

## Press Releases

### **Baidu App Reaches 150 Million DAUs after Launching Ads-Free Search**

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BEIJING, June 5, 2018 /PRNewswire/ -- Baidu, Inc. (NASDAQ: BIDU) announced today that the daily active users of the Baidu app, which offers both search and personalized news feed, reached 150 million.



"This is an important milestone for the Baidu app, which reinforces our strategy to improve the user experience with powerful AI and deep user insight to deliver personalized feeds with a wide array of topics of interest," said Dou Shen, Baidu VP and general manager of Baidu app. "We are delighted that the Baidu app has grown in parallel with the launch of ads-free Jiandan Search."

"My team is honored to have our CEO Robin Li's direct involvement in recent months, which has sped up decision making and iteration of product upgrades, as well as added growth momentum. Since Q4 2017, Robin has been providing our team with guidance and leadership and has helped us reprioritize Baidu's news feed goals not set on user growth nor time spent, but on providing interesting and valuable information to our users," added Shen.

"Jiandan Search embodies our latest design concepts and integrates Baidu's cutting-edge AI technologies in natural language processing, image recognition and video," said Wu Haifeng, Baidu VP in charge of Baidu search user products. "Jiandan Search displays different results or layouts to different audiences, based on user profile, such as kids or fans of a particular celebrity. Our goal is to offer our users with more search options."

Baidu app serves as the main channel to access Baidu's twin engines of search and news feed and is the container that offers the most optimized Baidu experience. Jiandan Search is a recent experiment to offer an alternative search app with no ads.

#### **About Baidu**

Baidu, Inc. is the leading Chinese language Internet search provider. Baidu aims to make a complicated world simpler for users and enterprises through technology. Baidu's ADSs trade on the NASDAQ Global Select Market under the symbol "BIDU." Currently, ten ADSs represent one Class A ordinary share.

#### **Safe Harbor Statement**

This announcement contains forward-looking statements. These statements are made under the "safe harbor" provisions of the U.S. Private Securities Litigation Reform Act of 1995. These forward-looking statements can be identified by terminology such as "will," "expects," "anticipates," "future," "intends," "plans," "believes," "estimates," "confident" and similar statements. Among other things, the quotations from management in this announcement contain forward-looking statements. Baidu may also make written or oral forward-looking statements in its periodic reports to the U.S. Securities and Exchange Commission, in its annual report to shareholders, in press releases and other written materials and in oral statements made by its officers, directors or employees to third parties. Statements that are not historical facts, including statements about Baidu's beliefs and expectations, are forward-looking statements. Forward-looking statements involve inherent risks and uncertainties. A number of factors could cause actual results to differ materially from those contained in any forward-looking statement, including but not limited to the following: Baidu's growth strategies; its future business development, including development of new products and services; its ability to attract and retain users and customers; competition in the Chinese Internet search market; competition for online marketing customers; changes in the Company's revenues and certain cost or expense items as a percentage of its revenues; the outcome of ongoing, or any future, litigation or arbitration, including those relating to intellectual property rights; the expected growth of the Chinese language Internet search market and the number of Internet and broadband users in China; Chinese governmental policies relating to the Internet and Internet search providers and general economic conditions in China, Japan and elsewhere. Further information regarding these and other risks is included in the Company's annual report on Form 20-F and other documents filed with the Securities and Exchange Commission. Baidu does not undertake any obligation to update any forward-looking statement, except as required under applicable law. All information provided in this press release and in the attachments is as of the date of the press release, and Baidu undertakes no duty to update such information, except as required under applicable law.

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