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

## **INSIDE INFORMATION MANAGEMENT ROTATION FOR BAIDU, INC.**

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).

Baidu, Inc. (the “**Company**” or “**Baidu**”) today announced certain management rotation. Mr. Rong Luo will be serving as Executive Vice President in charge of the Baidu Mobile Ecosystem Group (MEG), and no longer serve as Chief Financial Officer, effective immediately. Concurrently, Mr. Junjie He has been appointed as the Interim Chief Financial Officer of the Company, transitioning from his current position as Senior Vice President and Head of the Baidu Mobile Ecosystem Group (MEG). This management rotation underscores Baidu’s ongoing commitment to fostering executive leadership development, optimizing organizational structure and supporting Baidu’s long-term growth objectives.

“On behalf of the board of directors and senior management, we are delighted to welcome Mr. Rong Luo to his new role as head of the Baidu Mobile Ecosystem Group, and we are confident that his leadership will continue to be instrumental in this position. We also extend our sincere appreciation to Mr. Luo for his significant contributions as our Chief Financial Officer over the past few years. In addition, we will have Mr. Junjie He join our management team with his new role as the Company’s Interim CFO, and we believe his extensive experience in management, investment and finance will be invaluable in driving Baidu’s strategic initiatives going forward,” said Mr. Robin Yanhong Li, Baidu’s co-founder and CEO.

Mr. Junjie He joined Baidu in June 2019 and has served as a Senior Vice President of the Company and the head of the Baidu Mobile Ecosystem Group (MEG) since May 2022. Prior to that, Mr. He oversaw Baidu's M&A (Mergers & Acquisition), SIM (Strategic Investment Management), SOM (Sales Operation and Management), and FP&A (Financial Planning & Analysis) departments. Prior to joining Baidu, Mr. He had rich work experience with investment firms including China International Capital Corporation (CICC), CITIC Private Equity and Warburg Pincus. Mr. He obtained his bachelor's degree from the Guanghua School of Management, Peking University in 2007.

Full version of the press release issued by the Company on October 8, 2024 announcing the aforementioned management rotation is available on the Company's website at: <https://ir.baidu.com/>.

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

Hong Kong, October 8, 2024

*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, Mr. Jixun Foo and Ms. Sandy Ran Xu as independent directors.*