Presentation

August 2026

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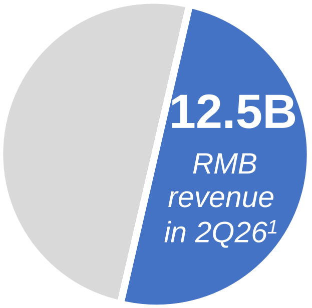
AI-powered Business: Continuing to Account for Half of Baidu General Business Revenue

Baidu Core AI-powered Business[1]



50%

of Baidu General Business revenue in 2Q26[1]

RMB in billions	2Q25	2Q26	YoY
Baidu Core AI-powered Business[1]	**10.0**	**12.5**	**25%**
- AI Cloud Infra	4.9	7.3	50%
- AI Applications	2.5	2.5	3%
- AI-native Marketing Services	2.6	2.6	0%

Key Highlights

Global Leader in Robotaxi Services

28 Cities

Global Footprint[2]

Comprehensive AI Application Portfolio

RMB 2.5B

Revenue in 2Q26[1]

AI-native Marketing Services

RMB 2.6B

Revenue in 2Q26[1]

Leading AI Cloud Infrastructure in China

50% YoY

AI Cloud Infra revenue growth in 2Q26[1]

283% YoY

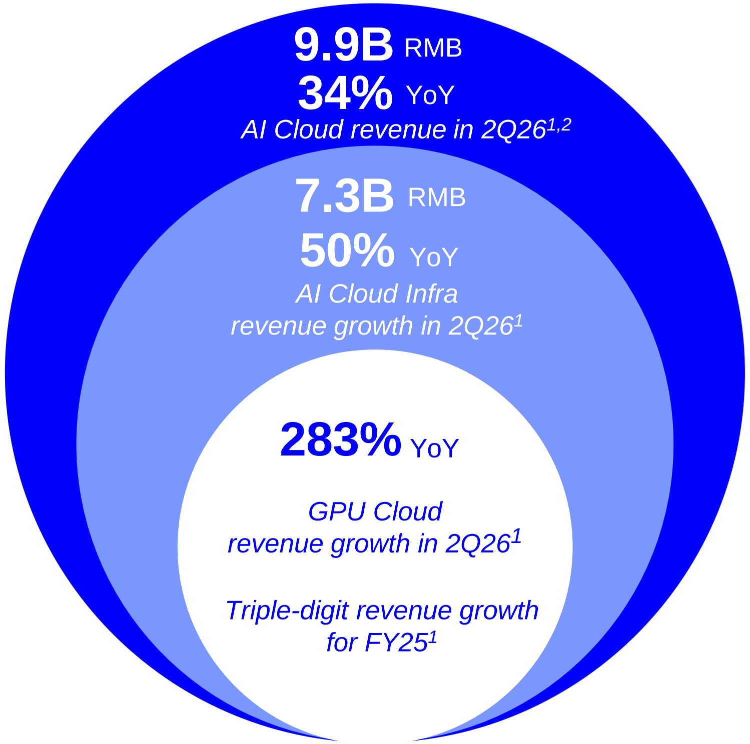
GPU Cloud revenue growth in 2Q26[1,3]

Baidu's Proprietary AI Chips - Kunlunxin

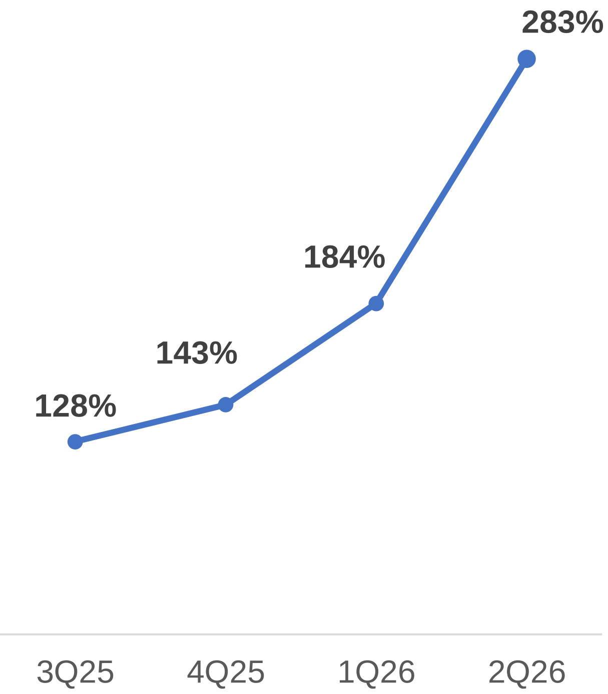
Growing recognition for high efficiency, strong stability, broad compatibility and versatility

Note: [1] Starting in 4Q25, we redefined Baidu Core as Baidu General Business. Baidu General Business includes Baidu Core AI-powered Business, Legacy Business, and Others. Legacy Business mainly consists of traditional advertising services across Search, Feed and other properties. The revenue and operational data presented in this slide are derived from the Company's internal management accounts and records, which have not been audited. [2] Company data as of August 2026. [3] GPU Cloud revenue was previously referred to as subscription-based revenue from AI accelerator infrastructure. The growth in GPU Cloud Revenue reflected mounting demand for public cloud-based AI computing.

AI Cloud Infra: Robust Demand Fueling Strong Growth



GPU Cloud Revenue Growth Accelerating[1,3]



Key Highlights

- AI Cloud Infra continued to capture **robust demand** for **AI computing** across both training and inference workloads.
- Adoption continued to broaden across industries and use cases, including **internet, gaming, embodied AI, autonomous driving, smartphones and financial services.**
- **The customer base expanded rapidly,** driven by broad-based adoption among new customers and increased usage and spending among existing customers.
- Revenue from external customers' token usage on Qianfan grew more than **ninefold year over year** in the second quarter of 2026.

Note: [1] The revenue presented in this slide is derived from the Company's internal management accounts and records, which has not been audited. [2] AI Cloud revenue includes revenue from AI Cloud Infra and AI Applications. [3] GPU Cloud revenue was previously referred to as subscription-based revenue from AI accelerator infrastructure. The growth in GPU Cloud Revenue reflected mounting demand for public cloud-based AI computing.

AI Applications: A Broad and Expanding AI Application Portfolio

2.5B RMB
AI Applications revenue in 2Q26[1]

> 10B RMB
AI Applications revenue for FY25[1]

- **DuMate (搭子):** A general-purpose AI agent for everyday productivity, with proprietary Baidu skills and seamless access across PC and mobile. Enterprise version was launched in June 2026.
- **Baidu Wenku and Baidu Drive**: deepened AI integration through enhanced AI capabilities, including **GenFlow(库库AI)** upgrades, with AI DAU penetration increasing 27% YoY in June 2026.
- **Yijian (一见):** a multimodal large language model-powered visual management platform enabling complex visual analysis for enterprises.
- **DuerOS:** leading Chinese-language smart assistant powering Xiaodu and third-party smart devices.
- **Miaoda (MeDo, 秒哒):** Baidu's vibe coding platform, enabling users to build a wide range of applications, including mobile apps for both iOS and Android, through natural language. In June 2026, Miaoda's MAUs increased by 67% compared to March 2026.
- **Famou Agent (伐谋):** Baidu's self-evolving agent for enterprises, enabling domain experts to solve complex operational tasks through natural language.
- **Digital Employee:** enterprise AI assistant powered by large language models and digital human technology.

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Apollo Go: Global Leader in Robotaxi Services

28 Cities	> 23M	> 350M	> 240M	14.4M km
Global Footprint[1]	Cumulative rides[2]	Cumulative Autonomous km[1]	Cumulative fully driverless Autonomous km[1]	Per Airbag Deployment[2]

✓ **Enhanced the autonomous driving system robustness and operational rigor through comprehensive reviews.**

Europe

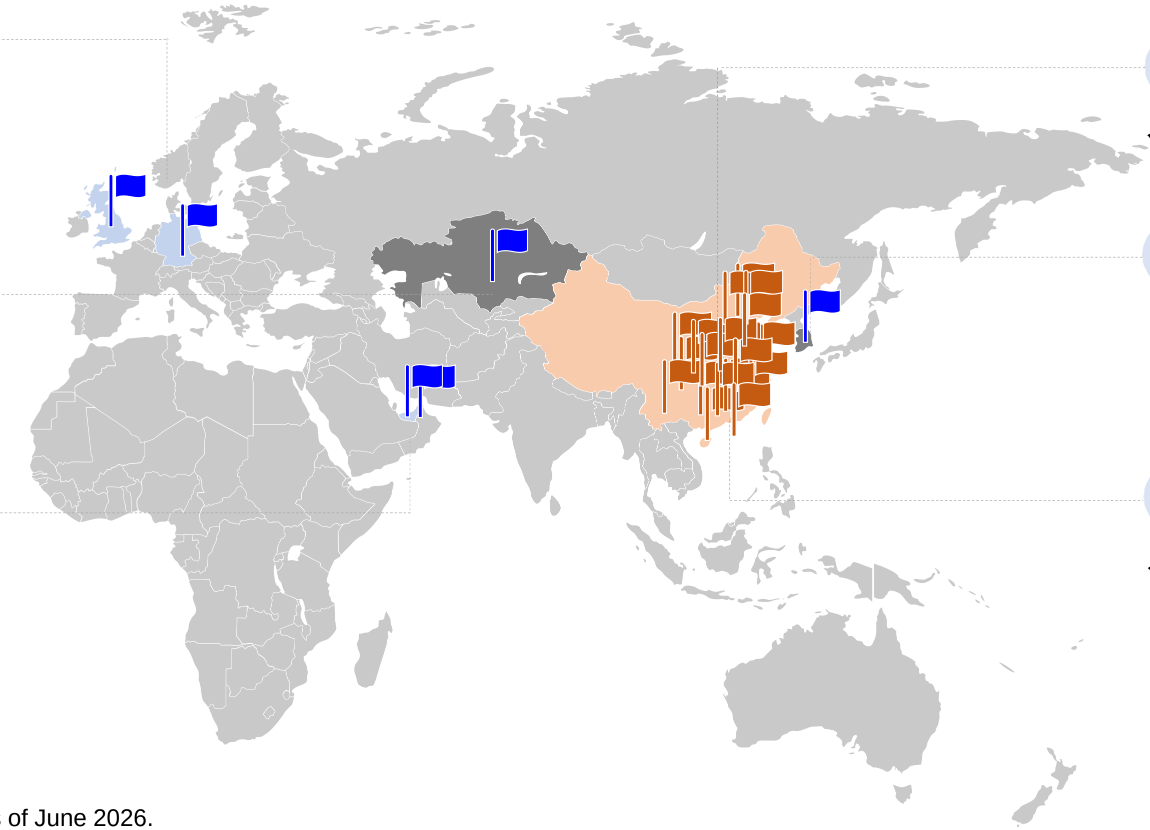
✓ **London:** began **open-road testing** in partnership with **Uber and Lyft**.
✓ **Switzerland:** conducted **open-road testing** in partnership with PostBus.

Central Asia

✓ **Kazakhstan:** signed an MoU with TPH Ltd. to jointly explore autonomous ride-hailing services.

The United Arab Emirates

✓ **Dubai:** launched **fully driverless commercial operations**, with rides available through the **Apollo Go and Uber app.**
✓ **Abu Dhabi:** launched fully autonomous ride-hailing services.



Chinese Mainland

✓ 100% fully driverless operations.

South Korea

✓ Entered the South Korean market, starting with the Seoul metropolitan area.

Hong Kong

✓ Received Hong Kong's **first permits for fully driverless testing and began testing** on Airport Island.

Note: [1] Company data as of August 2026. [2] Company data as of June 2026.

AI-native Marketing Services: Broadening Adoption across Markets

Expanding Use Cases for Digital Human Technology

- Delivered stronger performance at lower cost, while expanding use cases across **e-commerce livestreaming, digital human videos, real-time interaction and video podcasts.**

E-commerce Livestreaming

Digital Human Videos

Real-time Interactive Digital Humans

Video Podcasts

Digital Human Capabilities Going Global

- Overseas digital human platform enabling merchants and creators to easily create localized digital human content for global markets, with support for **dozens of languages** and culturally adapted scripts and presentation styles.

Unlocking Long-term Value through AI-powered Growth

Strong Balance Sheet

> $40B[1]

Total Cash & Investments

Focusing on High-growth Businesses

- Leading AI Cloud Infrastructure in China
- Kunlunxin: proprietary AI Chips
- Global Leader in Robotaxi Services
- Comprehensive AI Application Portfolio
- Evolving AI-native Marketing Services

Continuous Optimization

- In the process of converting to a dual-primary listing on the Hong Kong Stock Exchange
- Continuously enhancing disclosures for greater transparency
- Driving operational efficiency
- Exploring various shareholder return programs
- Unlocking value for both core and non-core businesses

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Note: [1] Company data as of June 30, 2026.