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**UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
WASHINGTON, D.C. 20549**

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**FORM 6-K**

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**REPORT OF FOREIGN PRIVATE ISSUER  
PURSUANT TO RULE 13a-16 OR 15d-16  
UNDER THE SECURITIES EXCHANGE ACT OF 1934**

**For the month of September 2026**

**Commission File Number: 000-51469**

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**BAIDU, INC.**

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**Baidu Campus  
No. 10 Shangdi 10th Street  
Haidian District, Beijing 100085  
The People's Republic of China  
(Address of principal executive offices)**

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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 ☐

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EXHIBIT INDEX

| <u>Exhibit No.</u> | <u>Description</u>                                   |
|--------------------|------------------------------------------------------|
| 99.1               | Next Day Disclosure Return, dated September 10, 2026 |

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/ Haijian He  
Name : Haijian He  
Title : Chief Financial Officer

Date: September 11, 2026

**Next Day Disclosure Return**  
**(Equity issuer - changes in issued shares or treasury shares, share buybacks and/or on-market sales of treasury shares)**

Instrument: Equity issuer Status: New Submission

Name of Issuer: Baidu, Inc.

Date Submitted: 10 September 2026

*Section I must be completed by a listed issuer where there has been a change in its issued shares or treasury shares which is discloseable pursuant to rule 13.25A of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the "Exchange") (the "Main Board Rules") or rule 17.27A of the Rules Governing the Listing of Securities on GEM (the "GEM Rules").*

| Section I                                                                             |                                                           |                                                                                                                          |                               |                                            |                       |
|---------------------------------------------------------------------------------------|-----------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------|-------------------------------|--------------------------------------------|-----------------------|
| 1. Class of shares                                                                    | WVR ordinary shares                                       | Type of shares                                                                                                           | A                             | Listed on the Exchange                     | Yes                   |
| Stock code (if listed)                                                                | 09888                                                     | Description                                                                                                              | Class A Ordinary Shares       |                                            |                       |
| Multi-counter stock code                                                              | 89888 RMB                                                 | Description                                                                                                              |                               |                                            |                       |
| <b>A. Changes in issued shares or treasury shares</b>                                 |                                                           |                                                                                                                          |                               |                                            |                       |
| Events                                                                                | Changes in issued shares<br>(excluding treasury shares)   |                                                                                                                          | Changes in treasury<br>shares | Issue/ selling price per<br>share (Note 4) | Total number<br>share |
|                                                                                       | Number of issued<br>shares (excluding<br>treasury shares) | As a % of existing<br>number of issued<br>shares (excluding<br>treasury shares) before<br>the relevant event<br>(Note 3) | Number of treasury<br>shares  |                                            |                       |
| Opening balance as at (Note 1) 09 September 2026                                      | 2,209,541,178                                             | %                                                                                                                        | 0                             |                                            | 2                     |
| 1). Other (please specify)<br><br>See Part B<br><br>Date of changes 10 September 2026 |                                                           | %                                                                                                                        |                               |                                            |                       |
| Closing balance as at (Notes 5 and 6) 10 September 2026                               | 2,209,541,178                                             | %                                                                                                                        | 0                             |                                            | 2                     |

**B. Shares redeemed or repurchased for cancellation but not yet cancelled as at the closing balance date (Notes 5 and 6)**

|     |                                                                                                       |         |         |  |             |  |
|-----|-------------------------------------------------------------------------------------------------------|---------|---------|--|-------------|--|
| 1). | Shares repurchased for cancellation but not yet cancelled<br><b>Date of changes</b> 07 September 2026 | 545,000 | 0.025 % |  | HKD 91.6772 |  |
| 2). | Shares repurchased for cancellation but not yet cancelled<br><b>Date of changes</b> 08 September 2026 | 554,150 | 0.025 % |  | HKD 90.2251 |  |
| 3). | Shares repurchased for cancellation but not yet cancelled<br><b>Date of changes</b> 09 September 2026 | 541,200 | 0.024 % |  | HKD 92.383  |  |
| 4). | Shares repurchased for cancellation but not yet cancelled<br><b>Date of changes</b> 10 September 2026 | 557,200 | 0.025 % |  | HKD 89.7264 |  |

Remarks: The information contained herein under "Opening balance as at" is based on the closing balance of Class A ordinary shares as of September 9, 2026 as disclosed the Next Day Disclosure Return submitted on September 9, 2026.

## Confirmation

Pursuant to Main Board Rule 13.25C / GEM Rule 17.27C, we hereby confirm to the best knowledge, information and belief that, in relation to each issue of shares or sale or transfer of shares as set out in Section I, it has been duly authorised by the board of directors of the listed issuer and carried out in compliance with all applicable listing rules, laws and other requirements and, insofar as applicable:

(Note 7)

- |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"><li>(i) all money due to the listed issuer in respect of the issue of shares, or sale or transfer of treasury shares has been received by it;</li><li>(ii) all pre-conditions for the listing imposed by the Main Board Rules / GEM Rules under "Qualifications of listing" have been fulfilled;</li><li>(iii) all (if any) conditions contained in the formal letter granting listing of and permission to deal in the securities have been fulfilled;</li><li>(iv) all the securities of each class are in all respects identical (Note 8);</li><li>(v) all documents required by the Companies (Winding Up and Miscellaneous Provisions) Ordinance to be filed with the Registrar of Companies have been duly filed and that compliance has been made with all other legal requirements;</li><li>(vi) all the definitive documents of title have been delivered/are ready to be delivered/are being prepared and will be delivered in accordance with the terms of issue, sale or transfer;</li><li>(vii) completion has taken place of the purchase by the issuer of all property shown in the listing document to have been purchased or agreed to be purchased by it and the purchase consideration for all such property has been duly satisfied; and</li><li>(viii) the trust deed/deed poll relating to the debenture, loan stock, notes or bonds has been completed and executed, and particulars thereof, if so required by law, have been filed with the Registrar of Companies.</li></ul> |
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### Notes to Section I:

1. Please insert the closing balance date of the last Next Day Disclosure Return published pursuant to Main Board Rule 13.25A / GEM Rule 17.27A or Monthly Return pursuant to Main Board Rule 13.25B / GEM Rule 17.27B, whichever is the later.
2. Please set out all changes in issued shares or treasury shares requiring disclosure pursuant to Main Board Rule 13.25A / GEM Rule 17.27A together with the relevant changes. Each category will need to be disclosed individually with sufficient information to enable the user to identify the relevant category in the listed issuer's Monthly Return. For example, multiple issues of shares as a result of multiple exercises of share options under the same share option scheme or of multiple conversions under the same conversion scheme must be aggregated and disclosed as one category. However, if the issues resulted from exercises of share options under 2 share option schemes or conversions of convertible bonds, these must be disclosed as 2 separate categories.
3. The percentage change in the number of issued shares (excluding treasury shares) of the listed issuer is to be calculated by reference to the opening balance of the number of issued shares (excluding treasury shares) being disclosed in this Next Day Disclosure Return.

4. *In the case of a share repurchase or redemption, the "issue/ selling price per share" shall be construed as "repurchase price per share" or "redemption price per share".  
Where shares have been issued/ sold/ repurchased/ redeemed at more than one price per share, a volume-weighted average price per share should be given.*
5. *The closing balance date is the date of the last relevant event being disclosed.*
6. *For repurchase or redemption of shares, disclosure is required when the relevant event has occurred (subject to the provisions of Main Board Rules 10.06(4)(a), 13.25A and GEM Rules 13.13(1), 17.27A and 17.35), even if the repurchased or redeemed shares have not yet been cancelled.  
If repurchased or redeemed shares are to be cancelled upon settlement of such repurchase or redemption after the closing balance date, they shall remain part of the issued at the closing balance date in Part A. Details of these repurchased or redeemed shares shall be disclosed in Part B.*
7. *Items (i) to (viii) are suggested forms of confirmation. The listed issuer may amend the item(s) that is/are not applicable to meet individual cases.*
8. *"Identical" means in this context:*
  - *the securities are of the same nominal value with the same amount called up or paid up;*
  - *they are entitled to dividend/interest at the same rate and for the same period, so that at the next ensuing distribution, the dividend/interest payable per unit will be exactly the same sum (gross and net); and*
  - *they carry the same rights as to unrestricted transfer, attendance and voting at meetings and rank pari passu in all other respects.*

Section II must also be completed by a listed issuer where it has made a repurchase of shares which is discloseable under Main Board Rule 10.06(4)(a) / GEM Rule 13.13(1).

## Repurchase report

| Section II                                                                            |                                                                                                                                                                                                                                                                    |                               |                                                                     |                                      |                      |
|---------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------|---------------------------------------------------------------------|--------------------------------------|----------------------|
| 1. Class of shares                                                                    | Ordinary shares                                                                                                                                                                                                                                                    | Type of shares                | A                                                                   | Listed on the Exchange               | Yes                  |
| Stock code (if listed)                                                                | 09888                                                                                                                                                                                                                                                              | Description                   | Class A Ordinary Shares                                             |                                      |                      |
| Multi-counter stock code                                                              | 89888                                                                                                                                                                                                                                                              | RMB                           | Description                                                         |                                      |                      |
| <b>A. Repurchase report</b>                                                           |                                                                                                                                                                                                                                                                    |                               |                                                                     |                                      |                      |
| Trading date                                                                          | Number of shares repurchased                                                                                                                                                                                                                                       | Method of repurchase (Note 1) | Repurchase price per share or highest repurchase price per share \$ | Lowest repurchase price per share \$ | Aggregate price paid |
| 1). 10 September 2026                                                                 | 557,200                                                                                                                                                                                                                                                            | On the Exchange               | HKD 90.25                                                           | HKD 89.1                             | HKD 49,              |
| Total number of shares repurchased                                                    |                                                                                                                                                                                                                                                                    | 557,200                       | Aggregate price paid \$HKD                                          |                                      | 49,                  |
| Number of shares repurchased for cancellation                                         |                                                                                                                                                                                                                                                                    | 557,200                       |                                                                     |                                      |                      |
| Number of shares repurchased for holding as treasury shares                           |                                                                                                                                                                                                                                                                    |                               |                                                                     |                                      |                      |
| <b>B. Additional information for issuer who has a primary listing on the Exchange</b> |                                                                                                                                                                                                                                                                    |                               |                                                                     |                                      |                      |
| 1).                                                                                   | Date of the resolution granting the repurchase mandate                                                                                                                                                                                                             |                               |                                                                     |                                      | 26 August            |
| 2).                                                                                   | Total number of shares which the issuer is authorised to repurchase under the repurchase mandate                                                                                                                                                                   |                               |                                                                     |                                      | 273,3                |
| 3).                                                                                   | Number of shares repurchased on the Exchange or another stock exchange under the repurchase mandate                                                                                                                                                                | (a)                           |                                                                     |                                      | 2,1                  |
| 4).                                                                                   | As a % of number of issued shares (excluding treasury shares) as at the date of the resolution granting the repurchase mandate<br>(a) x 100 / number of issued shares (excluding treasury shares) as at the date of the resolution granting the repurchase mandate |                               |                                                                     |                                      |                      |
| 5).                                                                                   | Moratorium period for any issue of new shares, or sale or transfer of treasury shares after the share repurchase(s) set out in Part A (Note 2)                                                                                                                     | Up to                         |                                                                     |                                      | 10 October           |



We hereby confirm that the repurchases made on the Exchange set out in Part A above were made in accordance with the Main Board Rules / GEM Rules and that there have been no changes to the particulars contained in the Explanatory Statement dated July 27, 2026 which has been filed with the Exchange. We also confirm that any repurchases made on another exchange set out in Part A above were made in accordance with the domestic rules applying to repurchases on that other stock exchange.

*Notes to Section II:*

1. *Please state whether the repurchase was made on the Exchange, on another stock exchange (stating the name of the exchange), by private arrangement or by general offer.*
2. *Subject to the carve-out set out in Main Board Rule 10.06(3)(a)/ GEM Rule 13.12, an issuer may not (i) make a new issue of shares, or a sale or transfer of any treasury shares, or announce a proposed new issue of shares, or a sale or transfer of any treasury shares, for a period of 30 days after any purchase by it of shares, whether on the Exchange or without the prior approval of the Exchange.*

Section III must also be completed by a listed issuer where it has made a sale of treasury shares on the Exchange or any other stock exchange on which the issuer is listed which is disclosed under Main Board Rule 10.06B / GEM Rule 13.14B.

**Report of on-market sale of treasury shares**

Not applicable

Submitted by: Lin Juan  
(Name)

Title: Joint Company Secretary  
(Director, Secretary or other Duly Authorised Officer)