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Overview

- -Leading Chinese language search engine
- -Established 2000: Robin Li and Eric Xu
- -Registered in Cayman Islands
- -Headquarters; Beijing. Offices: Shanghai and Shenzhen
- -Media platform for online marketing customers, P4P (Pay for Performance)
- -Baidu.com is ranked #6 in the world according to the three-month Alexa traffic rankings.

Baidu's name was inspired by a poem written during the Song Dynasty. The poem compares the search for a retreating beauty amid chaotic glamour with the search for one's dream while confronted by life's many obstacles. "...hundreds and thousands of times, for her I searched in chaos, suddenly, I turned by chance, to where the lights were waning, and there she stood." Baidu, whose literal meaning is hundreds of times, represents persistent search for the ideal.



千百度 笑语盈盈 黄金缕 风箫声动 暗看去 花千树 众里寻他 看满路 更吹落 募然回首 玉壶光转 宝马雕车 灯火闽栅处 一夜鱼龙舞 儿雪柳

Products

Search



Web Search

News



Search

Video Search









File Search













Community













Baidu Favorite

Mobile









Mobile Map

Others



Baidu Hi











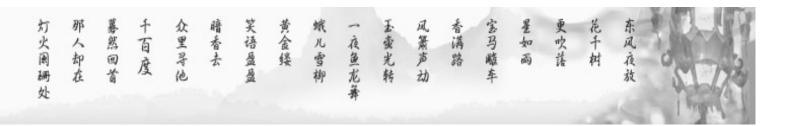












Financials

BIDU (Class A Ordinary Shares) Exchange: NASDAQ (US Dollar)

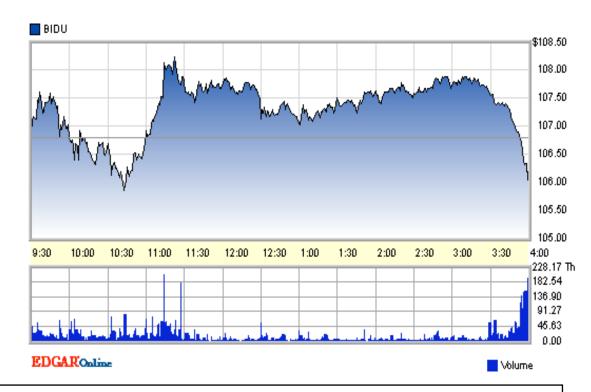
Price:\$106.37

Change: (%) 0.44 (0.41%)

Volume: 7,917,399 Today's Open: \$107.01 Previous Close: \$106.81 Intraday High: \$108.30 Intraday Low: \$105.7752 Week High: \$115.0452

Week Low: \$38.46

*as of 12/02



Third Quarter 2010 Highlights

- Total revenues: RMB2.256 billion (\$337.2 million), a 76.4% increase from same period in 2009
- Operating profit: RMB1.181 billion (\$176.6 million), a 126.6% increase from same period in 2009
- Net income: RMB1.047 billion (\$156.4 million), a 112.4% increase from same period in 2009.