Form 144 Filer Information SECURITIES AND EXCHANGE COMMISSION Washington, D.C. 20549

Form 144

FORM 144

NOTICE OF PROPOSED SALE OF SECURITIES

PURSUANT TO RULE 144 UNDER THE SECURITIES ACT OF 1933

144: Filer Information

Filer CIK 0001970587
Filer CCC XXXXXXXX
Is this a LIVE or TEST Filing? • LIVE • TEST

Submission Contact Information

Name

Phone E-Mail Address

144: Issuer Information

Name of Issuer Baidu, Inc. SEC File Number 000-51469

Baidu Campus 10 Shangdi 10 Str

Haidian District

Address of Issuer Beijing

CHINA 100085

Phone 86-10-5992-8888

Name of Person for Whose Account the Securities are To Be Sold Melissa Dongmin Ma

See the definition of "person" in paragraph (a) of Rule 144. Information is to be given not only as to the person for whose account the securities are to be sold but also as to all other persons included in that definition. In addition, information shall be given as to sales by all persons whose sales are required by paragraph (e) of Rule 144 to be aggregated with sales for the account of the person filing this notice.

Relationship to Issuer Affiliate

144: Securities Information

Title of the Class of Securities To Be Sold	Name and Address of the Broker	Number of Shares or Other Units To Be Sold	Aggregate Market Value			SACHIPITIAG
ADS each representing eight ordinary shares	Goldman Sachs & Co. LLC 200 West Street New York NY 10282	390000	53394900	275637973	07/05/2023	NASD

Furnish the following information with respect to the acquisition of the securities to be sold and with respect to the payment of all or any part of the purchase price or other consideration therefor:

144: Securities To Be Sold

Title of the	Date you	Nature of	Name of	Is	Date	Amount of	Date of	Nature of
Class	Acquired	Acquisition	Person from	this	Donor	Securities	Payment	Payment *

	Transaction Whom Acquired	a Acquired Gift?	Acquired	
ADS each representing eight ordinary shares	01/01/2005 Private transaction Issuer		390000	01/01/2005 For services rendered

^{*} If the securities were purchased and full payment therefor was not made in cash at the time of purchase, explain in the table or in a note thereto the nature of the consideration given. If the consideration consisted of any note or other obligation, or if payment was made in installments describe the arrangement and state when the note or other obligation was discharged in full or the last installment paid.

Furnish the following information as to all securities of the issuer sold during the past 3 months by the person for whose account the securities are to be sold.

144: Securities Sold During The Past 3 Months

Name and Address of Seller	Title of Securities Sold	Date of Securities Sale Sold	Gross Proceeds
Melissa Dongmin Ma Baidu Campus 10 Shangdi 10 Str Haidian District Beijing F4 100085	ADS each representing eight ordinary shares	04/11/2023 15000	2058862.5
Melissa Dongmin Ma Baidu Campus 10 Shangdi 10 Str Haidian District Beijing F4 100085	ADS each representing eight ordinary shares	06/08/2023 15000	2007429
Melissa Dongmin Ma Baidu Campus 10 Shangdi 10 Str Haidian District Beijing F4 100085	ADS each representing eight ordinary shares	04/13/2023 15000	2004489
Melissa Dongmin Ma Baidu Campus 10 Shangdi 10 Str Haidian District Beijing F4 100085	ADS each representing eight ordinary shares	05/16/2023 15000	1951731
Melissa Dongmin Ma Baidu Campus 10 Shangdi 10 Str Haidian District Beijing F4 100085	ADS each representing eight ordinary shares	04/28/2023 29800	3594222.7
Melissa Dongmin Ma Baidu Campus 10 Shangdi 10 Str Haidian District Beijing F4 100085	ADS each representing eight ordinary shares	05/30/2023 15000	1861555.5
Melissa Dongmin Ma Baidu Campus 10 Shangdi 10 Str Haidian District Beijing F4 100085	ADS each representing eight ordinary shares	06/13/2023 15000	2151753
Melissa Dongmin Ma Baidu Campus 10 Shangdi 10 Str Haidian District Beijing F4 100085	ADS each representing eight ordinary shares	05/23/2023 15000	1846552.5
Melissa Dongmin Ma Baidu Campus 10 Shangdi 10 Str Haidian District Beijing F4 100085	ADS each representing eight ordinary shares	06/15/2023 15000	2223292.5
Melissa Dongmin Ma Baidu Campus 10 Shangdi 10 Str Haidian District Beijing F4 100085	ADS each representing eight ordinary shares	05/04/2023 30000	3630117

Melissa Dongmin Ma Baidu Campus 10 Shangdi 10 Str Haidian District Beijing F4 100085	ADS each representing eight ordinary shares	05/11/2023 22251	2740902.66
Melissa Dongmin Ma Baidu Campus 10 Shangdi 10 Str Haidian District Beijing F4 100085	ADS each representing eight ordinary shares	04/06/2023 15000	2178967.5
Melissa Dongmin Ma Baidu Campus 10 Shangdi 10 Str Haidian District Beijing F4 100085	ADS each representing eight ordinary shares	05/18/2023 15000	1884672
Melissa Dongmin Ma Baidu Campus 10 Shangdi 10 Str Haidian District Beijing F4 100085	ADS each representing eight ordinary shares	04/04/2023 15000	2226801
Melissa Dongmin Ma Baidu Campus 10 Shangdi 10 Str Haidian District Beijing F4 100085	ADS each representing eight ordinary shares	05/09/2023 7349	882617.84
Melissa Dongmin Ma Baidu Campus 10 Shangdi 10 Str Haidian District Beijing F4 100085	ADS each representing eight ordinary shares	04/18/2023 15000	1966164
Melissa Dongmin Ma Baidu Campus 10 Shangdi 10 Str Haidian District Beijing F4 100085	ADS each representing eight ordinary shares	05/25/2023 1500	180363.75
Melissa Dongmin Ma Baidu Campus 10 Shangdi 10 Str Haidian District Beijing F4 100085	ADS each representing eight ordinary shares	06/20/2023 15000	2178949.5
Melissa Dongmin Ma Baidu Campus 10 Shangdi 10 Str Haidian District Beijing F4 100085	ADS each representing eight ordinary shares	06/01/2023 15000	1949683.5
Melissa Dongmin Ma Baidu Campus 10 Shangdi 10 Str Haidian District Beijing F4 100085	ADS each representing eight ordinary shares	05/10/2023 400	48062.16
Melissa Dongmin Ma Baidu Campus 10 Shangdi 10 Str Haidian District Beijing F4 100085	ADS each representing eight ordinary shares	04/20/2023 15000	1920676.5
Melissa Dongmin Ma Baidu Campus 10 Shangdi 10 Str Haidian District Beijing F4 100085	ADS each representing eight ordinary shares	06/22/2023 15000	2121669
Melissa Dongmin Ma Baidu Campus 10 Shangdi 10 Str Haidian District Beijing F4 100085	ADS each representing eight ordinary shares	05/26/2023 13500	1680399
Melissa Dongmin Ma Baidu Campus 10 Shangdi 10 Str Haidian District Beijing F4 100085	ADS each representing eight ordinary shares	04/25/2023 200	24010.5
Melissa Dongmin Ma Baidu Campus 10 Shangdi 10 Str Haidian District Beijing F4 100085	ADS each representing eight ordinary shares	06/06/2023 15000	2042913
Melissa Dongmin Ma Baidu Campus 10 Shangdi 10 Str Haidian District Beijing F4 100085	ADS each representing eight ordinary shares	06/27/2023 15000	2146384.85

Melissa Dongmin Ma Baidu Campus 10 Shangdi 10 Str Haidian District Beijing F4 100085

ADS each representing eight ordinary

06/29/2023 15000

2018823.18

144: Remarks and Signature

The sales of shares set forth herein are made in connection with a selling plan dated 02/24/2023 Remarks

that is intended to comply with Rule 10b5-1(c). The representation below regarding the sellers

knowledge of material information was true as of the date the selling plan was entered into

07/03/2023 Date of Notice

Date of Plan Adoption or

Giving of Instruction, If

02/24/2023

Relying on Rule 10b5-1

ATTENTION:

The person for whose account the securities to which this notice relates are to be sold hereby represents by signing this notice that he does not know any material adverse information in regard to the current and prospective operations of the Issuer of the securities to be sold which has not been publicly disclosed. If such person has adopted a written trading plan or given trading instructions to satisfy Rule 10b5-1 under the Exchange Act, by signing the form and indicating the date that the plan was adopted or the instruction given, that person makes such representation as of the plan adoption or instruction date.

Goldman Sachs & Co. LLC on behalf of Melissa Dongmin Ma

ATTENTION: Intentional misstatements or omission of facts constitute Federal Criminal Violations (See 18 U.S.C. 1001)