



## **Brief Introduction of the Baidu Management Regulations of**

### **Professional Ethics Redlines**

In order to strengthen the construction of clean governance, create a harmonious, orderly, and clean operating environment for enterprises and a sunny working environment, and protect the legitimate rights and interests of the company and its employees, Baidu has summarized and formulated the behaviors that seriously deviate from and trample on the company's cultural values and violate professional ethics standards, forming the *Baidu Management Regulations of Professional Ethics Redlines*.

In this regulation, the company clearly defines behaviors that belong to the company's red line, which are mainly reflected in several aspects such as fraud, seeking personal gain, soliciting and accepting bribes, leaking secrets, conflicts of interest, and interfering with investigations. Employees who cross the company's red line constitute serious violations of company rules and regulations, labor discipline, and professional ethics. The company will adopt a zero tolerance attitude and handle them in accordance with relevant company policies; Those suspected of constituting a crime will be held criminally responsible by the judicial authorities in accordance with the law.

This Regulation applies to all employees, senior management, consultants, and board members (collectively "employees" or "Baidu employees") of Baidu, Inc. and all its subsidiaries, branches, and affiliates (hereinafter referred to as the "Company", "Baidu" or "Baidu Company") who have a labor contract relationship with Baidu, as well as part-time and outsourced personnel of the Company.