144: Filer Information

Filer CIK: 0001603028
Filer CCC: XXXXXXXX

Is this a LIVE or TEST Filing? LIVE

Submission Contact Information

Name
Phone
E-Mail Address

144: Issuer Information

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

Address of Issuer:
BAIDU CAMPUS, NO. 10 SHANGDI 10TH STREET
HAIDIAN DISTRICT
BEIJING
CHINA
100085

Phone: (86-10) 5992 8888

Name of Person for Whose Account the Securities are To Be Sold: Callinicos Brent

Relationship to Issuer: Director

144: Securities Information

Title of the Class of Securities To Be Sold: ADS
Name and Address of the Broker: GEORGESON SECURITIES CORPORATION
144 FERNWOOD AVE
EDISON NJ 08837

Number of Shares or Other Units To Be Sold: 664
Aggregate Market Value: 78371.92
Number of Shares or Other Units Outstanding: 2846000000
Approximate Date of Sale: 11/30/2023
Name the Securities Exchange: NASDAQ

144: Securities To Be Sold

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:

Title of the | Date you | Nature of | Name of | Is | Date | Amount of | Date of | Nature of
-----------|---------|-----------|---------|----|------|----------|--------|---------
VESTING RESTRICTED SHARES GRANTED UNDER COMPANY 2008 AND 2018 SHARE INCENTIVE PLANS

<table>
<thead>
<tr>
<th>Class</th>
<th>Acquired</th>
<th>Acquisition Transaction</th>
<th>Person from Whom Acquired</th>
<th>this a Gift?</th>
<th>Donor Acquired</th>
<th>Securities Acquired</th>
<th>Payment</th>
<th>Payment *</th>
</tr>
</thead>
<tbody>
<tr>
<td>ADS</td>
<td>12/04/2023</td>
<td>Baidu Inc</td>
<td></td>
<td></td>
<td></td>
<td>664</td>
<td>12/04/2023</td>
<td>NA</td>
</tr>
</tbody>
</table>

* 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

Nothing to Report ✓

144: Remarks and Signature

Remarks: 3 E BASED ON CLASS A AND CLASS B ORDINARY SHARES UNDER SECURITIES TO BE SOLD DATE AND NATURE OF PAYMENT NA DATE ACQUIRED SHOWN AS SAME DAY CASHLESS

Date of Notice: 12/01/2023

**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.

Signature: CONFORMED SIGNATURE ON FILE

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