



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)

(於開曼群島註冊成立以不同投票權控制的有限責任公司)

(Stock Codes: 9888 (HKD counter) and 89888 (RMB counter))

(股份代號: 9888 (港元櫃台) 及 89888 (人民幣櫃台))

September 17, 2026

Dear registered shareholder(s),

Arrangement of Electronic Dissemination of Corporate Communications

Pursuant to Rule 2.07A of the Rules Governing The Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Stock Exchange**”) under the expansion of paperless listing regime and electronic dissemination of corporate communications that came into effect on December 31, 2023, Baidu, Inc. (the “**Company**”) is writing to inform you that the Company has adopted electronic dissemination of corporate communications (the “**Corporate Communications**”), which mean any documents issued or to be issued by the Company for the information or action of holders of any of its securities, including but not limited to (a) the directors’ report, its annual accounts together with a copy of the auditors’ report and, where applicable, its summary financial report; (b) the interim report and, where applicable, its summary interim report; (c) a notice of meeting; (d) a listing document; (e) a circular and (f) a proxy form.

Please note that both the English and Chinese versions of all future Corporate Communications will be available electronically on the website of the Company at <https://ir.baidu.com/> and the HKEXnews website at www.hkexnews.hk in place of printed copies. You need to proactively check the Company’s website and the HKEXnews website to keep up with the publication of Corporate Communications. If you wish to be notified when the Company publishes Corporate Communications on the Stock Exchange’s website, you may subscribe for the news alert service on the Stock Exchange’s website to receive instant notification of the Company’s announcements.

Solicitation of electronic contact details

To ensure timely receipt of the Actionable Corporate Communications^(Note), the Company recommends you to provide your email address by scanning your personalized QR code printed on the enclosed reply form (the “**Reply Form**”). Alternatively, you may sign and return the Reply Form to the Company’s Hong Kong share registrar (the “**Share Registrar**”), Computershare Hong Kong Investor Services Limited, at 17M Floor, Hopewell Centre, 183 Queen’s Road East, Wan Chai, Hong Kong.

If the Company does not receive a functional email address in your reply, until such time that a functional email address is provided to the Share Registrar, the Company will send the Actionable Corporate Communications^(Note) in printed form in the future.

If you want to receive the Corporate Communications in printed form, please complete and return the Reply Form on the reverse side to the Share Registrar or send an email to baidu.ecom@computershare.com.hk specifying your name, address and request to receive the Corporate Communications in printed form. Please note that such instruction shall be valid for one year starting from the receipt date of your instruction and will expire thereafter.

Should you have any queries relating to this letter, please contact the Share Registrar at (852) 2862 8688 during business hours from 9:00 a.m. to 6:00 p.m. (Hong Kong time), Mondays to Fridays, excluding Hong Kong public holidays.

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

Note: Actionable Corporate Communication is any corporate communication that seeks instructions from the Company’s securities holders on how they wish to exercise their rights or make an election as the Company’s securities holder.

各位登記股東:

以電子方式發佈公司通訊之安排

根據自 2023 年 12 月 31 日起生效的擴大無紙化上市機制及以電子方式發佈公司通訊規定下香港聯合交易所有限公司證券上市規則（「**聯交所**」）第 2.07A 條，百度集團股份有限公司（「**公司**」）謹此通知 閣下，公司已採用以電子方式發佈公司通訊（「**公司通訊**」）之安排，上述公司通訊是指公司為向其任何證券持有人提供資訊或提醒其採取行動而發佈或將要發佈的任何文件，包括但不限於(a) 董事報告、年度帳目以及審計報告副本以及（如適用）財務摘要報告；(b) 中期報告及其中期報告摘要（如適用）；(c) 會議通知；(d) 上市文件；(e) 通函和 (f) 委任表格。

請注意，所有未來公司通訊的英文版和中文版將在公司網站 <https://ir.baidu.com/> 和披露易網站 www.hkexnews.hk 上提供，以代替印刷本。閣下需要應主動查看公司網站和披露易網站以留意公司通訊的發佈。如 閣下如欲於公司在聯交所網站刊發公司通訊時收到通知，閣下可訂閱聯交所網站的訊息提示服務，以接獲有關公司公告的即時通知。

徵集電子聯絡資料

為確保及時收到可供採取行動的公司通訊^(附註)，公司建議 閣下透過掃描本函背頁之回條（「**回條**」）上列印的 閣下專屬二維碼來提供 閣下的電子郵件地址。或者，閣下也可以簽署回條並交回公司的香港股份過戶登記處（「**股份過戶處**」）香港中央證券登記有限公司，地址為香港灣仔皇后大道東 183 號合和中心 17M 樓。

如果公司沒有收到 閣下的有效電子郵件地址，直至股份過戶處收到 閣下有效的電子郵件地址前，公司未來將以印刷本形式發送可供採取行動的公司通訊^(附註)。

若 閣下希望收取公司通訊之印刷版，請填妥本函背頁之回條並交回股份過戶處，或發送電子郵件至 baidu.ecom@computershare.com.hk 並註明 閣下的姓名、地址以及收取公司通訊印刷版的要求。請注意，收取未來公司通訊印刷版之指示由收悉 閣下指示當日起計一年內有效，此後將過期。

如 閣下對本函件有任何疑問，請於辦公時間星期一至五（香港公眾假期除外）上午 9 時正至下午 6 時正（香港時間）期間致電股份過戶處電話熱線 (852) 2862 8688 查詢。

承董事會命
百度集團股份有限公司
董事長兼首席執行官
李彥宏先生

2026 年 9 月 17 日

附註：可供採取行動的公司通訊指任何涉及要求公司的證券持有人指示其擬如何行使其有關證券持有人的權利或作出選擇的公司通訊。

To: Computershare Hong Kong Investor Services Limited (The “Share Registrar”) 致：香港中央證券登記有限公司（「股份過戶處」）
17M Floor, Hopewell Centre 香港灣仔皇后大道東 183 號
183 Queen’s Road East, Wanchai, Hong Kong 合和中心 17M 樓

Personalized QR Code
專屬二維碼

You are NOT required to return this Reply Form if you choose Option 1.
如選擇了選項 1，閣下無須交回本回條。

[illegible]

當閣下寄回此回條時，請將郵寄標籤剪貼於信封上。
如在本港投寄，閣下無需支付郵費或貼上郵票。