB2.4 million (or US\$0.3 million) for the corresponding period in 1999 and a 102.5% increase over total revenues of RMB7.1 million (or US\$0.9 million) for the quarter ended March 31, 2000.

On June 29, 2000, the Company commenced its initial public offering of 4.5 million American Depository Shares ("ADSs") on NASDAQ at US\$15.50 per ADS. Net proceeds from the offering were approximately US\$62.6 million, which are expected to be used principally in the areas of marketing, research and development, content development, acquisition of additional servers and bandwidth, and business development purposes. With the proceeds from the offering, the Company's pro forma cash balance as at June 30, 2000 was RMB857.9 million (US\$103.5 million).

"This is our first earnings announcement as a public company, and we are very pleased with our results. Our performance successfully demonstrates our leading position in China's Internet market and our strong execution ability," said King Lai, Chief Executive Officer of NetEase.com, Inc. "We achieved impressive growth in both our advertising services revenue as well as our e-commerce services revenue, building on our operating momentum and affirming the strength of our focused business model."

Advertising services revenue for the quarter ended June 30, 2000 was RMB12.4 million (or US\$1.5 million), representing a 1963.2% increase over revenue of RMB0.6 million (or US\$72,511) for the corresponding period in 1999; an 87.5% increase over the last quarter's revenue of RMB6.6 million (or US\$0.8 million). The increase in advertising revenue was due primarily to the increase in number of advertisers purchasing space on the NetEase Web sites as well as larger purchases by certain advertisers. No one customer accounted for 10% or more of net revenues during the quarter ended June 30, 2000.

E-commerce related services revenue for the quarter ended June 30, 2000 was RMB1.9 million (or US\$0.2 million), representing an increase of 402.1% over the last quarter's revenue of RMB0.4 million (or US\$44,726). There was no e-commerce related services revenue for the corresponding period in 1999. The increase in e-commerce related services revenue was primarily due to the introduction of e-commerce services in July 1999 and the growth of e-commerce commercial relationships and sponsorships.

The Company recorded a net loss of RMB27.1 million (or US\$3.3 million) for the quarter ended June 30, 2000, or a pro forma net loss of US\$0.12 per ADS, after giving effect to the conversion of our outstanding preference shares into ordinary shares. The Company recorded net income of RMB0.8 million (or US\$0.1 million) and a net loss of RMB23.9 million (or US\$2.9 million) for the corresponding period in 1999 and for the quarter ended March 31, 2000, respectively. Average net cash burn rate (net cash operating expense plus capital expenditure) per month for the quarter was RMB10.1 million (or US\$1.2 million).

The average daily page views on the NetEase Web sites for the seven-day period ended June 30, 2000 increased to 24.0 million, a 64.4% increase from 14.6 million for the last week of March 2000 and a 20.0% increase from the average daily page views of 20.0 million for the last week of May 2000. Additionally, the Company had over 5.9 million registered members at the end of June 2000, a 73.5% increase from 3.4 million at the end of March 2000 and a 20.4% increase from 4.9 million at the end of May 2000.

"The explosive growth of our registered user base and daily page views demonstrates that NetEase has one of the fastest growing Internet operations in mainland China. More importantly, we are able to continue to achieve this level of growth with a healthy cash burn rate. The continued increase of advertisers and e-commerce vendors attracted to our network demonstrates the success of NetEase's business strategy. We strongly believe that we are well positioned to capitalize on the future potential of China's Internet market", stated Ms. Susan Chen, Chief Operating Officer of NetEase.com, Inc.

During the second quarter, NetEase continued to develop strategic relationships in the area of wireless Internet service, broadband Internet service and content. In the area of WAP, NetEase formalized its business agreement with Siemens, one of the world's largest mobile phone manufacturers, under which NetEase's WAP portal, wap.163.com, will, for a six-month period that begin in July 2000, be pre-configured into the bookmark list for the WAP enabled mobile phones currently manufactured by Siemens for the China market. In addition, NetEase also developed communication features between WAP users, ICQ users and Odigo users. In the area of broadband Internet service, our affiliate, Guangzhou NetEase, recently entered into a relationship with ChinaCast Co. Ltd. ChinaCast offers broadband Internet access in China by providing downstream data transmission through its own VSAT platform and leveraging ChinaNet's service to provide upstream data transmission. This arrangement will enable NetEase to offer its existing and future Internet services through ChinaCast's Turbo163 service. In the area of content, NetEase recently entered into a content agreement with Petit Fute, a French company that has been providing global travel guide information for the past 24 years and has expanded into offering online travel guide through [www.petitfute.com](http://www.petitfute.com) since 1997. Under this agreement, NetEase will have access to the Chinese version of Petit Fute's online traveling guide.

"We are committed to being the No. 1 player in China. We expect to drive our revenue growth by capitalizing on the explosive growth of our online traffic. We are confident that with our management team and our talented staff, we will create value for our shareholders." Mr. Lai added.

#### **About NetEase.com, Inc.**

NetEase.com, Inc. (NASDAQ: NTES) is a leading China-based Internet technology company and pioneered the development of applications, services and other technologies for the Internet in China. The NetEase Web sites, operated by our affiliate, organize and provide access to 15 separate channels of online content through content distribution arrangements with over 150 international and domestic content providers. In addition, the NetEase Web sites contain over 465,000 personal home pages created and maintained by our users that enable users to express themselves, to share ideas, interests and areas of expertise and to publish personal content accessible by other Chinese Internet users. The NetEase Web sites also offer online interactive community services through 200 community forums and over 22,000 personal community forums created by registered users. At the end of June 2000, the number of simultaneous chat room participants reached 34,000 during peak hours.

NetEase offers a business-to-consumer auction service on the NetEase Web sites featuring a wide range of products. In June 2000, the Company launched online retailing services, offering opportunities for e-commerce vendors and traditional business customers to establish an online e-commerce presence on the NetEase Web sites.

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Disclosure Regarding Forward-Looking Statements:

This press release contains statements of a forward-looking nature. These statements are made under the "safe harbor" provisions of the U.S. Private Securities Litigation Reform Act of 1995. You can identify these forward-looking statements by terminology such as "will," "expects," "anticipates," "future," "intends," "plans," "believes," "estimates" and similar expressions relating to NetEase's plans to introduce new services, generate revenues and increase the traffic to the NetEase Web sites. The accuracy of these statements may be impacted by a number of business risks and uncertainties that could cause actual results to differ materially from those projected or anticipated, including risks related to: the risk that the e-commerce and e-tailing services will not be attractive to Chinese Internet users or to retailers and advertisers as NetEase anticipates; the risk that NetEase will not be able to effectively provide e-commerce services and technologies for the types described herein; the risk that the NetEase Web sites may be disrupted by events beyond NetEase's control, including systemic network failures or breaches of security; and other risks outlined in NetEase's filings with the Securities and Exchange Commission; including its registration statement on Form F-1, as amended. NetEase does not undertake any obligation to update this forward-looking information, except as required under applicable law.

**Netease.com, Inc.**  
**Consolidated Statements of Operations**  
(Amounts expressed in RMB)

	<u>June 30, 1999</u> (Unaudited)	<u>June 30, 2000</u> (Unaudited)	<u>March 31, 2000</u> (Unaudited)	<u>June 30, 1999</u> (Unaudited)	<u>June 30, 2000</u> (Unaudited)
Revenues:					
Advertising services	600,901.00	12,397,605.00	6,613,031.00	813,912.00	19,010,636.00
Software licensing and related intgration projects	1,759,653.00	117,188.00	117,188.00	2,476,477.00	234,376.00
E-commerce related services	-	1,861,932.00	370,850.00	-	2,232,782.00
<b>Total revenues</b>	<u>2,360,554.00</u>	<u>14,376,725.00</u>	<u>7,101,069.00</u>	<u>3,290,389.00</u>	<u>21,477,794.00</u>
Sales and value-added taxes	-192,863.00	-718,839.00	-635,487.00	-258,279.00	-1,354,326.00
<b>Net revenues</b>	<u>2,167,691.00</u>	<u>13,657,886.00</u>	<u>6,465,582.00</u>	<u>3,032,110.00</u>	<u>20,123,468.00</u>
Cost of revenues:					
Advertising and e-commerce related services (including share compensation cost of RMB 0, RMB 0, RMB 1,171,084, RMB 0, and RMB 1,171,084 for the three months ended June 30, 1999 and 2000, March 31, 2000, and for the six months ended June 30, 1999 and 2000, respectively)	-288,411.00	-10,217,254.00	-5,926,968.00	-479,994.00	-16,144,222.00
Software licensing and related integration projects	-116,438.00	-	-	-255,575.00	-
<b>Total cost of revenues</b>	<u>-404,849.00</u>	<u>-10,217,254.00</u>	<u>-5,926,968.00</u>	<u>-735,569.00</u>	<u>-16,144,222.00</u>
<b>Gross profit</b>	<u>1,762,842.00</u>	<u>3,440,632.00</u>	<u>538,614.00</u>	<u>2,296,541.00</u>	<u>3,979,246.00</u>
Operating expenses:					
Selling, general and administrative (including share compensation cost of RMB 0, RMB 2,138,643, RMB 881,684, RMB 0, and RMB 3,020,327 for the three months ended June 30, 1999 and 2000, March 31, 2000, and for the six months ended June 30, 1999 and 2000, respectively)	-890,180.00	-30,886,615.00	-22,445,315.00	-1,124,753.00	-53,331,930.00
Research and development (including share compensation cost of RMB 0, RMB 906,360, RMB 2,512,166, RMB 0, and RMB 3,418,526 for the three months ended June 30, 1999 and 2000, March 31, 2000, and for the six months ended June 30, 1999 and 2000, respectively)	-12,500.00	-3,255,570.00	-2,923,322.00	-25,000.00	-6,178,892.00
<b>Total operating expenses</b>	<u>-902,680.00</u>	<u>-34,142,185.00</u>	<u>-25,368,637.00</u>	<u>-1,149,753.00</u>	<u>-59,510,822.00</u>
<b>Operating profit (loss)</b>	<u>860,162.00</u>	<u>-30,701,553.00</u>	<u>-24,830,023.00</u>	<u>1,146,788.00</u>	<u>-55,531,576.00</u>
Other income (expenses):					
Interest income	3,398.00	3,564,883.00	896,496.00	4,437.00	4,461,379.00
Other, net	-71,965.00	-847.00	-	-374,039.00	-847.00
<b>Income (loss) before tax</b>	<u>791,595.00</u>	<u>-27,137,517.00</u>	<u>-23,933,527.00</u>	<u>777,186.00</u>	<u>-51,071,044.00</u>
Provision for income tax	-26,623.00	-	-	-35,921.00	-
<b>Net income (loss)</b>	<u>764,972.00</u>	<u>-27,137,517.00</u>	<u>-23,933,527.00</u>	<u>741,265.00</u>	<u>-51,071,044.00</u>
Pro forma net income (loss) per share, basic and diluted (See Note)	0.01	-0.01	-0.01	0.01	-0.02
Pro forma net income (loss) per ADSs, basic and diluted (See Note)	0.04	-1.06	-1.03	0.04	-2.09
Pro forma weighted average number of ordinary shares outstanding (See Note)	1,868,817,200.00	2,560,555,600.00	2,321,382,800.00	1,868,817,200.00	2,440,969,200.00
Pro forma weighted average number of ADSs outstanding (See Note)	18,688,172.00	25,605,556.00	23,213,828.00	18,688,172.00	24,409,692.00

Note:  
- Information reported herein regarding pro forma shares and ADSs outstanding, and pro forma income (loss) per share and per ADS does not give effect to the Company's initial public offering, which closed on July 6, 2000.  
- The above pro forma information has given effect to the conversion of all preference shares into ordinary shares as if conversion had occurred on the date of issuance.

**Netease.com, Inc.**  
**Consolidated Balance Sheets**  
(Amounts expressed in RMB)

	<b>December 31, 1999</b>	<b>June 30, 2000</b>	<b>Pro forma June 30, 2000</b>
	<b>(Audited)</b>	<b>(Unaudited)</b>	<b>(Unaudited) (See Note)</b>
<b>Assets</b>			
Current assets:			
Cash and cash equivalents	117,800,096.00	339,489,133.00	857,836,798.00
Restricted cash	-	43,045,600.00	43,045,600.00
Accounts receivable	6,633,299.00	1,709,641.00	1,709,641.00
Prepayments	5,822,014.00	1,118,438.00	1,118,438.00
Other current assets	2,947,091.00	35,114,245.00	16,734,235.00
Due from related parties	1,017,245.00	12,742,492.00	12,742,492.00
<b>Total current assets</b>	<b>134,219,745.00</b>	<b>433,219,549.00</b>	<b>933,187,204.00</b>
Property, plant and equipment, net	9,508,437.00	25,697,306.00	25,697,306.00
Deferred assets	-	33,256,784.00	33,256,784.00
<b>Total assets</b>	<b>143,728,182.00</b>	<b>492,173,639.00</b>	<b>992,141,294.00</b>
<b>Liabilities and Shareholders' Equity</b>			
Current liabilities:			
Short-term loans	-	42,900,000.00	42,900,000.00
Accounts payable	1,142,224.00	22,692,808.00	22,692,808.00
Salary and welfare payable	1,869,403.00	5,434,216.00	5,434,216.00
Taxes payable	1,417,864.00	937,142.00	937,142.00
Deferred revenue	1,593,851.00	116,000.00	116,000.00
Accrued liabilities	697,650.00	2,377,559.00	2,377,559.00
Due to related parties	941,950.00	17,297.00	17,297.00
<b>Total current liabilities</b>	<b>7,662,942.00</b>	<b>74,475,022.00</b>	<b>74,475,022.00</b>
Long-term payable	-	189,000.00	189,000.00
Shareholders' equity:			
Series A convertible preference shares, US\$0.01 par value: 3,000,000 shares authorized, issued and outstanding (aggregate preference on liquidation of US\$15 million)	248,367.00	248,367.00	-
Series B convertible preference shares, US\$0.01 par value: 2,560,556 shares authorized, issued and outstanding (aggregate preference on liquidation of US\$40 million)	-	211,976.00	-
Ordinary shares, US\$0.0001 par value: 1,000,000,000,000 shares authorized, 2,004,500,000 shares issued and outstanding, 3,010,555,600 shares issued and outstanding pro forma	1,659,447.00	1,659,447.00	2,492,300.00
Additional paid-in capital	197,604,001.00	572,333,762.00	1,071,928,907.00
Deferred compensation	-11,743,182.00	-54,169,498.00	-54,169,498.00
Accumulated deficit	-51,703,393.00	-102,774,437.00	-102,774,437.00
<b>Total shareholders' equity</b>	<b>136,065,240.00</b>	<b>417,509,617.00</b>	<b>917,477,272.00</b>
<b>Total liabilities &amp; shareholders' equity</b>	<b>143,728,182.00</b>	<b>492,173,639.00</b>	<b>992,141,294.00</b>

Note:

- The above unaudited pro forma condensed consolidated balance sheet as of June 30, 2000 has given effect to the initial public offering of 4,500,000 American Depositary Shares ("ADS"), representing 450,000,000 ordinary shares in the Company at a price of US\$15.5 per ADS. The net proceeds amounted to approximately US\$62.6 million.
- the conversion of all preference shares into ordinary shares.