

Slide 2: Issues

Boycott - How do you prevent a mass boycott of a user dependent platform?

As seen in the case of Nantun Spring being targeted by boycotts the prevalent strategy is to make very few public statements and interviews. Likely a first priority should be to reach out to Wei Zexi's family and supporters. We hold greater than 90% of market share as a search engine the goal is simply to survive this incident and as we are a familiar company people will return as they did for Nantun Spring.

Legal - How do you manage the legal aspects of this incident to prevent further government action? The worst thing possible is to implicate the CCP and public health system as a whole. The CCP must legally investigate Baidu as a matter of appeasement and as in other cases will likely instate a fine or light punishment. As long as Baidu allows this to proceed it is unlikely little more will happen however if any resistance is given either to the investigation or attempt to pass responsibility this could lead to significant legal repercussions.

Changes to platform. How or should Baidu change their model in response? Simply put if change of the platform doesn't occur this will be seen as fake reconciliation and boycotts etc will return. Therefore some change must occur to the platform. These above measures only offer a temporary response without change to the platform.