
**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 May 2025

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

EXHIBIT INDEX

| <u>Exhibit No.</u> | <u>Description</u> |
|---------------------------|---|
| 99.1 | Press Release – Baidu to Hold Annual General Meeting on June 27, 2025 |
| 99.2 | Notice of Annual General Meeting of the Company |

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/ Junjie He
Name : Junjie He
Title : Interim Chief Financial Officer

Date: May 8, 2025

Baidu to Hold Annual General Meeting on June 27, 2025

Beijing, May 8, 2025 — Baidu, Inc. (“Baidu” or the “Company”) (Nasdaq: BIDU; HKEX: 9888 (HKD Counter) and 89888 (RMB Counter)), a leading AI company with strong Internet foundation, today announced that it will hold its annual general meeting of shareholders (the “AGM”) at Baidu Campus, No. 10, Shangdi 10th Street, Haidian District, Beijing 100085, People’s Republic of China on June 27, 2025 at 9:00 a.m. (Beijing/Hong Kong time).

No proposal will be submitted for shareholder approval at the AGM.

The board of Directors of the Company has fixed the close of business on May 27, 2025, Hong Kong time, as the record date (the “Shares Record Date”) of Class A ordinary shares with a par value of US\$0.000000625 each (the “Class A Ordinary Shares”) and Class B ordinary shares with a par value of US\$0.000000625 each (the “Class B Ordinary Shares”). Holders of record of the Company’s Class A Ordinary Shares and Class B Ordinary Shares as of the Shares Record Date are entitled to receive notice of and attend the AGM and any adjourned meeting thereof.

The notice of the AGM is available on the Company’s website at <https://ir.baidu.com>.

The Company has filed its annual report on Form 20-F, including its audited financial statements, for the year ended December 31, 2024 (the “Form 20-F”), with the U.S. Securities and Exchange Commission. The Form 20-F can be accessed on the Company’s website at <https://ir.baidu.com>, as well as on the SEC’s website at <http://www.sec.gov>.

The Company has also published an annual report (the “Hong Kong Annual Report”) pursuant to the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (“HKEx”). The Hong Kong Annual Report contains substantially the same information as set forth in the Form 20-F and can be accessed on the Company’s investor relations website at <https://ir.baidu.com> as well as the HKEx’s website at <http://www.hkexnews.hk>.

About Baidu

Founded in 2000, Baidu’s mission is to make the complicated world simpler through technology. Baidu is a leading AI company with strong Internet foundation, trading on Nasdaq under “BIDU” and HKEX under “9888”. One Baidu ADS represents eight Class A ordinary shares.

Contacts

Investors Relations, Baidu, Inc.
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Email: ir@baidu.com

Baidu, Inc.
(incorporated in the Cayman Islands with limited liability)
(Nasdaq: BIDU; HKEX: 9888 (HKD Counter) and 89888 (RMB Counter))

NOTICE OF ANNUAL GENERAL MEETING

To be held on June 27, 2025

(or any adjourned or postponed meeting thereof)

NOTICE IS HEREBY GIVEN that an annual general meeting (the “**AGM**”) of Baidu, Inc. (the “**Company**”) will be held at Baidu Campus, No. 10, Shangdi 10th Street, Haidian District, Beijing 100085, People’s Republic of China on June 27, 2025 at 9:00 a.m. (Beijing/Hong Kong time).

No proposal will be submitted for shareholder approval at the AGM.

SHARES RECORD DATE

The Board of Directors of the Company has fixed the close of business on May 27, 2025, Hong Kong time, as the record date (the “**Shares Record Date**”) of our Class A ordinary shares with a par value of US\$0.000000625 each (the “**Class A Ordinary Shares**”) and Class B ordinary shares with a par value of US\$0.000000625 each (the “**Class B Ordinary Shares**”, and together with the Class A Ordinary Shares, the “**Shares**”). Holders of record of the Company’s Shares (as of the Shares Record Date) are entitled to receive notice of and attend at the AGM and any adjourned meeting thereof.

ATTENDING THE AGM

Only holders of record of Shares as of the Shares Record Date are entitled to attend the AGM. Holders of record of the Company’s Shares on the Company’s Register of Members as of the Shares Record Date are cordially invited to attend the AGM in person. Please note that holders of the Company’s American Depositary Shares (“**ADSs**”) are not entitled to attend the AGM. Any ADS holder who appears at the venue of the AGM will not be allowed to attend the AGM.

Shareholders and ADS holders may obtain a copy of the Company’s annual report on Form 20-F and/or Hong Kong annual report, free of charge, from the Company’s website at <https://ir.baidu.com>, from SEC’s website at www.sec.gov (for the annual report on Form 20-F) or the website of The Stock Exchange of Hong Kong Limited at www.hkexnews.hk (for the Hong Kong annual report).

By Order of the Board of Directors,
Baidu, Inc.

/s/ Robin Yanhong Li

Mr. Robin Yanhong Li

Chairman of the Board and Chief Executive Officer

Beijing, China
May 8, 2025