



Lucis Bi

Marketing Lead

The Lord of the Rings: Rise to War

Joined NetEase Games in 2017, responsible for the global publishing and marketing of The Lord of the Rings: Rise to War, a geo-strategic seasonal wargame based on the iconic trilogy of J.R.R Tolkien.

About NetEase Games

NetEase Games is the online games division of NetEase, Inc. (NASDAQ: NTES and HKEX: 9999), developing and operating some of the most popular mobile and PC games in markets including China and Japan. As one of the world's largest incubators of quality online game content, NetEase Games is dedicated to supporting the growth of innovative studios around the globe and growing an international presence along the way. To complement its self-developed games and world-class R&D capabilities, NetEase Games also partners with other industry leaders including Blizzard Entertainment, Mojang AB (a Microsoft subsidiary) and other global game developers to operate some of the most popular international online games in China.