

JUMP REPORT

EARNINGS REPORTING TARGET / TRAJECTORY ANALYSIS

FOR IMMEDIATE RELEASE

UPDATED: February 25, 2016

Baidu, Inc. [BIDU] (AMC)

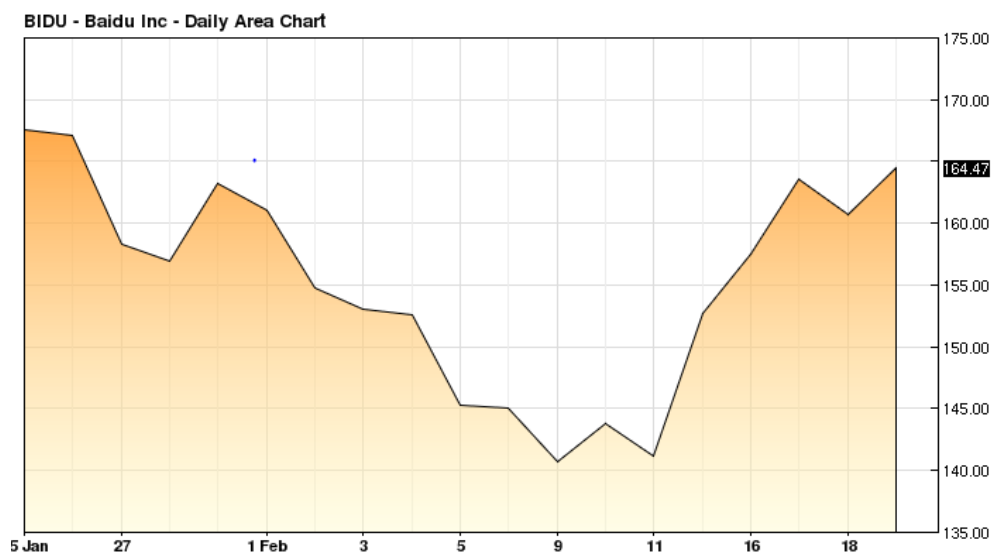
Scheduled for release February 25, 2016 (after market close)

Baidu, Inc will be posting its Q415 quarterly earnings results. BIDU is expected to post earnings of \$1.03 per share and revenue of \$2,731 million for the quarter. In the last quarter, company reported \$1.27 earnings per share for the quarter, beating analysts' consensus estimate of \$1.15. BIDU is down 0.9% over the last month and down 20.9% over the last 3 months. The stock price is down 20.6% over the last year.

Last 3 Quarters Jump Zone: -8.86%, -18.05%, 12.16%

Consensus Estimates: \$0.88 (whisper) \$0.87 (estimize) \$0.86 (wall street)

StockJumpers trajectory analysis – reveals positive news and a pop up in the stock price post release. We are optimistic about the market reaction and are long for the event though it may not be a huge move this time out.



STOCK PRICE/HISTORY:

Trading Range (52wk)	100.00 – 223.95
Average Daily Volume	4.2M
Market Cap	56.8B
Beta	2.2
SJ Volatility Rank	2

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