



## **Introduction to *Baidu Cultural Supervision and Reporting Policy***

**Scope of Application:** This policy applies to all employees, senior management, consultants, and board members (hereinafter collectively referred to as "employees" or "Baidu employees") who have labor contracts with Baidu, Inc. and all its subsidiaries, branches, and affiliated companies (hereinafter referred to as "the Company," "Baidu," or "Baidu Company"), as well as part-time and outsourced personnel.

To ensure the values of Baidu's culture, Baidu encourages employees to expose and address behaviors and issues that do not conform to Baidu's cultural values through effective and reasonable means.

Employees who encounter or observe behaviors and phenomena that do not conform to the company's culture in their daily work may initiate a cultural supervision report.

Behaviors that do not conform to the company's culture specifically refer to: violations of the core values of "Simplicity and Reliability," and behaviors that do not align with the "Simplicity and Reliability 7+3 Code of Conduct"; it does not include disciplinary violations or dereliction of duty that are already regulated by other company policies. (Other undesirable behaviors unrelated to workplace conduct, Baidu's core values, and cultural propositions are not within the scope of cultural supervision.)

**Reporting Method:** Reports should be sent via email to [culture@baidu.com](mailto:culture@baidu.com).

In order to conduct follow-up investigations, the person being reported must provide his or her real name and the reporting materials must be detailed. The reporter can choose to report using his or her real name or anonymously.