

Brief Introduction to Baidu Talent Management Measures

Effective Date: October 10, 2023

Scope of Application: These measures apply to employees of Baidu Group headquarters, excluding physical laborers, outsourcing and trainees

Here in Baidu, we believe that proper means of talent management is key in aiding talent development. The Management Measures is formulated in order to systematically evaluate the development stages that talents of various types and levels are at, and continue to pay attention to the identification, cultivation, retention and promotion of talents, and enhance the formation of an open and positive talent ecology in the company.

The Management Measures has set detailed regulations from aspects of concepts of talent, career sequence and development channels, talent training and resource support, and etc. for Baidu Group's talent management related actions.

In terms of concepts of talent, the company provides employees with diversified and sufficient development opportunities and broad development space, and encourages employees to take the initiative in various projects and shoulder responsibilities. Consequently, the company gladly rewards the innovative value created from the hard work of these employees, and further encourage them in endeavoring greater tasks and responsibilities.

In the career sequence and development channels, the company sets up management channel (M sequence) and professional channel (TPE & Band sequence), and stipulates that employees can obtain promotion or cross-field transfers through vertical or horizontal development.

In terms of talent training and resource support, the company follows the 7:2:1 principle to provide talents with all-round and multifaceted learning, training and development opportunities. For each employee, we provide different roles such as direct supervisor, Peer, HRBP and cultural mentor to accompany them to grow together in a steadfast and supportive environment. For different levels of staff groups, we provide different course systems and a variety of training resources.