

JUMP REPORT

EARNINGS REPORTING TARGET / TRAJECTORY ANALYSIS

FOR IMMEDIATE RELEASE

UPDATED: April 28, 2016

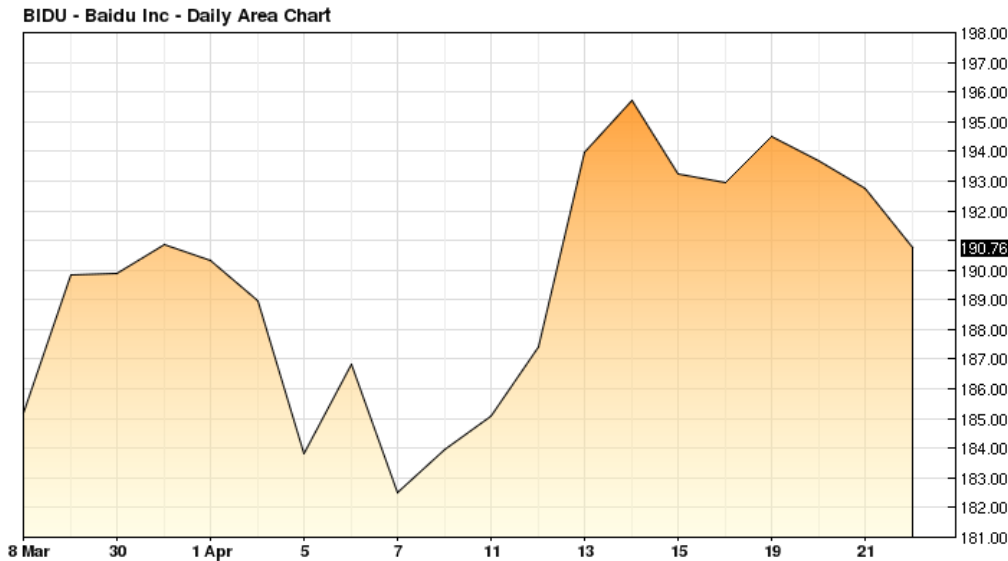
Baidu, Inc. [BIDU] (AMC)

Scheduled for release April 28, 2016(after market close)

Baidu, Inc. will be posting its Q116 quarterly earnings results. BIDU is expected to post earnings of \$0.78 per share and revenue of \$2273 million for the quarter. In the last quarter the company reported \$1.20 earnings per share for the quarter beating the analysts' consensus estimate of \$1.04. BIDU is up 7.2% over the last month and up 17.9% over the last 3 months. The stock price is down 8.3% over the last year.

Last 3 Quarters Jump Zone: -18.05%, 12.14%, 11.75%
 Consensus Estimates: \$0.80 (whisper) \$0.82 (estimize) \$0.78 (wall street)

StockJumpers trajectory analysis – reveals a positive reaction to the release. They did well the last 2 quarters and this trend seems to continue but it may not be as substantial. We are long for the event.



<u>STOCK PRICE/HISTORY:</u>	
Trading Range (52wk)	100.00-223.95
Average Daily Volume	1.9M
Market Cap	66.1B
Beta	2.2
SJ Volatility Rank	3

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