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
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.

Relationship to Issuer Affiliate

144: Securities Information

Title of the Class of Securities To Be Sold ADS each representing eight ordinary shares
Name and Address of the Broker Goldman Sachs & Co. LLC
200 West Street
New York NY 10282
Number of Shares or Other Units To Be Sold 390000
Aggregate Market Value 53394900
Number of Shares or Other Units Outstanding 275637973
Approximate Date of Sale 07/05/2023
Name the Securities Exchange 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 Class Date you Acquired Nature of Acquisition Name of Person from Is this Date Donor Amount of Securities Date of Payment Nature of Payment


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>
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<tbody>
<tr>
<td>Melissa Dongmin Ma</td>
<td>ADS each representing eight ordinary shares</td>
<td>04/11/2023</td>
<td>15000</td>
<td>2058862.5</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>06/08/2023</td>
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<td>Melissa Dongmin Ma</td>
<td>ADS each representing eight ordinary shares</td>
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<tr>
<td>Melissa Dongmin Ma</td>
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<tr>
<td>Melissa Dongmin Ma</td>
<td>ADS each representing eight ordinary shares</td>
<td>06/15/2023</td>
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<tr>
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<td>ADS each representing eight ordinary shares</td>
<td>05/04/2023</td>
<td>30000</td>
<td>3630117</td>
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</table>
Melissa Dongmin Ma  
Baidu Campus 10 Shangdi 10 Str  
Haidian District  
Beijing F4 100085  

ADS each representing eight ordinary shares  
05/11/2023 22251 274092.66

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
144: Remarks and Signature

Remarks
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
07/03/2023

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)