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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 RESIGNATION OF CHIEF STRATEGY OFFICER**

This announcement is issued by Baidu, Inc. (the “**Company**”) pursuant to Rules 13.09 and 13.10B of the Rules Governing the Listing of the Securities on The Stock Exchange of Hong Kong Limited (the “**Listing Rules**”) and the Inside Information Provisions (as defined in the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Cap. 571 of the Laws of Hong Kong).

The Company announces that Mr. Herman Yu has resigned from his position as the chief strategy officer of the Company, effective on March 1, 2023, due to personal reasons. Mr. Herman Yu will assist the Company in achieving a smooth transition of his job responsibilities. The resignation of Mr. Herman Yu does not result from any dispute or disagreement with the Company.

Attached hereto as Schedule 1 is the full text of the Form 6-K submitted by the Company to the Securities and Exchange Commission of the United States on February 27, 2023 announcing the resignation of Mr. Herman Yu.

By order of the Board  
**Baidu, Inc.**  
**Mr. Robin Yanhong Li**  
*Chairman of the Board  
and Chief Executive Officer*

Hong Kong, February 27, 2023

*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.*

**UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
WASHINGTON, D.C. 20549**

**FORM 6-K**

**REPORT OF FOREIGN PRIVATE ISSUER  
PURSUANT TO RULE 13A-16 OR 15D-16 UNDER  
THE SECURITIES EXCHANGE ACT OF 1934**

For the month of February 2023

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Commission File Number: 000-51469

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**BAIDU, INC.**

Baidu Campus  
No. 10 Shangdi 10th Street  
Haidian District, Beijing 100085  
The 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 of Form 20-F or Form 40-F.

Form 20-F                      X                      Form 40-F \_\_\_\_\_

Indicate by check mark if the registrant is submitting the Form 6-K in paper as permitted by Regulation S-T Rule 101(b)(1): \_\_\_\_\_

Indicate by check mark if the registrant is submitting the Form 6-K in paper as permitted by Regulation S-T Rule 101(b)(7): \_\_\_\_\_

## **Resignation of Chief Strategy Officer**

Mr. Herman Yu has resigned from his position as the chief strategy officer of Baidu, Inc. (the “**Company**”), effective on March 1, 2023, due to personal reasons. Mr. Herman Yu will assist the Company in achieving a smooth transition of his job responsibilities. The resignation of Mr. Herman Yu does not result from any dispute or disagreement with the Company.

## 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.

BAIDU, INC.

By : /s/ Rong Luo  
Name : Rong Luo  
Title : Chief Financial Officer

Date: February 27, 2023