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*Under our weighted voting rights structure, our share capital comprises Class A ordinary shares and Class B ordinary shares. Each Class A ordinary share entitles the holder to exercise one vote, and each Class B ordinary share entitles the holder to exercise 10 votes, respectively, on all matters subject to the vote at general meetings of the Company. Shareholders and prospective investors should be aware of the potential risks of investing in a company with a weighted voting rights structure. Our American depositary shares, each representing eight of our Class A ordinary shares, are listed on Nasdaq in the United States under the symbol BIDU.*



**Baidu, Inc.**

百度集團股份有限公司

*(A company controlled through weighted voting rights and incorporated in the Cayman Islands with limited liability)*

**(Stock Code: 9888)**

## **INSIDE INFORMATION BUSINESS UPDATE ON CERTAIN OPERATING METRICS**

This announcement is issued pursuant to Rule 13.09 of the Rules Governing the Listing of the Securities on The Stock Exchange of Hong Kong Limited (the “**Listing Rules**”) and under Part XIVA of the Securities and Futures Ordinance (Cap. 571).

On April 26, 2021, Baidu, Inc. (the “**Company**”) planned to announce certain operating metrics on its Mobile Ecosystem at the 2021 Wanxiang Conference as follows:

- Baidu App’s monthly active users (“**MAUs**”) reached 558 million, among which daily logged in users accounted for over 75%, in March 2021;
- Baijiahao (BJH) accounts reached 4.2 million as of March 31, 2021; and
- Smart Mini Program MAUs reached 416 million in March 2021.

By Order of the Board

**Baidu, Inc.**

**Mr. Robin Yanhong Li**

*Chairman of the Board  
and Chief Executive Officer*

Hong Kong, April 26, 2021

*As at the date of this announcement, the board of directors of the Company comprises Mr. Robin Yanhong Li as director, and Mr. James Ding, Mr. Brent Callinicos, Mr. Yuanqing Yang and Mr. Jixun Foo as independent directors.*