

Form 144

FORM 144

NOTICE OF PROPOSED SALE OF SECURITIES
PURSUANT TO RULE 144 UNDER THE SECURITIES ACT OF 1933

144: Filer Information

Filer CIK 0001970587
Filer CCC XXXXXXXXX
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	Name and Address of the Broker	Number of Shares or Other Units To Be Sold	Aggregate Market Value	Number of Shares or Other Units Outstanding	Approximate Date of Sale	Name the Securities Exchange
ADS, each representing eight ordinary shares	Goldman Sachs & Co. LLC 200 West Street New York NY 10282	390000	52396500	281924682	10/02/2023	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 *
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	Transaction	Whom Acquired	a Gift?	Acquired	Acquired	
ADS each representing eight ordinary shares	01/01/2005 Private transaction	Issuer	<input type="checkbox"/>	390000	01/01/2005	For services rendered

* If the securities were purchased and full payment therefor was not made in cash at the time of purchase, explain in the table or in a note thereto the nature of the consideration given. If the consideration consisted of any note or other obligation, or if payment was made in installments describe the arrangement and state when the note or other obligation was discharged in full or the last installment paid.

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

Name and Address of Seller	Title of Securities Sold	Date of Sale	Amount of Securities Sold	Gross Proceeds
Melissa Dongmin Ma Baidu Campus 10 Shangdi 10 Str Haidian District Beijing F4 100085	ADS each representing eight ordinary shares	08/10/2023	15000	2181715.5
Melissa Dongmin Ma Baidu Campus 10 Shangdi 10 Str Haidian District Beijing F4 100085	ADS each representing eight ordinary shares	07/11/2023	15000	2138259
Melissa Dongmin Ma Baidu Campus 10 Shangdi 10 Str Haidian District Beijing F4 100085	ADS each representing eight ordinary shares	08/29/2023	15000	2103706.5
Melissa Dongmin Ma Baidu Campus 10 Shangdi 10 Str Haidian District Beijing F4 100085	ADS each representing eight ordinary shares	07/18/2023	15000	2165157
Melissa Dongmin Ma Baidu Campus 10 Shangdi 10 Str Haidian District Beijing F4 100085	ADS each representing eight ordinary shares	08/24/2023	15000	2023144.5
Melissa Dongmin Ma Baidu Campus 10 Shangdi 10 Str Haidian District Beijing F4 100085	ADS each representing eight ordinary shares	09/07/2023	15000	2052369
Melissa Dongmin Ma Baidu Campus 10 Shangdi 10 Str Haidian District Beijing F4 100085	ADS each representing eight ordinary shares	08/15/2023	15000	2032608
Melissa Dongmin Ma Baidu Campus 10 Shangdi 10 Str Haidian District Beijing F4 100085	ADS each representing eight ordinary shares	07/27/2023	15000	2237337
Melissa Dongmin Ma Baidu Campus 10 Shangdi 10 Str Haidian District Beijing F4 100085	ADS each representing eight ordinary shares	08/22/2023	15000	1927294.5
Melissa Dongmin Ma Baidu Campus 10 Shangdi 10 Str Haidian District Beijing F4 100085	ADS each representing eight ordinary shares	09/12/2023	15000	2089555.5
Melissa Dongmin Ma	ADS each representing eight ordinary shares	07/20/2023	15000	2148748.5

Baidu Campus 10 Shangdi 10 Str Haidian District Beijing F4 100085 Melissa Dongmin Ma	shares			
Baidu Campus 10 Shangdi 10 Str Haidian District Beijing F4 100085 Melissa Dongmin Ma	ADS each representing eight ordinary shares	08/17/2023	15000	1957044
Baidu Campus 10 Shangdi 10 Str Haidian District Beijing F4 100085 Melissa Dongmin Ma	ADS each representing eight ordinary shares	07/25/2023	15000	2239306.5
Baidu Campus 10 Shangdi 10 Str Haidian District Beijing F4 100085 Melissa Dongmin Ma	ADS each representing eight ordinary shares	07/05/2023	15000	2122041
Baidu Campus 10 Shangdi 10 Str Haidian District Beijing F4 100085 Melissa Dongmin Ma	ADS each representing eight ordinary shares	09/19/2023	15000	1995160.5
Baidu Campus 10 Shangdi 10 Str Haidian District Beijing F4 100085 Melissa Dongmin Ma	ADS each representing eight ordinary shares	08/31/2023	15000	2144881.5
Baidu Campus 10 Shangdi 10 Str Haidian District Beijing F4 100085 Melissa Dongmin Ma	ADS each representing eight ordinary shares	09/05/2023	15000	2138466
Baidu Campus 10 Shangdi 10 Str Haidian District Beijing F4 100085 Melissa Dongmin Ma	ADS each representing eight ordinary shares	09/28/2023	15000	1978987.5
Baidu Campus 10 Shangdi 10 Str Haidian District Beijing F4 100085 Melissa Dongmin Ma	ADS each representing eight ordinary shares	08/01/2023	15000	2292222
Baidu Campus 10 Shangdi 10 Str Haidian District Beijing F4 100085 Melissa Dongmin Ma	ADS each representing eight ordinary shares	07/06/2023	15000	2078208
Baidu Campus 10 Shangdi 10 Str Haidian District Beijing F4 100085 Melissa Dongmin Ma	ADS each representing eight ordinary shares	09/21/2023	15000	1925802
Baidu Campus 10 Shangdi 10 Str Haidian District Beijing F4 100085 Melissa Dongmin Ma	ADS each representing eight ordinary shares	08/08/2023	15000	2145216
Baidu Campus 10 Shangdi 10 Str Haidian District Beijing F4 100085 Melissa Dongmin Ma	ADS each representing eight ordinary shares	09/14/2023	15000	2066403
Baidu Campus 10 Shangdi 10 Str Haidian District Beijing F4 100085 Melissa Dongmin Ma	ADS each representing eight ordinary shares	07/13/2023	15000	2251687.5
Baidu Campus 10 Shangdi 10 Str Haidian District Beijing F4 100085 Melissa Dongmin Ma	ADS each representing eight ordinary shares	09/26/2023	15000	1971625.5
Baidu Campus 10 Shangdi 10 Str Haidian District Beijing F4 100085 Melissa Dongmin Ma	ADS each representing eight ordinary shares	08/03/2023	15000	2251375.5

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 10/02/2023

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)