

BIDU US \$ 156.79 -3.27 Q156.77/156.86K 2x2
 At 12:21 d Vol 1,769,159 O 160.36B H 160.60Q L 156.05K Val 278.903M

BIDU US Equity 25) Settings 99) Feedback Holdings: Current
 Baidu Inc CUSIP 05675210

1) Current 2) Historical 3) Matrix 4) Ownership 5) Transactions 6) Options

Search Name -- 2) Save 2) Delete 3) Saved Search 24) Refine Search

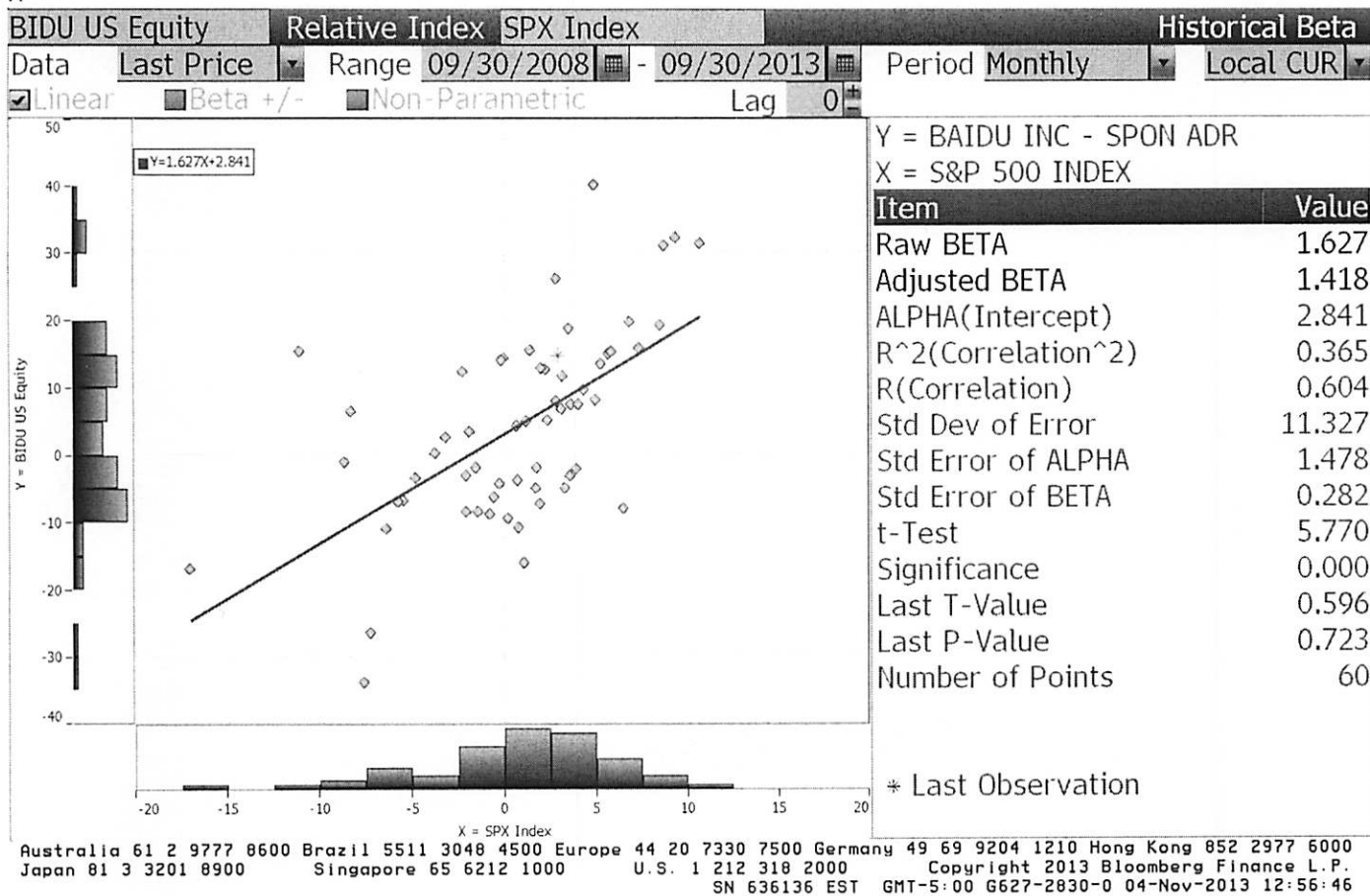
Text Search Holder Group All Holders 20) Export

Holder Name	Portfolio Name	Source	Opt	Amt Held	% Out	Latest Chg	File Dt
		All Sources	All				
1. CAPITAL GROUP COMPANIES	n/a	ULT-AGG		34,049,444	12.46	786,206	09/30/13
2. BAILLIE GIFFORD AND COMP	BAILLIE GIFFORD & COM	13F		30,362,750	11.11	1,304,700	06/30/13
3. T ROWE PRICE ASSOCIATES	T ROWE PRICE ASSOCIA	13F		17,665,479	6.47	1,073,119	06/30/13
4. OPPENHEIMERFUNDS INCORP	OPPENHEIMER FUNDS IN	13F		15,876,403	5.81	982,530	06/30/13
5. INVESCO LTD	n/a	ULT-AGG		10,349,969	3.79	270,012	06/30/13
6. SANDS CAPITAL MANAGEMENT	SANDS CAPITAL MANAGE	13F		9,243,497	3.38	9,243,497	06/30/13
7. ARTISAN PARTNERS HOLDING	ARTISAN PARTNERS LP	13F		8,762,707	3.21	56,559	06/30/13
8. LAZARD ASSET MANAGEMENT	n/a	ULT-AGG		8,624,077	3.16	508,986	06/30/13
9. THORNBURG INVESTMENT MG	THORNBURG INVESTMEN	13F		7,882,016	2.89	-17,753	06/30/13
10. CARMIGNAC GESTION	CARMIGNAC GESTION	13F		6,970,277	2.55	1,317,023	06/30/13
11. VANGUARD GROUP INC	n/a	ULT-AGG		5,491,259	2.01	666,045	06/30/13
12. DODGE & COX	DODGE & COX	13F		4,567,841	1.67	4,567,841	06/30/13
13. WADDELL & REED FINANCIAL	n/a	ULT-AGG		4,084,610	1.50	-4,187,780	06/30/13
14. AMERIPRISE FINANCIAL INC	AMERIPRISE FINANCIAL	13F		3,943,077	1.44	-48,867	06/30/13
15. SCHRODER INVESTMENT MGMT	SCHRODER INVESTMENT	13F		3,433,992	1.26	756,485	06/30/13
16. GENERAL ELECTRIC COMPANY	GENERAL ELECTRIC COM	13F		3,253,619	1.19	-1,270	06/30/13
17. TOUCHSTONE ADVISORS INC	Multiple Portfolios	MF-AGG		2,931,484	1.07	1,101,207	07/31/13
18. ORBIS HOLDINGS LIMITED	ORBIS HOLDINGS LIMIT	13F		2,728,223	1.00	-4,363,937	06/30/13

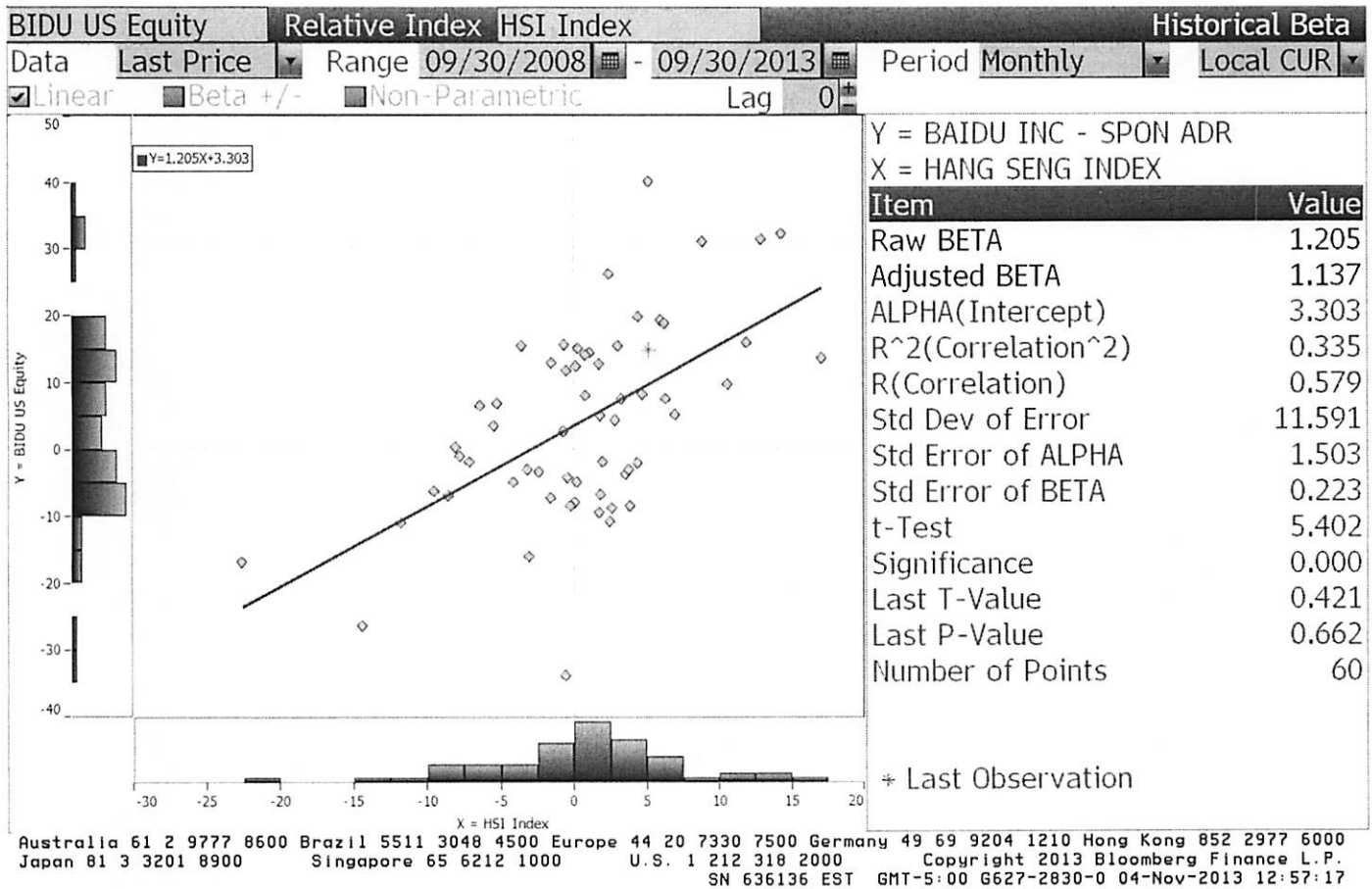
% Out 94.11 Zoom - + 100%

Australia 61 2 9777 8600 Brazil 5511 3048 4500 Europe 44 20 7330 7500 Germany 49 69 9204 1210 Hong Kong 852 2977 6000
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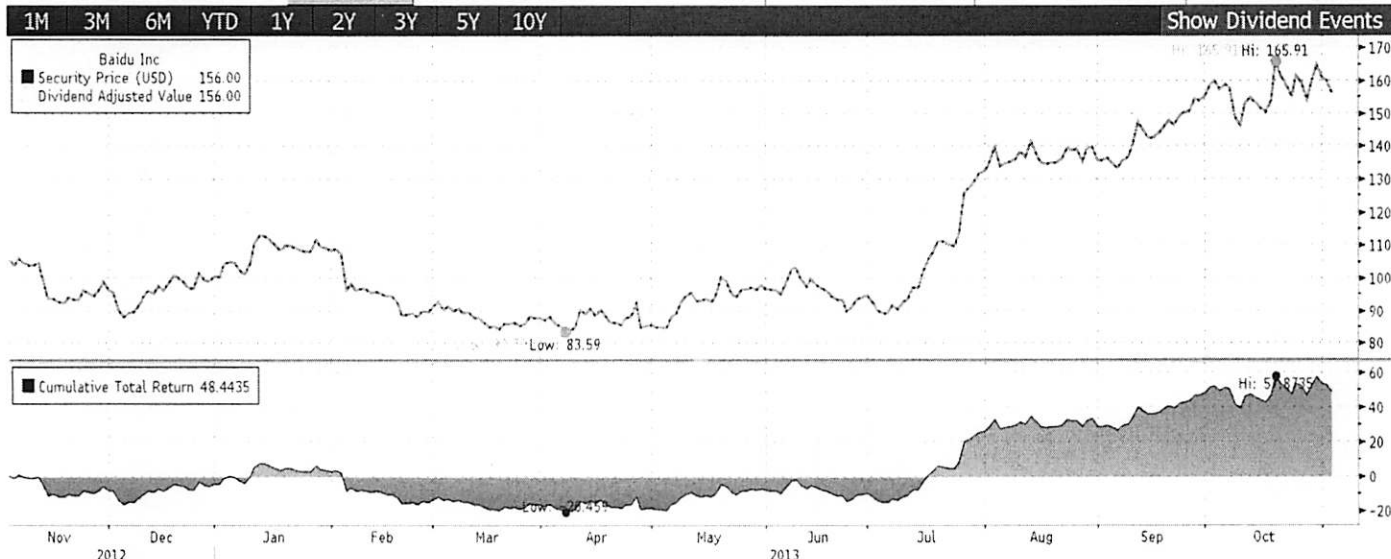
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Enter all values and hit <Go>

BIDU US Equity		1) Settings	2) Actions	Total Return Analysis	
Buy Date	11/02/2012	Sell Date	11/04/2013	Period	Daily
Buy Price	105.0905	Sell Price	156.00	Shares	1000
				Currency	USD

Total Dividends 0.00 ☒ Gross ☐ Net Commission Cost N.A.

Holding Strategy				Total Return	Annual Eq	Gain/Loss
Price Change				48.4435%	48.1243%	50909.50
Divs Reinvested in Security		Shares Purchased	N.A.	48.4435%	48.1243%	50909.50
Dividends Reinvested at		Reinvested Income	N.A.	48.4435%	48.1243%	50909.50
		0.0423%				



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Comp/CLOSE/PRICE

Page 1/2 Historical Price Table

BAIDU INC - SPON ADR (BIDU US) PRICE 156.7299 D \$ DELAYED

Range 09/30/2008 - 10/31/2013 Period Monthly
 Currency USD Market Trade High 160.799 on 10/31/13
 Avg 89.1622 Vol 259.1MLN
 Low 12.877 on 1/30/09

DATE	PRICE	VOLUME	DATE	PRICE	VOLUME	DATE	PRICE	VOLUME
10/13	H160.799	104.2MLN	12/12	100.29	95.08MLN	12/11	116.47	109.9MLN
			11/12	96.31	115.8MLN	11/11	130.99	111.0MLN
			10/12	106.73	95.72MLN	10/11	140.18	208.2MLN
9/13	155.18	68.61MLN	9/12	116.89	116.7MLN	9/11	106.91	201.0MLN
8/13	135.53	70.25MLN	8/12	111.44	124.8MLN	8/11	145.78	257.2MLN
7/13	132.31	115.8MLN	7/12	120.52	105.0MLN	7/11	157.07	173.2MLN
6/13	94.602	73.25MLN	6/12	114.98	79.07MLN	6/11	140.13	225.2MLN
5/13	96.64	97.6MLN	5/12	117.77	91.3MLN	5/11	135.71	171.1MLN
4/13	85.85	91.64MLN	4/12	132.70	103.7MLN	4/11	148.52	176.8MLN
3/13	87.70	76.95MLN	3/12	145.77	118.2MLN	3/11	137.81	146.4MLN
2/13	90.76	96.74MLN	2/12	136.70	135.7MLN	2/11	121.16	140.8MLN
1/13	108.30	89.33MLN	1/12	127.52	123.3MLN	1/11	108.63	142.5MLN

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<HELP> for explanation.

Comp/CLOSE/PRICE Page 2/2 Historical Price Table

BAIDU INC - SPON ADR (BIDU US) PRICE 156.7299 D \$ DELAYED

Range 09/30/2008 - 10/31/2013 Period Monthly High 160.799 on 10/31/13
 Currency USD Market Trade Avg 89.1622 Vol 259.1MLN
 Low 12.877 on 1/30/09

DATE	PRICE	VOLUME	DATE	PRICE	VOLUME	DATE	PRICE	VOLUME
12/10	96.53	172.0MLN	12/09	41.123	243.0MLN	12/08	13.057	880.1MLN
11/10	105.05	204.1MLN	11/09	43.374	331.4MLN	11/08	13.588	911.4MLN
10/10	110.01	295.7MLN	10/09	37.792	615.6MLN	10/08	20.60	798.6MLN
9/10	102.62	206.7MLN	9/09	39.105	402.3MLN	9/08	24.823	662.2MLN
8/10	78.43	195.1MLN	8/09	33.006	280.7MLN			
7/10	81.41	248.0MLN	7/09	34.814	471.0MLN			
6/10	68.08	263.6MLN	6/09	30.109	461.5MLN			
5/10	73.21	372.1MLN	5/09	26.38	308.5MLN			
4/10	68.896	281.9MLN	4/09	23.29	443.5MLN			
3/10	59.70	412.1MLN	3/09	17.66	498.8MLN			
2/10	51.868	319.8MLN	2/09	14.832	491.4MLN			
1/10	41.171	525.9MLN	1/09	12.877	513.6MLN			

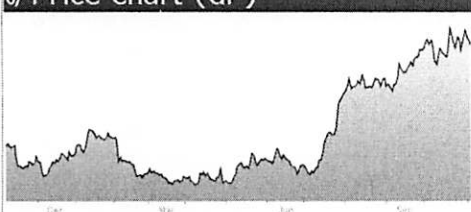
BIDU US Equity	98) Report	99) Feedback	Page 1/4	Description: Profile
1) Profile	2) Issue Info	3) Depositary Receipt	4) Revenue & EPS	

BAIDU INC - SPON ADR

Internet Media (CCB)

Baidu, Inc. operates an Internet search engine. The Company offers algorithmic search, enterprise search, pay for performance and news, MP3, and image searches. [BBGID

1

6) Price Chart (GP)	7) Earn (ERN)	8) Est (EE)	11) Corporate Info
	Date (E) 02/04/14		www.baidu.com
Px/Chg 1D (USD) 156.75/-2.07%	P/E 31.85		Beijing, China
52 Wk H (10/30/13) 169.75	Est P/E 12/13 30.47		Empls 20,877 (12/31/12)
52 Wk L (04/05/13) 82.98	T12M EPS (CNY) 30.02		13) Management (MGMT)
YTD Change/% 56.46/56.3%	Est EPS 31.39		Robin Yanhong Li
Mkt Cap (USD) 54,853.1M	Est PEG 1.24		Chairman/CEO/Co-Founder
Shrs Out 273.2M			Jennifer Li
SI/% of Float 4.7M/N.A.			Chief Financial Officer
Days to Cover 1.3			Victor Tseng
			Director:Investor Relations
			12M Total Ret (TRA) 49.16%
			Beta vs SPX 1.20
			19) Underlying (BAIDUZ CH)
			1 Receipt = .1000 Shares

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Page

BIDU US Equity		98) Report		99) Feedback		Page 2/4		Description: Issue Info	
1) Profile		2) Issue Info		3) Depository Receipt		4) Revenue & EPS			
5) Public Offerings (CACS)						8) Institutional Holdings (OWN)			
Initial Public Offering		08/04/05, ADR				# of Inst. Owners		N.A.	
Shares Off/Split Adj		4.52M/45.22M				Shares Owned		N.A.	
Share Price/Split Adj		\$ 27.00/2.70				Shares Out/Float		N.A./0%	
Lead Manager		CSFB,GS				# of Buyers/Sellers		N.A./N.A.	
						Shares Bought		N.A.	
6) Issue Information (RELS)				7) Eqty Weights(WGT)		9) Insider Holdings (OWN)			
Sec Type ADR				CCMP N.A.		% Held by Insiders			
Pri Exch NASDAQ GS PAR USD 0.0000				NDX N.A.		Net change last 6M			
Pri MIC XNGS				BKTCN N.A.		10) Top Holders (HDS)			
Incorp CAYMAN ISLANDS				CH55BN 10.371%		as of 11/3/2013			
SIC Code 7370 (COMPUT PROG)				MLO 1.233%		CAPITAL GROUP COMPAN 12.46%			
BBGID BBG000QXWHD1				IIX 3.489%		BAILLIE GIFFORD AND 11.11%			
ISIN US0567521085				BKTEM N.A.		T ROWE PRICE ASSOCIA 6.47%			
CUSIP 056752108				RGL 0.115%		OPPENHEIMERFUNDS INC 5.81%			
SEDOL1 B0FXT17 US NAICS 519130				NDXE N.A.		INVESCO LTD 3.79%			
Common 022717618 WPK # A0F5DE				HXC 4.429%		SANDS CAPITAL MANAGE 3.38%			
				OMON		ARTISAN PARTNERS HOL 3.21%			
				Options, LEAPs					

BIDU US \$ 156.75 -3.31 Q156.75/156.78K 1x2
 At 12:22 d Vol 1,770,059 O 160.36B H 160.60Q L 156.05K Val 279.044M

BIDU US Equity 98) Report 99) Feedback Page 3/4 Description: Receipt

1) Profile 2) Issue Info 3) Depositary Receipt 4) Revenue & EPS

Depositary Receipt Data

Underlying Data

BIDU US			BAIDUZ CH		
Receipts Out	06/30/11	252.142M	Shares Out	09/30/13	27.32M
Market Cap	USD	39.523B	Market Cap	CNY	N.A.
One DR represents	.1000	shares	One shares represents	10.0000	DRs
			Fiscal Year End	12/2012	

% of DRs to underlying shrs out 92.293%
 % of DRs mkt cap to company mkt cap N.A.

Level III
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Custodians Bank of New York Mellon Corp/The

BIDU US \$ 156.75 -3.31 Q156.75/156.78K 1x2
 At 12:22 d Vol 1,770,059 O 160.36B H 160.60Q L 156.05K Val 279.044M

BIDU US Equity 98) Report 99) Feedback Page 4/4 Description: Rev & EPS

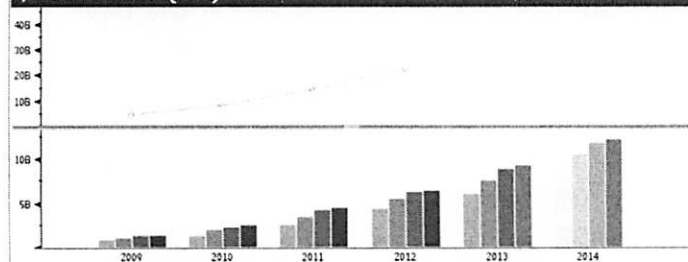
1) Profile

2) Issue Info

3) Depositary Receipt

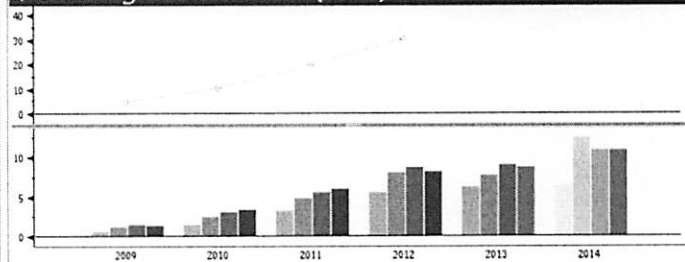
4) Revenue & EPS

5) Revenue (FA)



(CNY)	2009	2010	2011	2012	2013	2014
FY	4.4B	7.9B	14.5B	22.3B	31.5B	43.1B
Q1	1.810.7M	1.3B	2.4B	4.3B	6.0B	8.7B
Q2	1.1B	1.9B	3.4B	5.5B	7.6B	10.6B
Q3	1.3B	2.3B	4.2B	6.3B	8.9B	11.8B
Q4	1.3B	2.5B	4.5B	6.3B	9.3B	12.3B

6) Earnings Per Share (ERN)



(CNY)	2009	2010	2011	2012	2013	2014
FY	4.52	10.40	19.42	30.44	31.39	40.23
Q1	.589	1.43	3.15	5.48	6.20	6.36
Q2	1.18	2.46	4.77	8.01	7.75	12.53
Q3	1.48	3.07	5.50	8.76	9.04	10.98
Q4	1.28	3.41	6.01	8.18	8.71	10.97

7) Geo Seg (FA GEO)

	2012 Rev	3Yr Gr
China	22.2B	70.89%
Non-PRC	107.3M	N.A.

8) Prod Seg (FA PROD)

	2012 Rev	3Yr Gr
Online Marketing Services	22.2B	71.05%
Other Services	60.4M	190.38%

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Ticker: BIDU US Equity

Periodicity: Annuals

Currency: CNY

Note: Years shown on the report are Fiscal Years

Company: Baidu Inc

Filing: Most Recent

Standardized

	Estimate:2014 A	Estimate:2013 A	Current/T.M	Original:2012 A	Restated:2011 A	Original:2010 A	Original:2009 A	Original:2008 A	Original:2007 A	Restated:2006 A
For the period ending	2014-12-31	2013-12-31	2013-9-30	2012-12-31	2011-12-31	2010-12-31	2009-12-31	2008-12-31	2007-12-31	2006-12-31
Revenue	43,148.83	31,530.23	28,756.36	22,306.03	14,500.79	7,915.07	4,447.78	3,198.25	1,744.42	837.84
- Cost of Revenue			9,808.66	6,448.55	3,896.88	2,149.29	1,616.24	1,155.46	645.41	245.49
Gross Profit	27,485.81	20,690.77	18,947.69	15,857.48	10,603.90	5,765.79	2,831.54	2,042.80	1,099.02	592.35
- Operating Expenses			7,647.51	4,806.16	3,027.24	1,807.02	1,226.60	946.06	551.87	329.47
Operating Income	14,895.63	11,707.84	11,300.18	11,051.32	7,576.66	3,958.77	1,604.94	1,096.73	547.15	262.88
- Interest Expense			331.89	107.86			0.00	0.00	0.00	
- Foreign Exchange			10.55	4.53	1.96	-0.01	0.04	1.92	2.43	0.09
Losses (Gains)										
- Net Non-Operating			-1,517.47	-1,026.51	-234.48	-102.39	-78.23	-69.36	-71.49	-46.63
Losses (Gains)										
Pretax Income	16,580.73	12,719.96	12,475.22	11,965.44	7,809.18	4,061.16	1,683.12	1,164.18	616.22	309.42
- Income Tax Expense			2,030.01	1,574.16	1,188.86	536.00	198.02	116.07	-12.75	12.26
Income Before XO	14,066.24	11,023.18	10,445.21	10,391.28	6,620.32	3,525.17	1,485.10	1,048.11	628.97	297.16
Items										
- Extraordinary Loss			0.00	0.00	0.00	0.00	0.00	0.00	0.00	-4.60
Net of Tax										
- Minority Interests			-84.97	-64.75	-18.32	0.00	0.00	0.00	0.00	
Net Income	13,722.86	10,736.19	10,530.18	10,456.03	6,638.64	3,525.17	1,485.10	1,048.11	628.97	301.77
- Total Cash Preferred			0.00	0.00	0.00	0.00	0.00	0.00	0.00	
Dividends										
- Other Adjustments			0.00	0.00	0.00	0.00	0.00	0.00	0.00	
Net Inc Avail to			10,530.18	10,456.03	6,638.64	3,525.17	1,485.10	1,048.11	628.97	301.77
Common Shareholders										
Abnormal Losses			0.00	0.00	0.00	0.00				
(Gains)										
Tax Effect on			0.00	0.00	0.00	0.00				
Abnormal Items										
Normalized Income			10,530.18	10,456.03	6,638.64	3,525.17	1,485.10	1,048.11	628.97	297.16
Basic EPS Before			30.06	29.86	19.03	10.13	4.30	3.06	1.86	0.89
Abnormal Items										
Basic EPS Before XO	39.22	30.59	30.06	29.86	19.03	10.13	4.30	3.06	1.86	0.89
Items										
Basic EPS	39.22	30.59	30.06	29.86	19.03	10.13	4.30	3.06	1.86	0.91
Basic Weighted Avg			349.86	350.17	348.85	348.05	345.71	342.17	338.73	332.91
Shares										
Diluted EPS Before	40.23	31.39	30.02	29.83	18.99	10.10	4.27	3.02	1.81	0.86
Abnormal Items										
Diluted EPS Before XO			30.02	29.83	18.99	10.10	4.27	3.02	1.81	0.86
Items										
Diluted EPS			30.02	29.83	18.99	10.10	4.27	3.02	1.81	0.88
Diluted Weighted Avg			350.42	350.52	349.59	349.18	347.76	347.17	347.24	345.07
Shares										
Reference Items										
Accounting Standard				US GAAP	US GAAP	US GAAP	US GAAP	US GAAP	US GAAP	US GAAP
EBITDA	17,701.26	13,673.77	12,876.60	12,566.66	8,461.57	4,400.12	1,921.95	1,377.45	728.09	333.32
EBITDA Margin (T12M)	41.02	43.37	44.78	56.34	58.35	55.59	43.21	43.07	41.74	39.78
Gross Margin	63.70	65.62	65.37	71.09	73.13	72.85	63.66	63.87	63.00	70.70
Operating Margin	34.52	37.13	37.54	49.54	52.25	50.02	36.08	34.29	31.37	31.38
Profit Margin	32.60	34.96	34.28	46.88	45.78	44.54	33.39	32.77	36.06	36.02

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Ticker: BIDU US Equity

Periodicity: Annuals

Currency: CNY

Note: Years shown on the report are Fiscal Years

Company: Baidu Inc

Filing: Most Recent

	Estimate:2014 A	Estimate:2013 A	Curren/LTM	Original:2012 A	Restated:2011 A	Original:2010 A	Original:2009 A	Original:2008 A	Original:2007 A	Restated:2006 A
For the period ending	2014-12-31	2013-12-31	2013-9-30	2012-12-31	2011-12-31	2010-12-31	2009-12-31	2008-12-31	2007-12-31	2006-12-31
Actual Sales Per Employee				1,068,449.78	901,678.03	727,020.67	604,892.70	500,744.01	279,018.71	269,141.66
Dividends per Share	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
Total Cash Common Dividends			0.00	0.00	0.00	0.00	0.00	0.00	0.00	
Interest Income			1,193.18	866.47	335.65	67.12	32.66	47.68	49.01	42.44
Research & Development Expense			3,544.57	2,304.82	1,334.43	718.04	422.62	286.26	140.70	79.23
Depreciation Expense			1,376.97	1,200.00	747.74	331.69	285.20	225.80	170.73	64.10

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Filing: Most Recent

By Measure

	2012 A	%	2011 A	%	2010 A	%	2009 A	%
For the period ending	2012-12-31	2012-12-31	2011-12-31	2011-12-31	2010-12-31	2010-12-31	2009-12-31	2009-12-31
Revenue	22,306.03	100.00	14,500.79	100.00	7,915.07	100.00	4,447.78	100.00
Online Marketing Services	22,245.64	99.73	14,489.77	99.92	7,912.87	99.97	4,445.31	99.94
Other Services	60.38	0.27	11.02	0.08	2.21	0.03	2.47	0.06
Cost of Revenue	5,895.69	100.00	4,045.52	100.00				
Traffic Acquisition Costs	1,929.97	32.74	1,155.55	28.56				
Business Tax	1,572.42	26.67	1,024.86	25.33				
Bandwith Costs	1,069.31	18.14	626.44	15.48				
Depreciation Costs	724.34	12.29	872.98	21.58				
Operational Costs	589.56	10.00	358.17	8.85				
Share-Based Comp. Costs	10.11	0.17	7.53	0.19				

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Ticker: BIDU US Equity

Periodicity: Annuals

Currency: CNY

Note: Years shown on the report are Fiscal Years

Company: Baidu Inc

Filing: Most Recent

	2008 A	%	2007 A	%	2006 A	%	2005 A	%
For the period ending	2008-12-31	2008-12-31	2007-12-31	2007-12-31	2006-12-31	2006-12-31	2005-12-31	2005-12-31
Revenue	3,196.25	100.00	1,744.42	100.00	837.84	100.00	2,615.17	100.00
Online Marketing Services	3,194.46	99.88	1,741.02	99.80	828.48	98.88	2,518.07	96.29
Other Services	3.79	0.12	3.40	0.20	9.35	1.12	97.10	3.71
Cost of Revenue								
Traffic Acquisition Costs								
Business Tax								
Bandwidth Costs								
Depreciation Costs								
Operational Costs								
Share-Based Comp. Costs								

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Ticker: BIDU US Equity

Periodicity: Annuals

Currency: CNY

Note: Years shown on the report are Fiscal Years

Company: Baidu Inc

Filing: Most Recent

Corporate Finance Essentials (

	Estimate:2014 A	Estimate:2013 A	Current/LTM	Original:2012 A	Restated:2011 A	Original:2010 A
For the period ending	2014-12-31	2013-12-31	2013-9-30	2012-12-31	2011-12-31	2010-12-31
Revenue	43,148.83	31,530.23	28,756.36	22,306.03	14,500.79	7,915.07
EBITDA	17,701.26	13,673.77	12,876.60	12,566.66	8,461.57	4,400.12
Depreciation & Amortization			1,576.42	1,515.34	884.91	441.35
Operating Income	14,895.63	11,707.84	11,300.18	11,051.32	7,576.66	3,958.77
Total interest expense			331.89	107.86		
Net Income	13,722.86	10,736.19	10,530.18	10,456.03	6,638.64	3,525.17
Cash & Equivalents			43,300.39	32,484.85	14,179.06	8,158.47
Total debt			17,843.94	12,217.92	2,497.69	86.00
Total Debt Weighted Average						
Maturity						
Total Equity			36,343.95	27,215.13	16,325.51	8,405.59
Chg in non-cash wc				791.63	804.18	774.65
Capital Expenditures	-4,309.54	-3,336.73	-2,618.16	-2,310.86	-1,762.11	-895.31
Increase: LT Debt				9,626.05	2,232.78	86.00
Decrease: LT Debt						
Inc(Dec) ST Debt				-124.60	125.88	0.00
Market cap.			334,345.29	218,601.07	255,431.84	224,054.18
Minority Interest			1,258.72	1,159.90	1,033.80	0.00
Eff tax rate			16.31	13.16	15.22	13.20
Net Cash Paid for Acquisitions				821.55	1,945.87	
Working Capital			39,066.64	26,437.56	11,441.61	6,230.60
Op Lease - Current				196.59	137.08	76.87
Op Lease - Yr 1			1,227.72	1,227.72	498.65	259.93
Op Lease - Yr 2			733.76	733.76	379.69	171.28
Op Lease - Yr 3			602.54	602.54	242.97	151.75
Op Lease - Yr 4			479.11	479.11	183.29	111.66
Op Lease - Yr 5			218.03	218.03	145.53	75.46
Op Lease - Beyond yr 5			138.42	138.42	47.64	79.75
Dividends Paid				0.00	0.00	0.00
Dec capital stock				0.00	0.00	0.00
Current Shares Outstanding			273.20	271.56	270.10	266.19
Price per share			160.06	733.73	636.10	280.75
Options Outstanding End Of Period			0.21	0.21	0.07	0.10
Avg Exercise Price (Options Outstanding)						
R & D expenditures			3,544.57	2,304.82	1,334.43	718.04
Consolidated Debt Weighted Average						
Maturity						
Op Lease - Years 2 - 5			2,033.44	2,033.44	951.47	510.14

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Ticker: BIDU US Equity

Periodicity: Annuals

Currency: CNY

Note: Years shown on the report are Fiscal Years

Company: Baidu Inc

Filing: Most Recent

	Original:2009 A	Original:2008 A	Original:2007 A	Restated:2006 A	Original:2005 A	Original:2004 A
For the period ending	2009-12-31	2008-12-31	2007-12-31	2006-12-31	2005-12-31	2004-12-31
Revenue	4,447.78	3,198.25	1,744.42	837.84	324.05	110.92
EBITDA	1,921.95	1,377.45	728.09	333.32	70.68	20.96
Depreciation & Amortization	317.01	280.71	180.94	70.44	34.29	9.95
Operating Income	1,604.94	1,096.73	547.15	262.88	36.39	11.01
Total interest expense	0.00	0.00	0.00	0.00	0.00	0.00
Net Income	1,485.10	1,048.11	628.97	301.77	48.33	12.00
Cash & Equivalents	4,581.04	2,663.41	1,592.64	1,221.61	900.59	200.19
Total debt	0.00	0.00	0.00	0.00	0.00	0.00
Total Debt Weighted Average						
Matuity						
Total Equity	4,753.10	3,088.66	2,021.37	1,357.26	1,005.05	208.00
Chg in non-cash wc	400.94	381.13	99.85	25.53	47.48	16.23
Capital Expenditures	-399.31	-417.90	-569.09	-127.53	-90.00	-25.42
Increase: LT Debt	0.00	0.00	0.00	0.00	0.00	0.00
Decrease: LT Debt						
Inc(Dec) ST Debt	0.00	0.00	0.00	0.00	0.00	0.00
Market cap.	97,386.17	30,557.46	96,671.39	29,587.41	16,655.03	
Minority Interest	0.00	0.00	0.00	0.00	0.00	0.00
Eff tax rate	11.76	9.97		3.96	3.86	3.91
Net Cash Paid for Acquisitions	12.00		14.08	43.32	10.63	
Working Capital	3,443.15	2,003.15	1,094.29	977.74	804.11	158.06
Op Lease - Current	84.43	68.86	45.41	17.26		
Op Lease - Yr 1	216.61	194.66	128.56	16.46		
Op Lease - Yr 2	18.40	131.87	35.11	5.90		
Op Lease - Yr 3	7.92	2.19	15.97	0.42		
Op Lease - Yr 4	7.92					
Op Lease - Yr 5	5.79					
Op Lease - Beyond yr 5						
Dividends Paid	0.00	0.00	0.00	0.00	0.00	0.00
Dec capital stock	0.00	-68.54	0.00	0.00	0.00	0.00
Current Shares Outstanding	260.83	254.14	231.18	212.05	48.26	
Price per share	89.12	284.44	87.96	50.78	50.78	
Options Outstanding End Of Period	1.55	3.28	6.75	11.55		
Avg Exercise Price (Options Outstanding)						
R & D expenditures	422.62	286.26	140.70	79.23	34.92	
Consolidated Debt Weighted Average						
Matuity						
Op Lease - Years 2 - 5	40.03	134.06	51.09	6.32		

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BAIDUZ CH CNY Unlisted

BAIDUZ CH Equity 25) Settings - 99) Feedback Holdings: Current

Baidu Inc

ISIN KYG070341048

1) Current 2) Historical 3) Matrix 4) Ownership 5) Transactions 6) Options

Search Name --

21) Save

22) Delete

3) Saved Searches

24) Refine Search

Text Search

Holder Group

All Holders

20 Export

Holder Name	Portfolio Name	Source	Opt	Amt Held	% Out	Latest Chg	File Dt
		All Sources	All				
1. MORGAN STANLEY	n/a	ULT-AGG		201,077	0.74	0	06/30/10
2. LI POBIN YANHONG	n/a	13G		40,234	0.15	0	12/31/12
3. FIL LIMITED	n/a	ULT-AGG		0	0.00	-54,400	03/31/13
4. SCHRODER INVESTMENT MGM	Multiple Portfolios	MF-AGG		0	0.00	0	06/28/13
5. CORONATION INTERNATIONAL	Multiple Portfolios	MF-AGG		0	0.00	0	08/31/13
6. DELAWARE INVESTMENT ADVI	Multiple Portfolios	MF-AGG		0	0.00	0	05/31/13

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 Japan 81 3 3201 8900 Singapore 65 6212 1000 U.S. 1 212 318 2000 Copyright 2013 Bloomberg Finance L.P.
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		Page 1/4	Description
Baidu Inc (BAIDUZ CH)		BBGID BBG000Q1VPS8	
Baidu, Inc. operates an Internet search engine. The Company offers algorithmic search, enterprise search, pay for performance and news, MP3, and image searches.			
Baidu Campus No. 10 Shangdi 10th Street Beijing, 100085 China		T: 86-10-59928888 F: 86-10-59920000 Inc. Date	Industry Web Portals/ISP Domicile CHINA Incorporated CAYMAN ISLANDS No. of Employees 20,877 As Of 12/31/2012
1) MGMT Management Profile		Title	Start Date
Robin Yanhong Li		Chairman/CEO/Co-Founder	01/02/2009
Jennifer Li		Chief Financial Officer	01/02/2009
Victor Tseng		Director:Investor Relations	
FA	Financial Analysis	Revenue	22,306.03M
RELS	Related Securities	Net Income	10,456.03M
CACS	Corporate Actions	Total Assets	45,668.89M
CN	Corporate News		
		Currency	CNY www.baidu.com
Notes INCORPORATED IN CAYMAN ISLANDSUNLISTED DOMESTIC COMMON CLASS A SHARES, SEE {B			
Australia 61 2 9777 8600 Brazil 5511 3048 4500 Europe 44 20 7330 7500 Germany 49 69 9204 1210 Hong Kong 852 2977 6000 Japan 81 3 3201 8900 Singapore 65 6212 1000 U.S. 1 212 318 2000 Copyright 2013 Bloomberg Finance L.P. SN 636136 EST GMT-5:00 G627-2830-0 04-Nov-2013 12:36:51			

Page
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Page 2/4 Description				
Baidu Inc (BAIDUZ CH)		FA IS Income Statement		
Income Statement	0:Dec 12 A	R:Dec 11 A	0:Dec 10 A	0:Dec 09 A
Revenue	22,306.03	14,500.79	7,915.07	4,447.78
Cost of Revenue	6,448.55	3,896.88	2,149.29	1,616.24
Operating Expenses	4,806.16	3,027.24	1,807.02	1,226.60
Operating Income	11,051.32	7,576.66	3,958.77	1,604.94
Interest Expense	107.86	n/a	n/a	0.00
For Exchange L (G)	4.53	1.96	-0.01	0.04
Net non-op L (G)	-1,026.51	-234.48	-102.39	-78.23
Income Tax Expense	1,574.16	1,188.86	536.00	198.02
Income bef XO items	10,391.28	6,620.32	3,525.17	1,485.10
XO (G)L net of tax	0.00	0.00	0.00	0.00
Minority Interests	-64.75	-18.32	0.00	0.00
Net Income	10,456.03	6,638.64	3,525.17	1,485.10
Net Income Available To Common Shareholders	10,456.03	6,638.64	3,525.17	1,485.10
Gross Margin	71.09	73.13	72.85	63.66
Operating Margin	49.54	52.25	50.02	36.08
Profit Margin	46.88	45.78	44.54	33.39
Total Cash Common Dividends	0.00	0.00	0.00	0.00
Sales Growth	53.83	83.20	77.96	39.07

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Page 3/4 Description				
Baidu Inc (BAIDUZ CH)		FA BS		Balance Sheet
Balance Sheet	0:Dec 12 A	R:Dec 11 A	0:Dec 10 A	0:Dec 09 A
Assets				
Cash & Near Cash	11,880.63	4,127.48	7,781.98	4,199.89
Marketable sec	20,604.22	10,051.58	376.49	381.15
Accounts & Notes Receivable	1,253.48	599.56	296.90	161.61
Inventories	0.00	0.00	0.00	0.00
Current Assets	34,674.09	15,848.16	8,782.45	4,842.87
LT Investments & LT Receivables	803.50	734.36	287.97	14.31
Net fixed assets	3,887.88	2,694.00	1,622.41	997.56
Noncurrent assets	10,994.80	7,492.39	2,265.99	1,314.10
Total Assets	45,668.89	23,340.54	11,048.44	6,156.98
Liabilities & equity				
Accounts Payable	3,806.84	2,545.45	1,317.77	749.86
ST borrowings	2,480.17	189.65	0.00	0.00
Current Liabilities	8,236.53	4,406.55	2,551.85	1,399.72
LT Debt	9,737.75	2,308.04	86.00	0.00
Noncur liabilities	10,217.24	2,608.48	91.00	4.15
Total Liabilities	18,453.76	7,015.03	2,642.85	1,403.87
Preferred Equity	0.00	0.00	0.00	0.00
Share cap & APIC	2,095.29	1,771.79	1,557.27	1,426.09
Retained earnings	23,959.94	13,519.93	6,848.32	3,327.02

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Page 4/4 Description				
Baidu Inc (BAIDUZ CH)		FA CF	Cash Flow	
Cash Flow	0:Dec 12 A	R:Dec 11 A	0:Dec 10 A	0:Dec 09 A
Net Income	10,456.03	6,638.64	3,525.17	1,485.10
Depreciation & Amortization	1,515.34	884.91	441.35	317.01
Other Non-Cash Adjustments	-767.00	-148.91	-40.69	76.38
Chg in non-cash wc	791.63	804.18	774.65	400.94
Cashflow-Operating Activities	11,995.99	8,178.82	4,700.48	2,279.43
Net Cap Expenditures	-2,304.07	-1,759.65	-895.31	-399.31
Purchase of LT Investments	-558.67	-488.90	-282.93	-779.68
Sale of LT Investments	2.81	0.00	0.00	0.00
Other Investing Activities	-10,890.17	-12,001.97	-39.28	-62.76
Cashflow-Investing Activities	-13,750.10	-14,250.53	-1,217.52	-1,241.75
Dividends Paid	0.00	0.00	0.00	0.00
Inc(Dec) ST Debt	-124.60	125.88	0.00	0.00
Increase: LT Debt	9,626.05	2,232.78	86.00	0.00
Decrease: LT Debt	-140.00	0.00	0.00	0.00
Other Financing Activities	-11.63	35.38	-6.11	-0.74
Cashflow-Financing Activities	9,507.26	2,417.22	118.64	94.35
Net Changes in Cash	7,753.15	-3,654.49	3,601.60	1,132.04