

---

---

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

---

**FORM 6-K**

---

**REPORT OF FOREIGN PRIVATE ISSUER  
PURSUANT TO RULE 13a-16 OR 15d-16  
UNDER THE SECURITIES EXCHANGE ACT OF 1934**

For the month of February 2024

Commission File Number: 000-51469

---

**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 annual reports under cover of Form 20-F or Form 40-F.

Form 20-F       Form 40-F

---

---



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/ Rong Luo

Name: Rong Luo

Title: Chief Financial Officer

Date: February 6, 2024

*Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.*

*Under our weighted voting rights structure, our share capital comprises Class A ordinary shares and Class B ordinary shares. Each Class A ordinary share entitles the holder to exercise one vote, and each Class B ordinary share entitles the holder to exercise 10 votes, respectively, on all matters subject to the vote at general meetings of the Company. Shareholders and prospective investors should be aware of the potential risks of investing in a company with a weighted voting rights structure. Our American depositary shares, each representing eight of our Class A ordinary shares, are listed on Nasdaq in the United States under the symbol BIDU.*



**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))**

#### **DATE OF BOARD MEETING**

Our board of directors will hold a board meeting on Monday, February 26, 2024 for the purposes of, among other matters, approving our unaudited results and announcement for the three months and fiscal year ended December 31, 2023 (the **“Fourth Quarter and Fiscal Year 2023 Financial Results Announcement”**).

We will upload the Fourth Quarter and Fiscal Year 2023 Financial Results Announcement to the website of The Stock Exchange of Hong Kong Limited (the **“Stock Exchange”**) and the website of the Company (<https://ir.baidu.com>) on Wednesday, February 28, 2024 (Beijing/Hong Kong Time), after the trading hours of the Stock Exchange and before the opening of the U.S. market.

The Company’s management will hold an earnings conference call at 8:30 PM on Wednesday, February 28, 2024, Beijing/Hong Kong Time (7:30 AM on February 28, 2024, U.S. Eastern Time).

Interested parties may register in advance of the conference call using the link provided below. Dial-in number, passcode, and unique access PIN will be provided by email upon registration.

Interested parties may visit the link below for pre-registration, which automatically directs visitors to the registration page of “Baidu Inc. Q4 2023 Earnings Conference Call”.

**PRE-REGISTRATION LINK:** <https://s1.c-conf.com/diamondpass/10036733-mjkc dg.html>

In the 10 minutes prior to the call start time, participants may use the conference access information (including dial-in number(s), direct event passcode and unique registrant ID) provided in the confirmation email following pre-registration.

---

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

A replay of the conference call may be accessed by phone at the following number until March 6, 2024:

US: 1 855 883 1031

Reply PIN: 10036733

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

Hong Kong, February 6, 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.*