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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))

INSIDE INFORMATION NEW SHARE REPURCHASE PROGRAM AND DIVIDEND POLICY

This announcement is issued pursuant to Rule 13.09 of the Rules Governing the Listing of the Securities on The Stock Exchange of Hong Kong Limited (the “**Listing Rules**”) and under Part XIVA of the Securities and Futures Ordinance (Cap. 571).

Baidu, Inc. (the “**Company**” or “**Baidu**”) today announced that its board of directors (the “**Board**”) has approved a new US\$5 billion share repurchase program and a dividend policy, with the objective of further enhancing shareholder returns.

The Board has authorized a new share repurchase program for up to US\$5 billion of the Company’s shares, effective through December 31, 2028. The Board will periodically review the repurchase program and may adjust its terms and size as appropriate.

With our substantial cash reserves and sound financial management capabilities, we aim to create and continuously enhance long-term value for our shareholders through our proactive shareholder return initiatives. This brand new program will be executed on a regular basis in a disciplined and transparent manner, guided by a strategic focus beyond short-term stock price fluctuations.

Repurchases may be effected from time to time through open market transactions at prevailing prices or by other legally permissible means, in compliance with applicable regulations and subject to market conditions.

In addition, with the objective of further enhancing shareholder returns, the Board has approved the adoption, for the first time, of a dividend policy for the Company's ordinary shares, which may include regular and/or special distributions of dividends.

Future dividend distributions will be supported by sustainable funding sources, primarily derived from operating profits and potentially supplemented by proceeds from non-core asset disposals and other investment returns. The Board intends to establish a clear, balanced policy framework that aligns shareholder returns with the continued strategic growth of the Company.

The Board expects to declare the first payment of dividend in 2026. The declaration, timing, and amount of any future dividend will be subject to the determination of the Board at its discretion based on factors such as the Company's financial performance, capital requirements, prevailing market conditions and other considerations that the Board deems relevant. A formal announcement of the dividend will be made after the Board's review and approval.

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

Hong Kong, February 5, 2026

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. Yuanqing Yang, Mr. Jixun Foo, Ms. Sandy Ran Xu and Ms. Xiaodan Liu as independent directors.