

Baidu, Inc.  
Form FWP  
June 04, 2014

**Filed Pursuant to Rule 433**

**Registration Statement No. 333-184757**

**Issuer Free Writing Prospectus dated June 4, 2014**

**Relating to Preliminary Prospectus Supplement dated June 3, 2014**

**BAIDU, INC.**

**Pricing Term Sheet**

**2.750% Notes due 2019 (the Notes )**

|  |  |
|--|--|
| <b>Issuer:</b>                             | Baidu, Inc.  |
| <b>Principal Amount:</b>                   | US\$1,000,000,000  |
| <b>Maturity Date:</b>                      | June 9, 2019   |
| <b>Coupon (Interest Rate):</b>             | 2.750%   |
| <b>Public Offering Price:</b>              | 99.320% of face amount   |
| <b>Ranking:</b>                            | Senior unsecured   |
| <b>Format:</b>                             | SEC registered   |
| <b>Listing:</b>                            | Approval-in-principle has been received for the listing and quotation of the Notes on the SGX-ST.  |
| <b>Minimum Denomination:</b>               | US\$200,000 and integral multiples of US\$1,000 in excess thereof  |
| <b>Yield to Maturity:</b>                  | 2.897%   |
| <b>Spread to Benchmark Treasury:</b>       | 1.250%   |
| <b>Benchmark Treasury:</b>                 | 1.500% due 05/31/2019  |
| <b>Benchmark Treasury Price and Yield:</b> | 99-09+ and 1.647%  |
| <b>Interest Payment Dates:</b>             | June 9 and December 9, commencing December 9, 2014   |
| <b>Interest Payment Record Dates:</b>      | May 25 and November 25   |
| <b>Optional Redemption:</b>                | Make Whole Call at any time at a redemption price equal to the greater of 100% and a discount rate of the Treasury Yield plus 20 basis points. |
| <b>Trade Date:</b>                         | June 4, 2014   |
| <b>Settlement Date:</b>                    | June 9, 2014   |
| <b>CUSIP / ISIN:</b>                       | 056752AD0 / US056752AD07   |
| <b>Ratings*:</b>                           | Moody s: A3 (stable); Fitch: A (stable)  |

**Joint Bookrunners:**

Goldman Sachs (Asia) L.L.C.

J.P. Morgan Securities LLC

**Co-Managers:**

Morgan Stanley & Co. International plc

Bank of China Limited

Deutsche Bank AG, Singapore Branch

**\* A securities rating is not a recommendation to buy, sell or hold securities and may be revised or withdrawn at any time. Each rating should be evaluated independently of any other rating.**

**The issuer has filed a registration statement (including a prospectus) with the SEC for the offering to which this communication relates. Before you invest, you should read the prospectus in that registration statement and other documents the issuer has filed with the SEC for more complete information about the issuer and this offering. You may get these documents for free by visiting EDGAR on the SEC Web site at [www.sec.gov](http://www.sec.gov). Alternatively, the issuer, any underwriter or any dealer participating in the offering will arrange to send you the prospectus and prospectus supplement if you request it by calling J.P. Morgan Securities LLC collect at 1-212-834-4533 or Goldman, Sachs & Co., an affiliate of Goldman Sachs (Asia) L.L.C., toll free at 1-866-471-2526.**

**Any disclaimer or other notice that may appear below is not applicable to this communication and should be disregarded. Such disclaimer or notice was automatically generated as a result of this communication being sent by Bloomberg or another email system.**