**144: Filer Information**

Filer CIK 0001970587  
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 10 Shangdi 10 Str  
Haidian District  
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.

**144: Securities Information**

<table>
<thead>
<tr>
<th>Title of the Class of Securities To Be Sold</th>
<th>Name and Address of the Broker</th>
<th>Number of Shares or Other Units To Be Sold</th>
<th>Aggregate Market Value</th>
<th>Number of Shares or Other Units Outstanding</th>
<th>Approximate Date of Sale</th>
<th>Name the Securities Exchange</th>
</tr>
</thead>
<tbody>
<tr>
<td>ADS, each representing eight ordinary shares</td>
<td>Goldman Sachs &amp; Co. LLC 200 West Street New York NY 10282</td>
<td>390000</td>
<td>52396500</td>
<td>281924682</td>
<td>10/02/2023</td>
<td>NASD</td>
</tr>
</tbody>
</table>

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**

<table>
<thead>
<tr>
<th>Title of the Class</th>
<th>Date you Acquired</th>
<th>Nature of Acquisition</th>
<th>Name of Person from</th>
<th>Is this</th>
<th>Date Donor</th>
<th>Amount of Securities</th>
<th>Date of Payment</th>
<th>Nature of Payment *</th>
</tr>
</thead>
</table>
**Transaction** | **Whom Acquired a Gift?** | **Acquired** | **For services rendered**
--- | --- | --- | ---
ADS each representing eight ordinary shares | | 390000 | 01/01/2005

* 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

<table>
<thead>
<tr>
<th>Name and Address of Seller</th>
<th>Title of Securities Sold</th>
<th>Date of Sale</th>
<th>Amount of Securities Sold</th>
<th>Gross Proceeds</th>
</tr>
</thead>
<tbody>
<tr>
<td>Melissa Dongmin Ma</td>
<td>ADS each representing eight ordinary shares</td>
<td>08/10/2023</td>
<td>15000</td>
<td>2181715.5</td>
</tr>
<tr>
<td>Baidu Campus 10 Shangdi 10 Str Haidian District Beijing F4 100085</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Melissa Dongmin Ma</td>
<td>ADS each representing eight ordinary shares</td>
<td>07/11/2023</td>
<td>15000</td>
<td>2138259</td>
</tr>
<tr>
<td>Baidu Campus 10 Shangdi 10 Str Haidian District Beijing F4 100085</td>
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<tr>
<td>Melissa Dongmin Ma</td>
<td>ADS each representing eight ordinary shares</td>
<td>08/29/2023</td>
<td>15000</td>
<td>2103706.5</td>
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<tr>
<td>Baidu Campus 10 Shangdi 10 Str Haidian District Beijing F4 100085</td>
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<tr>
<td>Melissa Dongmin Ma</td>
<td>ADS each representing eight ordinary shares</td>
<td>07/18/2023</td>
<td>15000</td>
<td>2165157</td>
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<td>Baidu Campus 10 Shangdi 10 Str Haidian District Beijing F4 100085</td>
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<tr>
<td>Melissa Dongmin Ma</td>
<td>ADS each representing eight ordinary shares</td>
<td>08/24/2023</td>
<td>15000</td>
<td>2023144.5</td>
</tr>
<tr>
<td>Baidu Campus 10 Shangdi 10 Str Haidian District Beijing F4 100085</td>
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<tr>
<td>Melissa Dongmin Ma</td>
<td>ADS each representing eight ordinary shares</td>
<td>09/07/2023</td>
<td>15000</td>
<td>2052369</td>
</tr>
<tr>
<td>Baidu Campus 10 Shangdi 10 Str Haidian District Beijing F4 100085</td>
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</tr>
<tr>
<td>Melissa Dongmin Ma</td>
<td>ADS each representing eight ordinary shares</td>
<td>08/15/2023</td>
<td>15000</td>
<td>2032608</td>
</tr>
<tr>
<td>Baidu Campus 10 Shangdi 10 Str Haidian District Beijing F4 100085</td>
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</tr>
<tr>
<td>Melissa Dongmin Ma</td>
<td>ADS each representing eight ordinary shares</td>
<td>07/27/2023</td>
<td>15000</td>
<td>2237337</td>
</tr>
<tr>
<td>Baidu Campus 10 Shangdi 10 Str Haidian District Beijing F4 100085</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Melissa Dongmin Ma</td>
<td>ADS each representing eight ordinary shares</td>
<td>08/22/2023</td>
<td>15000</td>
<td>1927294.5</td>
</tr>
<tr>
<td>Baidu Campus 10 Shangdi 10 Str Haidian District Beijing F4 100085</td>
<td></td>
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</tr>
<tr>
<td>Melissa Dongmin Ma</td>
<td>ADS each representing eight ordinary shares</td>
<td>09/12/2023</td>
<td>15000</td>
<td>2089555.5</td>
</tr>
<tr>
<td>Baidu Campus 10 Shangdi 10 Str Haidian District Beijing F4 100085</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Melissa Dongmin Ma</td>
<td>ADS each representing eight ordinary shares</td>
<td>07/20/2023</td>
<td>15000</td>
<td>2148748.5</td>
</tr>
</tbody>
</table>
Melissa Dongmin Ma
Baidu Campus 10 Shangdi 10 Str
Haidian District
Beijing F4 100085

ADS each representing eight ordinary shares
08/17/2023 15000 1957044

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

ADS each representing eight ordinary shares
07/25/2023 15000 2239306.5

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

ADS each representing eight ordinary shares
07/05/2023 15000 2122041

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

ADS each representing eight ordinary shares
09/19/2023 15000 1995160.5

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

ADS each representing eight ordinary shares
08/31/2023 15000 2144881.5

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

ADS each representing eight ordinary shares
09/05/2023 15000 2138466

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

ADS each representing eight ordinary shares
09/21/2023 15000 1925802

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

ADS each representing eight ordinary shares
08/01/2023 15000 2292222

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

ADS each representing eight ordinary shares
07/13/2023 15000 2251687.5

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

ADS each representing eight ordinary shares
09/14/2023 15000 2066403

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

ADS each representing eight ordinary shares
07/13/2023 15000 2251687.5

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

ADS each representing eight ordinary shares
09/26/2023 15000 1971625.5

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

ADS each representing eight ordinary shares
08/03/2023 15000 2251375.5
The sales of shares set forth herein are made in connection with a selling plan dated 02/24/2023 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.

Date of Notice: 10/02/2023
Date of Plan Adoption or Giving of Instruction, If Relying on Rule 10b5-1: 02/24/2023

**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: 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)**