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*This announcement is for information purposes only and does not constitute an invitation or offer to acquire, purchase or subscribe for any securities. This announcement is not a prospectus. Potential investors should read the Hong Kong prospectus dated Monday, November 29, 2021 (the “**Prospectus**”) issued by Weibo Corporation (the “**Company**”) for detailed information about the Global Offering described below before deciding whether or not to invest in the Shares thereby being offered.*

*This announcement is not for release, publication, distribution, directly or indirectly, in or into the United States (including its territories and possessions, any state of the United States and the District of Columbia). This announcement does not constitute or form a part of any offer or solicitation to purchase or subscribe for securities in the United States. Securities may not be offered or sold in the United States absent registration or an exemption from registration under the U.S. Securities Act of 1933, as amended from time to time (the “**U.S. Securities Act**”). Any public offering of our securities to be made in the United States will be made by means of a prospectus that may be obtained from us and that will contain detailed information about us and our management, as well as financial statements. We are conducting a public offering of the securities described herein in the United States pursuant to our shelf registration statement on Form F-3 filed with the United States Securities and Exchange Commission on November 26, 2021.*

Unless otherwise defined in this announcement, capitalized terms used herein shall have the same meanings as those defined in the Prospectus.

*In connection with the Global Offering, Goldman Sachs (Asia) L.L.C. as stabilization manager (the “**Stabilization Manager**”), its affiliates or any person acting for it, on behalf of the Underwriters, may effect transactions with a view to stabilizing or supporting the market price of the Shares at a level higher than that which might otherwise prevail for a limited period on and after the Listing Date. However, there is no obligation on the Stabilization Manager, its affiliates or any person acting for it, to conduct any such stabilizing action, which, if commenced, will be done at the sole and absolute discretion of the Stabilization Manager, its affiliates or any person acting for it, and may be discontinued at any time. Any such stabilizing activity is required to be brought to an end on Saturday, January 1, 2022, being the 30th day after the last day for the lodging of applications under the Hong Kong Public Offering. Such stabilizing action, if taken, may be effected in all jurisdictions where it is permissible to do so, in each case in compliance with all applicable laws, rules and regulatory requirements, including the Securities and Futures (Price Stabilizing) Rules (Cap. 571W of the Laws of Hong Kong), as amended, made under the Securities and Futures Ordinance (Cap. 571 of the Laws of Hong Kong).*

Potential investors should be aware that stabilizing action cannot be taken to support the price of the Shares for longer than the stabilization period which begins on the Listing Date and is expected to expire on Saturday, January 1, 2022, being the 30th day after the last day for the lodging of applications under the Hong Kong Public Offering. After this date, no further stabilizing action may be taken, demand for the Shares, and therefore the price of the Shares, could fall.

The Company is controlled through weighted voting rights. Prospective investors should be aware of the potential risks of investing in a company with a WVR structure. For further information about the risks associated with our WVR structure, please refer to the section headed “Risk Factors — Risks Related to Our Shares, Our ADSs and the Listing” of the Prospectus. Prospective investors should make the decision to invest in the Company only after due and careful consideration.



WEIBO CORPORATION

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

GLOBAL OFFERING

- Number of Offer Shares under the Global Offering** : 11,000,000 Shares (including 5,500,000 New Shares and 5,500,000 Sale Shares) (subject to the Over-allotment Option)
- Number of Hong Kong Offer Shares** : 1,100,000 New Shares (subject to adjustment)
- Number of International Offer Shares** : 9,900,000 Shares (including 5,500,000 Sale Shares) (subject to adjustment and the Over-allotment Option)
- Maximum Offer Price** : HK\$388.00 per Offer Share plus brokerage of 1.0%, SFC transaction levy of 0.0027% and Stock Exchange trading fee of 0.005% (payable in full on application in Hong Kong dollars, subject to refund)
- Nominal value** : US\$0.00025 per Share
- Stock code** : 9898

Joint Sponsors, Joint Global Coordinators, Joint Bookrunners and Joint Lead Managers



Joint Global Coordinators, Joint Bookrunners, Joint Lead Managers



Joint Bookrunners and Joint Lead Managers



IMPORTANT NOTICE TO INVESTORS:

FULLY ELECTRONIC APPLICATION PROCESS

We have adopted a fully electronic application process for the Hong Kong Public Offering. We will not provide any printed copies of the Prospectus or any printed copies of any application forms for use by the public.

The Prospectus is available at the website of the Hong Kong Stock Exchange at www.hkexnews.hk under the “HKEXnews > New Listings > New Listing Information” section, and our website at <http://ir.weibo.com>. If you require a printed copy of the Prospectus, you may download and print from the website addresses above.

The contents of the electronic version of the Prospectus are identical to the printed document as registered with the Registrar of Companies in Hong Kong pursuant to Section 342C of the Companies (Winding Up and Miscellaneous Provisions) Ordinance.

Please refer to “How to Apply for Hong Kong Offer Shares” of the Prospectus for further details on the procedures through which you can apply for the Hong Kong Offer Shares electronically. We will not provide any physical channels to accept any application for the Hong Kong Offer Shares by the public.

If you are an **intermediary, broker or agent**, please remind your customers, clients or principals, as applicable, that this document is available online at the website addresses above.

Your application through the **White Form eIPO** service or the **CCASS EIPO** service must be for a minimum of 20 Hong Kong Offer Shares and in one of the numbers set out in the table. You are required to pay the amount next to the number you select.

No. of Hong Kong Offer Shares applied for	Amount payable on application <i>HK\$</i>	No. of Hong Kong Offer Shares applied for	Amount payable on application <i>HK\$</i>	No. of Hong Kong Offer Shares applied for	Amount payable on application <i>HK\$</i>	No. of Hong Kong Offer Shares applied for	Amount payable on application <i>HK\$</i>
20	7,838.20	400	156,763.95	6,000	2,351,459.26	80,000	31,352,790.08
40	15,676.40	500	195,954.94	7,000	2,743,369.13	90,000	35,271,888.84
60	23,514.59	600	235,145.93	8,000	3,135,279.01	100,000	39,190,987.60
80	31,352.79	700	274,336.91	9,000	3,527,188.88	200,000	78,381,975.20
100	39,190.99	800	313,527.90	10,000	3,919,098.76	300,000	117,572,962.80
120	47,029.19	900	352,718.89	20,000	7,838,197.52	400,000	156,763,950.40
140	54,867.39	1,000	391,909.88	30,000	11,757,296.28	500,000	195,954,938.00
160	62,705.58	2,000	783,819.75	40,000	15,676,395.04	550,000 ⁽¹⁾	215,550,431.80
180	70,543.78	3,000	1,175,729.63	50,000	19,595,493.80		
200	78,381.98	4,000	1,567,639.50	60,000	23,514,592.56		
300	117,572.96	5,000	1,959,549.38	70,000	27,433,691.32		

Note:

(1) Maximum number of Hong Kong Offer Shares you may apply for.

No application for any other number of the Hong Kong Offer Shares will be considered and any such application is liable to be rejected.

THE LISTING APPLICATION

We have applied to the Listing Committee of the Hong Kong Stock Exchange for the listing of, and permission to deal in, our Class A ordinary shares in issue, including a portion of outstanding Class A ordinary shares represented by the ADSs, and to be issued pursuant to the Global Offering (including the Class A ordinary shares which may be sold by the Selling Shareholder pursuant to the exercise of the Over-allotment Option) and Class A ordinary shares to be issued pursuant to the Share Incentive Plans, including pursuant to the exercise of options or other awards that have been or may be granted from time to time and the Class A ordinary shares to be issued after the conversion of the Class B ordinary shares into Class A ordinary shares.

STRUCTURE OF THE GLOBAL OFFERING

The Global Offering comprises:

- the Hong Kong Public Offering of initially 1,100,000 New Shares (subject to reallocation) representing 10% of the total number of Offer Shares initially available under the Global Offering; and
- the International Offering of initially 9,900,000 Shares including 5,500,000 Sale Shares (subject to reallocation and the Over-allotment Option) representing 90% of the total number of Offer Shares initially available under the Global Offering.

The allocation of the Offer Shares between the Hong Kong Public Offering and the International Offering will be subject to reallocation as described in the section headed “Structure of the Global Offering” in the Prospectus.

In particular, the Joint Representatives may, at their sole discretion, reallocate Offer Shares from the International Offering to the Hong Kong Public Offering to satisfy valid applications under the Hong Kong Public Offering. In accordance with Guidance Letter HKEX-GL91-18 issued by the Hong Kong Stock Exchange, if such reallocation is done as described in the section headed “Structure of the Global Offering — The Hong Kong Public Offering — Reallocation” in the Prospectus, the maximum total number of Offer Shares that may be reallocated to the Hong Kong Public Offering following such reallocation shall be not more than double the initial allocation to the Hong Kong Public Offering (i.e. 2,200,000 Shares, representing 20% of the total number of Offer Shares initially available under the Global Offering).

Under the International Underwriting Agreement, the Selling Shareholder is expected to grant to the International Underwriters the Over-allotment Option, exercisable by the Joint Representatives (for themselves and on behalf of the International Underwriters), exercisable within 30 days after the last day for lodging applications under the Hong Kong Public Offering (the last day for exercise of the Over-allotment Option being Saturday, January 1, 2022) to require the Selling Shareholder to sell up to an aggregate of 1,650,000 Shares, representing 15% of the total number of Offer Shares initially available under the Global Offering, at the International Offer Price, to cover, among other things, over-allocations in the International Offering, if any. In the event the Over-allotment Option is exercised, we will make an announcement which will be posted on the website of the Hong Kong Stock Exchange (www.hkexnews.hk) and on our website (<http://ir.weibo.com>), respectively.

PRICING

The Public Offer Price will not be more than HK\$388.00 per Hong Kong Offer Share. Applicants for the Hong Kong Offer Shares are required to pay, on application, the maximum Public Offer Price of HK\$388.00 per Offer Share in addition to the brokerage of 1%, SFC transaction levy of 0.0027% and Hong Kong Stock Exchange trading fee of 0.005%, subject to refund if the Public Offer Price as finally determined is less than HK\$388.00 per Offer Share.

EXPECTED TIMETABLE

Hong Kong Public Offering commences 9:00 a.m. on
Monday, November 29, 2021

Latest time for completing electronic
applications under **White Form eIPO**
service through the designated
website www.eipo.com.hk 11:30 a.m. on
Thursday, December 2, 2021

Application lists open 11:45 a.m. on
Thursday, December 2, 2021

Latest time for (a) completing payment for
White Form eIPO applications by effecting
internet banking transfer(s) or PPS payment
transfer(s) and (b) giving **electronic**
application instructions to HKSCC 12:00 noon on
Thursday, December 2, 2021

If you are instructing your **broker** or **custodian** who is a CCASS Clearing Participant or a CCASS Custodian Participant to give **electronic application instructions** via CCASS terminals to apply for the Hong Kong Offer Shares on your behalf, you are advised to contact your **broker** or **custodian** for the latest time for giving such instructions which may be different from the latest time as stated above.

Application lists close 12:00 noon on
Thursday, December 2, 2021

Expected Price Determination Date Thursday, December 2, 2021

Announcement of the Public Offer Price and
the International Offer Price on our website
at <http://ir.weibo.com> and the website of
the Hong Kong Stock Exchange at
www.hkexnews.hk on or around Thursday, December 2, 2021

Announcement of the level of indications of
interest in the International Offering, the level
of applications in the Hong Kong Public Offering
and the basis of allocation of the Hong Kong
Offer Shares on our website at
<http://ir.weibo.com> and the website of
the Hong Kong Stock Exchange at
www.hkexnews.hk on or before Tuesday, December 7, 2021

The results of allocations in the Hong Kong Public Offering (with successful applicants' identification document numbers, where appropriate) to be available through a variety of channels, including:

- in the announcement to be posted on our website and the website of the Hong Kong Stock Exchange at <http://ir.weibo.com> and www.hkexnews.hk, respectively. Tuesday, December 7, 2021
- from the designated results of allocations website at www.iporeresults.com.hk (alternatively: English <https://www.eipo.com.hk/en/Allotment>; Chinese <https://www.eipo.com.hk/zh-hk/Allotment>) with a "search by ID" function from 8:00 a.m. on Tuesday, December 7, 2021 to 12:00 midnight on Monday, December 13, 2021
- from the allocation results telephone enquiry by calling +852 2862 8555 between 9:00 a.m. and 6:00 p.m. from Tuesday, December 7, 2021 to Friday, December 10, 2021

Share certificates in respect of wholly or partially successful applications to be despatched/collected or deposited into CCASS on or before Tuesday, December 7, 2021

White Form e-Refund payment instructions/refund checks in respect of wholly or partially successful applications if the final Public Offer Price is less than the price payable on application (if applicable) or wholly or partially unsuccessful applications to be despatched/collected on or before. . . Tuesday, December 7, 2021

Dealings in Class A ordinary shares on the Hong Kong Stock Exchange expected to commence at 9:00 a.m. on Wednesday, December 8, 2021

SETTLEMENT

Subject to the granting of the approval for listing of, and permission to deal in, the Class A ordinary shares on the Hong Kong Stock Exchange and compliance with the stock admission requirements of HKSCC, the Class A ordinary shares will be accepted as eligible securities by HKSCC for deposit, clearance and settlement in CCASS with effect from the date of commencement of dealings in the Class A ordinary shares on the Hong Kong Stock Exchange or such other date as may be determined by HKSCC. Settlement of transactions between participants of the Hong Kong Stock Exchange is required to take place in CCASS on the second settlement day after any trading day. All activities under CCASS are subject to the General Rules of CCASS and CCASS Operational Procedures in effect from time to time. All necessary arrangements have been made to enable the Class A ordinary shares to be admitted into CCASS.

ELECTRONIC APPLICATION CHANNELS

White Form eIPO

You may submit your application through the **White Form eIPO** service through the designated website at www.eipo.com.hk (24 hours daily, except on the last day for applications) from 9:00 a.m. on Monday, November 29, 2021 until 11:30 a.m. on Thursday, December 2, 2021 and the latest time for completing full payment of application monies in respect of such applications will be 12:00 noon on Thursday, December 2, 2021, the last day for applications, or such later date as described in the section headed “How to Apply for Hong Kong Offer Shares — C. Effect of Bad Weather and Extreme Conditions on the Opening and Closing of the Application Lists” in the Prospectus.

CCASS EIPO

CCASS Clearing/Custodian Participants can input **electronic application instructions** at the following times on the following dates:

Monday, November 29, 2021	– 9:00 a.m. to 8:30 p.m.
Tuesday, November 30, 2021	– 8:00 a.m. to 8:30 p.m.
Wednesday, December 1, 2021	– 8:00 a.m. to 8:30 p.m.
Thursday, December 2, 2021	– 8:00 a.m. to 12:00 noon

CCASS Investor Participants can input **electronic application instructions** from 9:00 a.m. on Monday, November 29, 2021 until 12:00 noon on Thursday, December 2, 2021 (24 hours daily, except on Thursday, December 2, 2021 the last day for applications).

The latest time for inputting your **electronic application instructions** will be 12:00 noon on Thursday, December 2, 2021, the last day for applications, or such later time as described in the section headed “How to Apply for Hong Kong Offer Shares — C. Effect of Bad Weather and Extreme Conditions on the Opening and Closing of the Application Lists” in the Prospectus.

The times in this sub-section are subject to change as HKSCC may determine from time to time with prior notification to CCASS Clearing/Custodian Participants and/or CCASS Investor Participants.

If you are instructing your **broker** or **custodian** who is a CCASS Clearing Participant or a CCASS Custodian Participant to give **electronic application instructions** via CCASS terminals to apply for the Hong Kong Offer Shares on your behalf, you are advised to contact your **broker** or **custodian** for the latest time for giving such instructions which may be different from the latest time as stated above.

The application monies (including the brokerage, SFC transaction levy and Hong Kong Stock Exchange trading fee) will be held by the receiving bank and on behalf of the Company after the closing of the application lists and the refund monies, if any, will be returned to the applicants without interest on or before Tuesday, December 7, 2021.

Please refer to the sections headed “Structure of the Global Offering” and “How to Apply for Hong Kong Offer Shares” of the Prospectus for details of the conditions and procedures of the Hong Kong Public Offering.

PUBLICATION OF RESULTS

We expect to announce the level of indications of interest in the International Offering, the level of applications in the Hong Kong Public Offering and the basis of allocation of the Hong Kong Offer Shares on Tuesday, December 7, 2021 on our website at <http://ir.weibo.com> and the website of the Hong Kong Stock Exchange at www.hkexnews.hk.

The results of allocations and the Hong Kong identity card/passport/Hong Kong business registration numbers of successful applicants (where applicable) under the Hong Kong Public Offering will be available through a variety of channels at the times and date and in the manner specified in the section headed “How to Apply for Hong Kong Offer Shares — D. Publication of Results” in the Prospectus.

If an application is rejected, not accepted or accepted in part only, or if the Public Offer Price as finally determined is less than the maximum Public Offer Price of HK\$388.00 per Offer Share (excluding brokerage, SFC transaction levy and Hong Kong Stock Exchange trading fee thereon), or if the conditions of the Hong Kong Public Offering are not fulfilled in accordance with “Structure of the Global Offering — Conditions of the Global Offering” in the Prospectus or if any application is revoked, the application monies, or the appropriate portion thereof, together with the related brokerage, SFC transaction levy and Hong Kong Stock Exchange trading fee, will be refunded, without interest.

No temporary documents of title will be issued in respect of the Shares and no receipt will be issued for sums paid on application. Share certificates will only become valid at 8:00 a.m. (Hong Kong time) on Wednesday, December 8, 2021, provided that the Global Offering has become unconditional and the right of termination described in the “Underwriting — Underwriting Arrangements and Expenses — Hong Kong Public Offering — Grounds for Termination” section in the Prospectus has not been exercised.

Dealings in the Class A ordinary shares are expected to commence at 9:00 a.m. (Hong Kong time) on Wednesday, December 8, 2021. The Class A Shares will be traded in board lots of 20 Class A Shares each and the stock code of the Shares is 9898.

By order of the Board
Weibo Corporation
Charles Chao
Chairman of the Board of Director

Hong Kong, November 29, 2021

As at the date of this announcement, the board of directors of the Company comprises Mr. Charles Chao, Ms. Hong Du, Mr. Daniel Yong Zhang and Mr. Gaofei Wang as the directors, and Mr. Pochin Christopher Lu, Mr. Pehong Chen and Mr. Yan Wang as the independent directors.