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

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| | FORM 6-K | |
| PURSUA | OF FOREIGN PRIVATE ANT TO RULE 13a-16 OR ECURITIES EXCHANGE | 15d-16 |
| | For the month of July 2014 | |
| Con | mmission File Number: 000-514 | 69 |
|] | 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 a | annual reports under cover of Form | n 20-F or Form 40-F. |
| Fe | orm 20-F ⊠ Form 40-F □ | |
| Indicate by check mark if the registrant is submitting the Form | 6-K in paper as permitted by Reg | ılation S-T Rule 101(b)(1): □ |
| Indicate by check mark if the registrant is submitting the Form | 6-K in paper as permitted by Reg | ulation S-T Rule 101(b)(7): □ |

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/ Jennifer Xinzhe Li

Name: Jennifer Xinzhe Li
Title: Chief Financial Officer

Date: July 25, 2014

Exhibit 99.1—Press Release

Baidu Announces Second Quarter 2014 Results

BEIJING, China, July 24, 2014 – Baidu, Inc. (NASDAQ: BIDU), the leading Chinese language Internet search provider, today announced its unaudited financial results for the second quarter ended June 30, 20141.

Second Quarter 2014 Highlights

- Total revenues in the second quarter of 2014 were RMB11.986 billion (\$1.932 billion), a 58.5% increase from the corresponding period in 2013.
- **Operating profit** in the second quarter of 2014 was RMB3.558 billion (\$573.6 million), a 22.5% increase from the corresponding period in 2013.
- Net income attributable to Baidu in the second quarter of 2014 was RMB3.547 billion (\$571.7 million), a 34.1% increase from the corresponding period in 2013. Diluted earnings attributable to Baidu per ADS for the second quarter of 2014 were RMB10.09 (\$1.63); diluted earnings attributable to Baidu per ADS excluding share-based compensation expenses (non-GAAP) for the second quarter of 2014 were RMB10.72 (\$1.73).

"We had a great quarter as we continued to build very strong mobile momentum. As the clear leader in mobile search, mobile map and app distribution, mobile revenue for the first time ever contributed to 30 percent of our total revenue", said Robin Li, chairman and chief executive officer of Baidu. "We deepened our investment in advanced technologies like Deep Learning, which is already yielding near term enhancements in user experience and customer ROI and is expected to drive transformational change over the longer term."

Mr. Li continued, "Baidu's scope now embraces 'connecting people with services', and we will continue leveraging our vast traffic resources, deep product portfolio and world class technology to fulfill this broader mission. Whether a user is looking for information, content or services, Baidu offers a seamless, integrated experience, from query to fulfillment."

"In the second quarter, revenue remained on a solid growth trajectory, with mobile as an integral part of our business that is a clear driver of our topline," commented Jennifer Li, Baidu's chief financial officer. "We will continue to invest in product and technology to deepen our market leadership and fulfill our long-term vision."

This announcement contains translations of certain RMB amounts into U.S. dollars at specified rates solely for the convenience of the reader. Unless otherwise noted, all translations from RMB to U.S. dollars are made at a rate of RMB6.2036 to US\$1.00, the effective noon buying rate as of June 30, 2014 in The City of New York for cable transfers of RMB as certified for customs purposes by the Federal Reserve Bank of New York.

Second Quarter 2014 Results

Baidu reported **total revenues** of RMB11.986 billion (\$1.932 billion) for the second quarter of 2014, representing a 58.5% increase from the corresponding period in 2013.

Online marketing revenues for the second quarter of 2014 were RMB11.837 billion (\$1.908 billion), representing a 57.0% increase from the corresponding period in 2013. Baidu had about 488,000 active **online marketing customers**² in the second quarter of 2014, representing a 4.3% increase from the corresponding period in 2013 and a 9.4% increase from the first quarter of 2014. **Revenue per online marketing customer** for the second quarter was approximately RMB24,200 (\$3,901), a 50.3% increase from the corresponding period in 2013 and a 15.8% increase compared to the first quarter of 2014.

Traffic acquisition cost (TAC) as a component of cost of revenues was RMB1.517 billion (\$244.6 million), representing 12.7% of total revenues, as compared to 11.6% in the corresponding period in 2013 and 12.4% in the first quarter of 2014. The increase reflects increased contribution of contextual ads, mobile and promotion of hao123.

Bandwidth costs as a component of cost of revenues were RMB700.5 million (\$112.9 million), representing 5.8% of total revenues, compared to 6.0% in the corresponding period in 2013.

Depreciation costs as a component of cost of revenues were RMB461.9 million (\$74.5 million), representing 3.9% of total revenues, compared to 4.7% in the corresponding period in 2013.

Content costs as a component of cost of revenues were RMB354.3 million (\$57.1 million), representing 3.0% of total revenues, compared to 2.0% in the corresponding period in 2013, and 4.1% in the previous quarter. Content costs are mainly related to iQiyi.

Selling, general and administrative expenses were RMB2.149 billion (\$346.4 million), representing an increase of 99.3% from the corresponding period in 2013, primarily due to an increase in promotional spending for mobile products.

Research and development expenses were RMB1.737 billion (\$280.0 million), an 84.5% increase from the corresponding period in 2013. The increase was primarily due to an increase in the number of research and development personnel.

Share-based compensation expenses, which were allocated to related operating costs and expense line items, were RMB220.6 million (\$35.6 million) in the second quarter of 2014, compared to RMB83.3 million in the corresponding period in 2013 and RMB169.0 million in the first quarter of 2014. The increase was a result of increased share grants to employees.

Operating profit was RMB3.558 billion (\$573.6 million), representing a 22.5% increase from the corresponding period in 2013. **Operating profit excluding share-based compensation expenses** (non-GAAP) was RMB3.779 billion (\$609.1 million), a 26.5% increase from the corresponding period in 2013.

² The number of active online marketing customers and revenue per online active customer exclude our group-buying related businesses for consistency with previous reporting.

Income tax expense was RMB605.6 million (\$97.6 million), compared to an income tax expense of RMB513.2 million in the corresponding period in 2013. The effective tax rate for the second quarter of 2014 was 15.4% as compared to 16.3% for the corresponding period in 2013 and 15.1% in the first quarter of 2014.

Net income attributable to Baidu was RMB3.547 billion (\$571.7 million), representing a 34.1% increase from the corresponding period in 2013. **Basic and diluted earnings per ADS** for the second quarter of 2014 amounted to RMB10.12 (\$1.63) and RMB10.09 (\$1.63), respectively.

Net income attributable to Baidu excluding share-based compensation expenses (non-GAAP) was RMB3.767 billion (\$607.3 million), a 38.1% increase from the corresponding period in 2013.

Basic and diluted earnings per ADS excluding share-based compensation expenses (non-GAAP) for the second quarter of 2014 amounted to RMB10.75 (\$1.73) and RMB10.72 (\$1.73), respectively.

As of June 30, 2014, the Company had **cash, cash equivalents and short-term investments** of RMB48.659 billion (\$7.844 billion). **Net operating cash inflow** for the second quarter of 2014 was RMB4.128 billion (\$665.4 million). **Capital expenditures** for the second quarter of 2014 were RMB863.7 million (\$139.2 million).

Adjusted EBITDA (non-GAAP), defined in this announcement as earnings before interest, taxes, depreciation, amortization, other non-operating income and share-based compensation expenses, was RMB4.494 billion (\$724.5 million) for the second quarter of 2014, representing a 29.3% increase from the corresponding period in 2013.

Outlook for Third Quarter 2014

Baidu currently expects to generate total revenues in an amount ranging from RMB13.420 billion (\$2.163 billion) to RMB13.780 billion (\$2.221 billion) for the third quarter of 2014, representing a 50.9% to 55.0% year-over-year increase. This forecast reflects Baidu's current and preliminary view, which is subject to change.

Conference Call Information

Baidu's management will hold an earnings conference call at 8:00 PM on July 24, 2014 U.S. Eastern Time (8:00 AM on July 25, 2014 Beijing/Hong Kong Time).

Dial-in details for the earnings conference call are as follows:

International: +65-6723-9381 US: +1-845-675-0437 UK: +44-20-3059-8139 Hong Kong: +852-2475-0994 Passcode for all regions: 68594572 A replay of the conference call may be accessed by phone at the following number until August 1, 2014:

International: +61-2-8199-0299

Passcode: 68594572

Additionally, a live and archived webcast of this conference call will be available at http://ir.baidu.com.

About Baidu

Baidu, Inc. is the leading Chinese language Internet search provider. As a technology-based media company, Baidu aims to provide the best and most equitable way for people to find what they're looking for. In addition to serving individual Internet search users, Baidu provides an effective platform for businesses to reach potential customers. Baidu's ADSs trade on the NASDAQ Global Select Market under the symbol "BIDU". Currently, ten ADSs represent one Class A ordinary share.

Safe Harbor Statement

This announcement contains forward-looking statements, These statements are made under the "safe harbor" provisions of the U.S. Private Securities Litigation Reform Act of 1995. These forward-looking statements can be identified by terminology such as "will," "expects," "anticipates," "future," "intends," "plans," "believes," "estimates," "confident" and similar statements. Among other things, the outlook for the third quarter 2014 and quotations from management in this announcement, as well as Baidu's strategic and operational plans, contain forward-looking statements. Baidu may also make written or oral forward-looking statements in its periodic reports to the U.S. Securities and Exchange Commission, in its annual report to shareholders, in press releases and other written materials and in oral statements made by its officers, directors or employees to third parties. Statements that are not historical facts, including statements about Baidu's beliefs and expectations, are forward-looking statements. Forward-looking statements involve inherent risks and uncertainties. A number of factors could cause actual results to differ materially from those contained in any forward-looking statement, including but not limited to the following: our growth strategies; our future business development, including development of new products and services; our ability to attract and retain users and customers; competition in the Chinese, Japanese and other Internet search markets; competition for online marketing customers; changes in our revenues and certain cost or expense items as a percentage of our revenues; the outcome of ongoing, or any future, litigation or arbitration, including those relating to intellectual property rights; the expected growth of the Chinese language Internet search market and the number of Internet and broadband users in China; Chinese governmental policies relating to the Internet and Internet search providers and general economic conditions in China, Japan and elsewhere. Further information regarding these and other risks is included in our annual report on Form 20-F and other documents filed with the Securities and Exchange Commission. Baidu does not undertake any obligation to update any forward-looking statement, except as required under applicable law. All information provided in this press release and in the attachments is as of the date of the press release, and Baidu undertakes no duty to update such information, except as required under applicable law.

About Non-GAAP Financial Measures

To supplement Baidu's consolidated financial results presented in accordance with GAAP, Baidu uses the following measures defined as non-GAAP financial measures by the SEC: adjusted EBITDA, operating profit excluding share-based compensation expenses, net income excluding share-based compensation expenses, and basic and diluted earnings per ADS excluding share-based compensation expenses. The presentation of these non-GAAP financial measures is not intended to be considered in isolation or as a substitute for the financial information prepared and presented in accordance with GAAP. For more information on these non-GAAP financial measures, please see the tables captioned "Reconciliations of non-GAAP results of operations measures to the nearest comparable GAAP measures" and "Reconciliation from net cash provided by operating activities to adjusted EBITDA" set forth at the end of this release.

Baidu believes that these non-GAAP financial measures provide meaningful supplemental information regarding its performance and liquidity by excluding certain expenses, particularly share-based compensation expenses, that may not be indicative of its operating performance or financial condition from a cash perspective. We believe that both management and investors benefit from referring to these non-GAAP financial measures in assessing our performance and when planning and forecasting future periods. These non-GAAP financial measures also facilitate management's internal comparisons to Baidu's historical performance and liquidity. Baidu has computed its non-GAAP financial measures using the same consistent method from quarter to quarter since April 1, 2006. We believe these non-GAAP financial measures are useful to investors in allowing for greater transparency with respect to supplemental information used by management in its financial and operational decision making. A limitation of using these non-GAAP financial measures is that these non-GAAP measures exclude share-based compensation charge that has been and will continue to be for the foreseeable future a significant recurring expense in our results of operations. A limitation of using non-GAAP adjusted EBITDA is that it does not include all items that impact our net income for the period. Management compensates for these limitations by providing specific information regarding the GAAP amounts excluded from each non-GAAP measure. The accompanying tables have more details on the reconciliations between GAAP financial measures that are most directly comparable to the non-GAAP financial measures.

For investor and media inquiries, please contact:

China

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Baidu, Inc.

Condensed Consolidated Balance Sheets

| Restricted cash | (In RMB thousands except for number of shares and per share data) | June 30 2014 Unaudited | December 31 2013 Audited |
|--|--|------------------------------|--------------------------|
| Cash and cash equavalents | ASSETS | | |
| Restriced cash | Current assets: | | |
| Short-term investments 36,20,96.6 227,08.6 A Accounts receivable, iet 50,06.5 20,20.84 A Brounds due from related parties 50,06.2 20,80.44 Obbe savets, net 50,06.2 20,80.44 Obbe savets, current 2,10.61 30,20.55 Non-current assets 7,20.40 5,70.20 Fived savets, net 7,20.40 5,00.20 I Intangible assets, net 7,128,50 16,04.77 Goodwill 17,128,50 16,04.77 A Amounts due from related parties 9,529 9,79.40 Oberiered tax assets, net 9,520 9,80 Total ono-current assets 30,53 15,05 Total asset 9,550 9,94 Oberiered tax assets, net 9,550 9,94 Total ono-current assets 30,50 9,50 Total asset 8,52 9,00 9,00 Total current Habilities 3,20 7,00 8,00 1,00 1,00 1,00 1,00 1,00 1,00 1,00 1,00 1,00< | Cash and cash equivalents | 12,367,575 | 9,691,797 |
| Accounts recivoble, net 2,906,768 2,209,668 30 00 | Restricted cash | 357,683 | 259,533 |
| Amounts due from related parties 520,825 286,844 250,045 250,825 286,844 250,045 250,825 286,844 250,045 250,825 286,844 250,045 250,825 | Short-term investments | 36,290,964 | 28,734,761 |
| Poferred tax assess, net 138.5.6.5 1 | Accounts receivable, net | 2,906,765 | 2,220,846 |
| Definer assets, current \$1,200,014 \$1,303,025 \$1,000,000 \$1, | Amounts due from related parties | 50 | 104 |
| Total current assets 5,564,76 45,021,50 Non-current assets. 7,232,40 5,07,0268 Fixed assets, net 3,730,30 5,07,0268 Cocodwill 17,129,42 16,064,570 Long-sterm investments, net 1,083,40 63,777 Amounts due from related parties 9,00 7,00 99,00 Ober erred tax assets, net 1,03,540 998,072 Ober benefit day assets, non-current 1,03,540 998,072 Total non-current assets 3,085,942 2,756,688 Total current liabilities 4,03,500 7,085,788 User It liabilities 4,05,500 7,082,138 Octationer advances and deposits 4,065,078 7,082,138 Oberferred revenue 9,655,078 7,082,138 Deferred accounts payable and accrued liabilities 3,266,507 7,082,138 Customer advances and deposits 3,266,507 7,082,138 Deferred accounts payable and accrued liabilities 3,266,507 7,082,138 Non-current liabilities 3,266,507 3,082,203 3,082,203 | Deferred tax assets, net | 520,825 | 286,844 |
| Non-current assets: 7,232,490 3,702,268 2,702,268 2,702,268 2,702,268 2,702,268 2,702,268 | Other assets, current | 2,120,614 | 1,835,265 |
| Fixed assets, net 3,73,0.208 3,73,0.208 3,73,0.208 3,63,0.315 3,63,0.315 3,63,0.315 1,128,542 1,686,430 3,04,777 1,686,430 3,04,777 3,04,777 3,04,777 3,04,777 3,04,777 3,04,777 3,04,777 3,04,777 3,04,777 3,04,777 3,04,777 3,04,777 3,04,777 3,04,777 3,04,777 3,04,777 3,04,777 3,04,777 3,04,777 3,04,504 3,04,505 < | Total current assets | 54,564,476 | 43,029,150 |
| Intangible assets, net 3,478,000 3,630,315 1,686,455 1,696,455 1,6 | Non-current assets: | | |
| Intangible assets, net 3,478,000 3,630,315 1,686,455 1,696,455 1,6 | Fixed assets, net | 7,232,490 | 5,370,268 |
| Goodwill | | | 3,630,315 |
| Long-term investments, net | | | |
| Amounts due from related parties 96,50 97,940 00 00 00 00 00 00 00 | Long-term investments, net | | |
| Peterred tax assets, ner | | _ | |
| Total non-current seets 1,005,426 30,807,20 30,805,808 30,80 | | 96,529 | |
| Total assets 85,823,00 75,956,838 LABILITIES AND EQUITY Current liabilities 43,430 7,826,138 Accounts payable and accrued liabilities 9,665,078 7,362,138 Cussomer advances and deposits 3,236,645 2,977,827 Deferred revenue 288,964 205,599 Deferred income 36,45 34,025 Cupit erli loas, current portion 39,4 36,236,45 Cupit lesse obligation 31,923 44,907 Due to Related Parties, Current 39,8 38 Non-current liabilities 370,225 Poferred income 45,955 36,491 Long-term loans 2,166,930 2,116,930 Non-current liabilities 2,166,930 2,116,930 Nones payable 2,166,930 2,116,930 Anounts due to related parties - 373,227 Deferred tax liabilities - 3,79,27 Total non-current liabilities 7,79 6,736 Total labilities 2,538,43 1,920,712 <td< td=""><td></td><td></td><td></td></td<> | | | |
| Italiasests 85,43,903 70,805,708 LIABILITIES AND EQUITY Current Italbilities 43,439 — Accounts payable and accrued liabilities 9,665,078 7,322,138 Customer advances and deposits 280,864 205,998 Deferred revenue 98,458 72,278 Deferred income 98,458 77,287 Capital lease obligation 81,923 40,907 Due to Related Parties, Current 308 308 Total current liabilities 30,805 103,205 Non-current liabilities 45,955 71,902 112,239 Puer end income 45,956 70,902 10,902 Non-current liabilities 21,656,92 21,125,92 Poeferred income 45,955 21,125,92 21,125,92 None spayable 21,656,94 21,155,92 Amounts due to related parties 7 67,97 60,95 Poeferred tax liabilities 1,614,94 1,200,27 Total non-current Liabilities 3,55,84 19,27,12 | | | 27,956,638 |
| Current liabilities: 43,430 — Accounts payable and accrued liabilities 9,665,078 7,362,138 Customer advances and deposits 3,236,645 2,977,872 Deferred revenue 288,64 226,599 Deferred income 98,458 77,287 Long-term loans, current portion 352,156 343,625 Capital lease obligation 181,923 44,907 Due to Related Parties, Current 308 308 Total current liabilities 376,921 1,032,826 Non-current liabilities 2,166,920 2,112,359 Deferred income 454,956 376,491 Long-term loans 2,166,920 2,112,359 None Current liabilities 2,166,920 2,112,359 Amounts due to related parties 1,164,346 1,200,270 Capital lease obligation 67,976 40,999 Other Non Current Liabilities 77,795 67,376 Total inon-current liabilities 39,354,80 30,308,39 Equity Class A Ordinary Shares, par value USS0,000005 per share, 825,000,0000 shares | Total assets | 85,423,903 | 70,985,788 |
| Current liabilities: 43,430 — Accounts payable and accrued liabilities 9,665,078 7,362,138 Customer advances and deposits 3,236,645 2,977,872 Deferred revenue 288,64 226,599 Deferred income 98,458 77,287 Long-term loans, current portion 352,156 343,625 Capital lease obligation 181,923 44,907 Due to Related Parties, Current 308 308 Total current liabilities 376,921 1,032,826 Non-current liabilities 2,166,920 2,112,359 Deferred income 454,956 376,491 Long-term loans 2,166,920 2,112,359 None Current liabilities 2,166,920 2,112,359 Amounts due to related parties 1,164,346 1,200,270 Capital lease obligation 67,976 40,999 Other Non Current Liabilities 77,795 67,376 Total inon-current liabilities 39,354,80 30,308,39 Equity Class A Ordinary Shares, par value USS0,000005 per share, 825,000,0000 shares | I IARII ITIES AND EQUITY | | |
| Short-term loans 43,430 — Accounts payable and accrued liabilities 9,665,078 7,362,138 Customer advances and deposits 3,236,645 2,977,872 Deferred revenue 288,964 226,599 Deferred income 98,458 77,287 Long-term loans, current portion 352,156 336,255 Capital lease obligation 81,923 44,907 Due to Related Parties, Current 308 338 Total current liabilities 336,255 376,491 Long-term loans 2,166,920 2,112,359 Notes payable 2,166,920 2,112,359 Amounts due to related parties - 373,227 Deferred tax liabilities 1,656,43 15,116,900 Capital lease obligation 67,976 40,999 Other Non Current Liabilities 2,588,40 | - | | |
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| Capital lease obligation 81,923 44,907 Due to Related Parties, Current 338 388 Total current liabilities 13,767,522 11,032,826 Non-current liabilities 8 376,491 Deferred income 454,956 376,491 Long-term loans 21,669,20 2,112,359 Notes payable 21,669,43 15,116,990 Amounts due to related parties - 373,227 Deferred tax liabilities - 373,227 Deferred tax liabilities 7,795 40,999 Other Non Current Liabilities 77,995 40,999 Total non-current liabilities 77,905 40,302,702 Total sold liabilities 3,355,488 3,325,488 3,325,488 Equity Class A Ordinary Shares, par value USS0,00005 per share, 825,000,000 shares authorized, and 27,492,452 shares and 27,543,034 shares issued and outstanding as at December 31, 2013 and June 30, 2014 12 12 Class B Ordinary Shares, par value USS0,00005 per share, 35,400,000 shares authorized, and 7,537,921 shares and 7,517,921 shares issued and outstanding as at December 31, 2013 and June 30, 2014 3,289,39 3,355,481 | | | |
| Due to Related Parties, Current 398 398 Total current liabilities 1,032,026 Non-current liabilities 454,956 376,491 Deferred income 454,956 376,491 Long-term loans 21,656,243 15,116,990 Notes payable 21,656,443 15,116,990 Amounts due to related parties 373,227 Deferred tax liabilities 67,976 40,999 Other Non Current Liabilities 77,795 67,376 Total non-current liabilities 25,588,430 19,287,712 Class A Ordinary Shares, par value US\$0.00005 per share, 825,000,000 shares authorized, and 27,492,452 shares and 27,543,034 shares issued and outstanding as art December 31, 2013 and June 30, 2014 12 12 Class B Ordinary Shares, par value US\$0.00005 per share, 825,000,000 shares authorized, and 27,492,452 shares and 7,517,921 shares issued and outstanding as art December 31, 2013 and June 30, 2014 12 3 Class B Ordinary Shares, par value US\$0.00005 per share, 35,400,000 shares authorized, and 7,517,921 shares issued and outstanding as art December 31, 2013 and June 30, 2014 3 3 Retained earnings 40,607,24 34,253,366 Accumulated other comprehensive inco | | | |
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| Long-term loans 2,166,920 2,117,359 Notes payable 21,656,443 15,116,990 Amounts due to related parties - 373,227 Deferred tax liabilities 1,164,346 1,200,270 Capital lease obligation 67,976 40,999 Other Non Current Liabilities 77,795 67,376 Total non-current liabilities 39,355,483 19,287,712 Equity Class A Ordinary Shares, par value U\$\$0.00005 per share, 825,000,000 shares authorized, and 27,492,452 shares and 27,543,034 shares issued and outstanding as at December 31, 2013 and June 30, 2014 12 12 Class B Ordinary Shares, par value U\$\$0.00005 per share, 35,400,000 shares authorized, and 7,537,921 shares and 7,517,921 shares issued and outstanding as at December 31, 2013 and June 30, 2014 12 12 Class B Ordinary Shares, par value U\$\$0.00005 per share, 35,400,000 shares authorized, and 7,537,921 shares and 7,517,921 shares issued and outstanding as at December 31, 2013 and June 30, 2014 3 3 Retained earnings 40,607,274 34,525,386 Retained earnings 40,607,274 34,525,386 Retained earnings 44,413,271 38,424,915 Noncontrolling interests 1,655,144 2,240, | Non-current liabilities: | | |
| Long-term loans 2,166,920 2,117,359 Notes payable 21,656,443 15,116,990 Amounts due to related parties - 373,227 Deferred tax liabilities 1,164,346 1,200,270 Capital lease obligation 67,976 40,999 Other Non Current Liabilities 77,795 67,376 Total non-current liabilities 39,355,483 19,287,712 Equity Class A Ordinary Shares, par value U\$\$0.00005 per share, 825,000,000 shares authorized, and 27,492,452 shares and 27,543,034 shares issued and outstanding as at December 31, 2013 and June 30, 2014 12 12 Class B Ordinary Shares, par value U\$\$0.00005 per share, 35,400,000 shares authorized, and 7,537,921 shares and 7,517,921 shares issued and outstanding as at December 31, 2013 and June 30, 2014 12 12 Class B Ordinary Shares, par value U\$\$0.00005 per share, 35,400,000 shares authorized, and 7,537,921 shares and 7,517,921 shares issued and outstanding as at December 31, 2013 and June 30, 2014 3 3 Retained earnings 40,607,274 34,525,386 Retained earnings 40,607,274 34,525,386 Retained earnings 44,413,271 38,424,915 Noncontrolling interests 1,655,144 2,240, | Deferred income | 454,956 | 376,491 |
| Notes payable 21,656,443 15,116,990 Amounts due to related parties — 373,227 Deferred tax liabilities 1,164,346 1,200,270 Capital lease obligation 67,976 40,999 Other Non Current Liabilities 77,795 67,376 Total non-current liabilities 39,355,488 30,320,538 Equity Class A Ordinary Shares, par value US\$0.00005 per share, 825,000,000 shares authorized, and 27,492,452 shares and 27,543,034 shares issued and outstanding as at December 31, 2013 and June 30, 2014 12 12 Class B Ordinary Shares, par value US\$0.00005 per share, 35,400,000 shares authorized, and 7,537,921 shares and 7,517,921 shares issued and outstanding as at December 31, 2013 and June 30, 2014 12 12 Class B Ordinary Shares, par value US\$0.00005 per share, 35,400,000 shares authorized, and 7,537,921 shares and 7,517,921 shares issued and outstanding as at December 31, 2013 and June 30, 2014 3 3 Retained earnings 40,607,274 3,028,939 3,056,418 Retained earnings 40,607,274 34,525,386 Accumulated other comprehensive income 777,043 843,096 Total Baidu, Inc. shareholders' equity 44,413,271 38,424,915 Noncontro | | | |
| Amounts due to related parties 373,227 Deferred tax liabilities 1,164,346 1,200,270 Capital lease obligation 67,976 40,999 Other Non Current Liabilities 77,795 67,376 Total non-current liabilities 39,355,488 19,287,712 Total liabilities 39,355,488 30,320,538 Equity Class A Ordinary Shares, par value US\$0.00005 per share, 825,000,000 shares authorized, and 27,492,452 shares and 27,543,034 shares issued and outstanding as at December 31, 2013 and June 30, 2014 12 12 Class B Ordinary Shares, par value US\$0.00005 per share, 35,400,000 shares authorized, and 7,517,921 shares issued and outstanding as at December 31, 2013 and June 30, 2014 3 3 Additional paid-in capital 3,028,939 3,056,418 Retained earnings 40,607,274 34,525,386 Accumulated other comprehensive income 777,043 843,096 Total Baidu, Inc. shareholders' equity 44,413,271 38,424,915 Noncontrolling interests 1,655,144 2,240,335 | | | |
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| Other Non Current Liabilities 77,795 67,376 Total non-current liabilities 25,588,436 19,287,712 Total liabilities 39,355,488 30,320,538 Equity Class A Ordinary Shares, par value U\$\$0.00005 per share, 825,000,000 shares authorized, and 27,492,452 shares and 27,543,034 shares issued and outstanding as at December 31, 2013 and June 30, 2014 12 12 Class B Ordinary Shares, par value U\$\$0.00005 per share, 35,400,000 shares authorized, and 7,537,921 shares and 7,517,921 shares issued and outstanding as at December 31, 2013 and June 30, 2014 3 3 Additional paid-in capital 3,028,93 3,056,418 3 Retained earnings 40,607,274 34,525,386 46,067,274 34,525,386 Total Baidu, Inc. shareholders' equity 44,413,271 34,249,15 3 Noncontrolling interests 1,655,144 2,240,335 3 Total equity 46,068,415 46,068,455 46,068,455 | | | |
| Total non-current liabilities 25,588,436 19,287,712 Total liabilities 39,355,488 30,320,538 Equity Class A Ordinary Shares, par value US\$0.00005 per share, 825,000,000 shares authorized, and 27,492,452 shares and 27,543,034 shares issued and outstanding as at December 31, 2013 and June 30, 2014 12 12 Class B Ordinary Shares, par value US\$0.00005 per share, 35,400,000 shares authorized, and 7,537,921 shares and 7,517,921 shares issued and outstanding as at December 31, 2013 and June 30, 2014 3 3 Additional paid-in capital 3,028,939 3,056,418 3 Retained earnings 40,607,274 34,525,386 Accumulated other comprehensive income 777,043 843,096 Total Baidu, Inc. shareholders' equity 44,413,271 38,424,915 Noncontrolling interests 1,655,144 2,240,335 Total equity 46,068,415 40,665,250 | | | |
| Equity Class A Ordinary Shares, par value US\$0.00005 per share, 825,000,000 shares authorized, and 27,492,452 shares and 27,543,034 shares issued and outstanding as at December 31, 2013 and June 30, 2014 Class B Ordinary Shares, par value US\$0.00005 per share, 35,400,000 shares authorized, and 7,537,921 shares and 7,517,921 shares issued and outstanding as at December 31, 2013 and June 30, 2014 Additional paid-in capital Retained earnings Accumulated other comprehensive income 777,043 843,096 Total Baidu, Inc. shareholders' equity Noncontrolling interests Total equity Total equity A6,068,415 40,665,250 | | | 19,287,712 |
| Class A Ordinary Shares, par value US\$0.00005 per share, 825,000,000 shares authorized, and 27,492,452 shares and 27,543,034 shares issued and outstanding as at December 31, 2013 and June 30, 2014 12 12 Class B Ordinary Shares, par value US\$0.00005 per share, 35,400,000 shares authorized, and 7,537,921 shares and 7,517,921 shares issued and outstanding as at December 31, 2013 and June 30, 2014 3 3 Additional paid-in capital 3,028,939 3,056,418 Retained earnings 40,607,274 34,525,386 Accumulated other comprehensive income 777,043 843,096 Total Baidu, Inc. shareholders' equity 44,413,271 38,424,915 Noncontrolling interests 1,655,144 2,240,335 Total equity 46,068,415 40,665,250 | Total liabilities | 39,355,488 | 30,320,538 |
| Class A Ordinary Shares, par value US\$0.00005 per share, 825,000,000 shares authorized, and 27,492,452 shares and 27,543,034 shares issued and outstanding as at December 31, 2013 and June 30, 2014 12 12 Class B Ordinary Shares, par value US\$0.00005 per share, 35,400,000 shares authorized, and 7,537,921 shares and 7,517,921 shares issued and outstanding as at December 31, 2013 and June 30, 2014 3 3 Additional paid-in capital 3,028,939 3,056,418 Retained earnings 40,607,274 34,525,386 Accumulated other comprehensive income 777,043 843,096 Total Baidu, Inc. shareholders' equity 44,413,271 38,424,915 Noncontrolling interests 1,655,144 2,240,335 Total equity 46,068,415 40,665,250 | Equity | | |
| Class B Ordinary Shares, par value US\$0.00005 per share, 35,400,000 shares authorized, and 7,537,921 shares and 7,517,921 shares issued and outstanding as at December 31, 2013 and June 30, 2014 3 3 Additional paid-in capital Retained earnings 40,607,274 34,525,386 Accumulated other comprehensive income 777,043 843,096 Total Baidu, Inc. shareholders' equity 44,413,271 38,424,915 Noncontrolling interests 1,655,144 2,240,335 Total equity 46,068,415 40,665,250 | Class A Ordinary Shares, par value US\$0.00005 per share, 825,000,000 shares authorized, and 27,492,452 shares | | 12 |
| Additional paid-in capital 3,028,939 3,056,418 Retained earnings 40,607,274 34,525,386 Accumulated other comprehensive income 777,043 843,096 Total Baidu, Inc. shareholders' equity 44,413,271 38,424,915 Noncontrolling interests 1,655,144 2,240,335 Total equity 46,068,415 40,665,250 | Class B Ordinary Shares, par value US\$0.00005 per share, 35,400,000 shares authorized, and 7,537,921 shares | | |
| Retained earnings 40,607,274 34,525,386 Accumulated other comprehensive income 777,043 843,096 Total Baidu, Inc. shareholders' equity 44,413,271 38,424,915 Noncontrolling interests 1,655,144 2,240,335 Total equity 46,068,415 40,665,250 | · · · · · · · · · · · · · · · · · · · | | |
| Accumulated other comprehensive income 777,043 843,096 Total Baidu, Inc. shareholders' equity 44,413,271 38,424,915 Noncontrolling interests 1,655,144 2,240,335 Total equity 46,068,415 40,665,250 | • | | |
| Total Baidu, Inc. shareholders' equity 44,413,271 38,424,915 Noncontrolling interests 1,655,144 2,240,335 Total equity 46,068,415 40,665,250 | | | |
| Noncontrolling interests 1,655,144 2,240,335 Total equity 46,068,415 40,665,250 | • | | |
| Total equity 46,068,415 40,665,250 | | | 38,424,915 |
| | | | 2,240,335 |
| Total liabilities, redeemable noncontrolling interests, and equity 85,423,903 70,985,788 | Total equity | 46,068,415 | 40,665,250 |
| | Total liabilities, redeemable noncontrolling interests, and equity | 85,423,903 | 70,985,788 |

Baidu, Inc.

Condensed Consolidated Statements of Income

| | | ree Months Ende June 30, | | |
|---|---|---|---|--|
| (In RMB thousands except for share, per share (or ADS) information) | June 30, 2014 | 2013 | March 31, 2014 | |
| Davis | Unaudited | Unaudited | Unaudited | |
| Revenues: | 11,836,858 | 7,539,133 | 9,378,318 | |
| Online marketing services Other services | 148,924 | 21,682 | 118,234 | |
| Total revenues | 11,985,782 | 7,560,815 | 9,496,552 | |
| | 11,505,702 | 7,300,013 | 3,430,332 | |
| Operating costs and expenses: | | | | |
| Cost of revenues (note 1, 2) | (4,541,422) | (2,637,118) | (3,837,340) | |
| Selling, general and administrative (note 2) | (2,148,874) | (1,078,066) | (2,008,890) | |
| Research and development (note 2) | (1,737,216) | (941,766) | (1,276,650) | |
| Total operating costs and expenses | (8,427,512) | (4,656,950) | (7,122,880) | |
| Operating profit | 3,558,270 | 2,903,865 | 2,373,672 | |
| Other income: | | | | |
| Interest income | 463,802 | 317,811 | 419,495 | |
| Interest expense | (146,045) | (91,249) | (121,784) | |
| Foreign exchange income (loss), net | 81 | (6,382) | 97,302 | |
| Income (loss) from equity method investments | (5,501) | 84 | (5,603) | |
| Other income, net | 66,888 | 27,341 | 77,526 | |
| Total other income | 379,225 | 247,605 | 466,936 | |
| Income before income taxes | 3,937,495 | 3,151,470 | 2,840,608 | |
| Income taxes | (605,614) | (513,170) | (430,296) | |
| Net income | 3,331,881 | 2,638,300 | 2,410,312 | |
| Less: net loss attributable to noncontrolling interests | (214,815) | (5,589) | (124,880) | |
| Net income attributable to Baidu, Inc. | 3,546,696 | 2,643,889 | 2,535,192 | |
| Earnings per share for Class A and Class B ordinary shares: | | | | |
| Net income attributable to Baidu, IncBasic | 101.19 | 75.19 | 72.36 | |
| Net income attributable to Baidu, IncDiluted | 100.91 | 75.15 | 72.14 | |
| Earnings per ADS (1 Class A ordinary share equals 10 ADSs): | | | | |
| Net income attributable to Baidu, IncBasic | 10.12 | 7.52 | 7.24 | |
| Net income attributable to Baidu, IncDiluted | 10.09 | 7.52 | 7.21 | |
| | | | | |
| Weighted average number of Class A and Class B ordinary shares outstanding: | 25 050 662 | 24.075.720 | 25 025 207 | |
| Basic Diluted | 35,050,662 35,148,579 | 34,975,728 34,994,400 | 35,035,287 35,143,937 | |
| 1111 | 33,140,373 | 34,334,400 | 55,145,557 | |
| (1) Cost of revenues are detailed as follows: | | | | |
| Sales tax and surcharges | (872,086) | (544,958) | (699,370) | |
| Traffic acquisition costs | (1,517,128) | (879,971) | (1,181,803) | |
| Bandwidth costs | (700,473) | (457,287) | (646,087) | |
| Depreciation costs Operational costs | (461,927) | (356,979) | (430,497) | |
| Operational costs | (627,052) (354,294) | (243,229) (150,652) | (479,542) (393,639) | |
| • | | (130.032) | | |
| Content costs | | | (6.402) | |
| • | (8,462) | (4,042) | | |
| Content costs Share-based compensation expenses Total cost of revenues | | | | |
| Content costs Share-based compensation expenses Total cost of revenues (2) Includes share-based compensation expenses as follows: | (8,462) (4,541,422) | (4,042) (2,637,118) | (3,837,340) | |
| Content costs Share-based compensation expenses Total cost of revenues (2) Includes share-based compensation expenses as follows: Cost of revenues | (8,462) (4,541,422) (8,462) | (4,042) (2,637,118) (4,042) | (3,837,340) | |
| Content costs Share-based compensation expenses Total cost of revenues (2) Includes share-based compensation expenses as follows: Cost of revenues Selling, general and administrative | (8,462) (4,541,422) (8,462) (97,030) | (4,042) (2,637,118) (4,042) (22,135) | (6,402) (3,837,340) (6,402) (76,947) (85,618) | |
| Content costs Share-based compensation expenses Total cost of revenues (2) Includes share-based compensation expenses as follows: Cost of revenues | (8,462) (4,541,422) (8,462) | (4,042) (2,637,118) (4,042) | (3,837,340) | |

Reconciliations of non-GAAP results of operations measures to the nearest comparable GAAP measures (*) (in RMB thousands, unaudited)

| | Three months ended June 30, 2013 | | | Three months ended March 31, 2014 | | | Three months ended June 30, 2014 | | |
|-------------------------|----------------------------------|------------------------------|----------------------------------|-----------------------------------|-----------------------------|------------------------------------|----------------------------------|------------------------------|-----------------------------------|
| | GAAP Result | Adjustment | Non-GAAP Results | GAAP Result | Adjustment | Non-GAAP Results | GAAP Result | Adjustment | Non-GAAP Results |
| Operating profit | 2,903,865 | 83,284 | 2,987,149 | 2,373,672 | 168,967 | 2,542,639 | 3,558,270 | 220,552 | 3,778,822 |
| | | | | | | | | | |
| | | | | | | | | | |
| | Three 1 | nonths ended J | une 30, 2013 | Three m | onths ended M | Iarch 31, 2014 | Three 1 | nonths ended J | fune 30, 2014 |
| | Three I | nonths ended J Adjustment | une 30, 2013 Non-GAAP Results | Three m | onths ended M Adjustment | Tarch 31, 2014 Non-GAAP Results | Three I | nonths ended J Adjustment | June 30, 2014 Non-GAAP Results |
| Net income attributable | | | | | | , . | | | |

^(*) The adjustment is only for share-based compensation.

Reconciliation from net cash provided by operating activities to adjusted EBITDA(*) (in RMB thousands, unaudited)

| | Three months ended June 30, 2013 | As a % of total revenues | Three months ended March 30, 2014 | As a % of total revenues | Three months ended June 30, 2014 | As a % of total revenues |
|--|-------------------------------------|--------------------------|--------------------------------------|--------------------------|----------------------------------|--------------------------|
| Net cash provided by operating activities | 3,205,046 | 42% | 3,612,458 | 38% | 4,127,577 | 34% |
| Changes in assets and liabilities, net of effects of | | | | | | |
| acquisitions | 6,321 | 0% | (356,407) | -4% | 140,385 | 1% |
| Income taxes expenses | 513,170 | 7% | 430,296 | 5% | 605,614 | 5% |
| Interest income and other, net | (247,605) | 3% | (466,936) | _5% | (379,225) | -3% |
| Adjusted EBITDA | 3,476,932 | 46% | 3,219,411 | 34% | 4,494,351 | 37% |

^(*) Definition of adjusted EBITDA: earnings before interest, taxes, depreciation, amortization, other non-operating income, and share-based compensation expenses.