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PLAZA, NO. 8 XINYUAN S. ROAD, CHAOYANG DISTRICT BEIJING F4 100027 6-K 1 tm2428474d1\_6k.htm FORM 6-K  
Â Â Â UNITED STATES SECURITIES AND EXCHANGE COMMISSION Washington, D.C. 20549 Â Â FORMÂ 6-K  
Â Â Â REPORT OF FOREIGN PRIVATE ISSUER PURSUANT TO RULEÂ 13a-16 OR 15d-16 UNDER THE SECURITIES  
EXCHANGE ACT OF 1934 Â For the month of November 2024 Â Commission File Number: 001-36397 Â Â Â Weibo  
Corporation (Registrantâ€™s Name) Â Â 8/F, QIHAI Plaza, No. 8 Xinyuan S. Road Chaoyang District, Beijing  
100027 Peopleâ€™s Republic of China (Address of Principal Executive Offices) Â Â Â Indicate by check mark whether  
the registrant files or will file annual reports under cover of FormÂ 20-F or FormÂ 40-F. Â FormÂ 20-  
F xÂ Â Â Â Â FormÂ 40-FÂ Â Â Â Â Exhibit Index Â Exhibit 99.1 â€“ Press Release regarding Financial  
Results for the Third Quarter Ended September 30, 2024 issued by Weibo Corporation on November 19, 2024 Â Â Â  
Â SIGNATURE Â Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused  
this report to be signed on its behalf by the undersigned, thereunto duly authorized. Â Â WEIBO CORPORATION Â Â  
Â Date: November 19, 2024 By: /s/ Fei Cao Â Â Fei Cao Â Â Chief Financial Officer Â Â EX-99.1 2  
tm2428474d1\_ex99-1.htm EXHIBIT 99.1 Â Weibo Announces Third Quarter 2024 Unaudited Financial  
Results Â Â BEIJING, China â€“ NovemberÂ 19, 2024 â€“ Weibo Corporation (â€œWeiboâ€ or the â€œCompanyâ€)  
(Nasdaq: WB and HKEX: 9898), a leading social media in China, today announced its unaudited financial results for the  
third quarter ended SeptemberÂ 30, 2024. Â â€œWe had a solid quarter,â€ said Gaofei Wang, CEO of Weibo. â€œOn  
the user front, we continued to focus on the acquisition and engagement of high quality users. On the monetization  
front, our advertising business has exhibited a stabilized trend this quarter. We are pleased to see robust growth of ad  
revenues from certain key sectors, mainly driven by ad demand during the Summer Olympics. Our value-added services  
business also delivered strong momentum this quarter, benefiting from the upgrade of membership services catering to  
usersâ€™ social interactions on the platform.â€ Â Third Quarter 2024 Highlights Â Â Net revenues were US\$464.5  
million, an increase of 5% year-over-year or an increase of 3% year-over-year on a constant currency basis [1].  
Â Advertising and marketing revenues were US\$398.6 million, an increase of 2% year-over-year or flat year-over-year  
on a constant currency basis [1]. Â Value-added services (â€œVASâ€) revenues were US\$65.9 million, an increase of  
25% year-over-year or an increase of 23% year-over-year on a constant currency basis [1]. Â Income from operations  
was US\$141.3 million, representing an operating margin of 30%. Â Net income attributable to Weiboâ€™s shareholders  
was US\$130.6 million and diluted net income per share was US\$0.50. Â Non-GAAP income from operations was  
US\$164.5 million, representing a non-GAAP operating margin of 35%. Â Non-GAAP net income attributable to  
Weiboâ€™s shareholders was US\$139.2 million and non-GAAP diluted net income per share was US\$0.53. Â Monthly  
active users (â€œMAUsâ€) were 587 million in SeptemberÂ 2024. Â Average daily active users (â€œDAUsâ€) were 257  
million in SeptemberÂ 2024. Â [1] We define constant currency (non-GAAP) by assuming that the average exchange  
rate in the third quarter of 2024 had been the same as it was in the third quarter of 2023, or RMB7.23=US\$1.00. Â Â  
Â Third Quarter 2024 Financial Results Â For the third quarter of 2024, Weiboâ€™s total net revenues were  
US\$464.5 million, an increase of 5% compared to US\$442.2 million for the same period last year. Â Advertising and  
marketing revenues for the third quarter of 2024 were US\$398.6 million, an increase of 2% compared to US\$389.3  
million for the same period last year. Advertising and marketing revenues excluding advertising revenues from Alibaba  
were US\$377.1 million, an increase of 3% compared to US\$367.6 million for the same period last year. Â VAS revenues  
for the third quarter of 2024 were US\$65.9 million, an increase of 25% year-over-year compared to US\$52.9 million for  
the same period last year, primarily driven by the growth of membership services and game-related revenues. Â Costs  
and expenses for the third quarter of 2024 totaled US\$323.2 million, an increase of 5% compared to US\$308.2 million  
for the same period last year. The increase was mainly resulted from higher marketing spend and personnel related  
expenses. Â Income from operations for the third quarter of 2024 was US\$141.3 million, compared to US\$134.0 million  
for the same period last year. Operating margin was 30%, same as last year. Non-GAAP income from operations was  
US\$164.5 million, compared to US\$163.9 million for the same period last year. Non-GAAP operating margin was 35%,  
compared to 37% last year. Â Non-operating income for the third quarter of 2024 was US\$23.6 million, compared to  
non-operating loss of US\$28.4 million for the same period last year. Non-operating income for the third quarter of 2024  
mainly included (i)Â gain from fair value change of investments of US\$16.8 million, which was excluded under non-  
GAAP measures; and (ii)Â net interest and other income of US\$6.7 million. Â Income tax expenses for the third quarter  
of 2024 were US\$32.2 million, compared to US\$25.4 million for the same period last year. The increase was primarily  
due to withholding tax accrued related to earnings to be remitted to Weibo Hong Kong Limited from its wholly-owned  
subsidiary in China. Â Net income attributable to Weiboâ€™s shareholders for the third quarter of 2024 was US\$130.6  
million, compared to US\$77.5 million for the same period last year. Diluted net income per share attributable to  
Weiboâ€™s shareholders for the third quarter of 2024 was US\$0.50, compared to US\$0.32 for the same period last  
year. Non-GAAP net income attributable to Weiboâ€™s shareholders for the third quarter of 2024 was US\$139.2  
million, compared to US\$136.6 million for the same period last year. Non-GAAP diluted net income per share  
attributable to Weiboâ€™s shareholders for the third quarter of 2024 was US\$0.53, compared to US\$0.57 for the same  
period last year. Â Â Â As of SeptemberÂ 30, 2024, Weiboâ€™s cash, cash equivalents and short-term investments  
totaled US\$2.2 billion. For the third quarter of 2024, cash provided by operating activities was US\$124.2 million,  
capital expenditures totaled US\$11.8 million, and depreciation and amortization expenses amounted to US\$14.4  
million. Â Conference Call Â Weiboâ€™s management team will host a conference call from 6:00 AM to 7:00 AM  
Eastern Time on NovemberÂ 19, 2024 (or 7:00 PM to 8:00 PM Beijing Time on NovemberÂ 19, 2024) to present an  
overview of the Companyâ€™s financial performance and business operations. Â Participants who wish to dial in to the  
teleconference must register through the below public participant link. Dial in and instruction will be in the  
confirmation email upon registering. Â Participants Registration Link:  
<https://register.vevent.com/register/BI53615081ba80427881ec0a24ad90968c> Â Additionally, a live and archived  
webcast of this conference call will be available at <http://ir.weibo.com>. Â Non-GAAP Financial Measures Â This release  
contains the following non-GAAP financial measures: non-GAAP income from operations, non-GAAP net income  
attributable to Weiboâ€™s shareholders, non-GAAP diluted net income per share attributable to Weiboâ€™s  
shareholders and adjusted EBITDA. These non-GAAP financial measures should be considered in addition to, not as a  
substitute for, measures of the Companyâ€™s financial performance prepared in accordance with U.S. GAAP. Â The  
Companyâ€™s non-GAAP financial measures exclude stock-based compensation, amortization of intangible assets

resulting from business acquisitions, net results of impairment and provision on investments, gain/loss on sale of investments and fair value change of investments, non-GAAP to GAAP reconciling items on the share of equity method investments, non-GAAP to GAAP reconciling items for the income/loss attributable to non-controlling interests, income tax expense related to the amortization of intangible assets resulting from business acquisitions and fair value change of investments (other non-GAAP to GAAP reconciling items have no tax effect), and amortization of issuance cost of convertible senior notes, unsecured senior notes and long-term loans. Adjusted EBITDA represents non-GAAP net income attributable to Weiboâ€™s shareholders before interest income/expense, net, income tax expenses/benefits, and depreciation expenses. The Companyâ€™s management uses these non-GAAP financial measures in their financial and operating decision-making, because management believes these measures reflect the Companyâ€™s ongoing operating performance in a manner that allows more meaningful period-to-period comparisons. The Company believes that these non-GAAP financial measures provide useful information to investors and others in the following ways: (i) in comparing the Companyâ€™s current financial results with the Companyâ€™s past financial results in a consistent manner, and (ii) in understanding and evaluating the Companyâ€™s current operating performance and future prospects in the same manner as management does. The Company also believes that the non-GAAP financial measures provide useful information to both management and investors by excluding certain expenses, gains/losses and other items (i) that are not expected to result in future cash payments or (ii) that are non-recurring in nature or may not be indicative of the Companyâ€™s core operating results and business outlook. Use of non-GAAP financial measures has limitations. The Companyâ€™s non-GAAP financial measures do not include all income and expense items that affect the Companyâ€™s operations. They may not be comparable to non-GAAP financial measures used by other companies. Accordingly, care should be exercised in understanding how the Company defines its non-GAAP financial measures. Reconciliations of the Companyâ€™s non-GAAP financial measures to the nearest comparable GAAP measures are set forth in the section below titled â€œUnaudited Reconciliation of Non-GAAP to GAAP Results.â€ About Weibo Weibo is a leading social media for people to create, share and discover content online. Weibo combines the means of public self-expression in real time with a powerful platform for social interaction, content aggregation and content distribution. Any user can create and post a feed and attach multi-media and long-form content. User relationships on Weibo may be asymmetric; any user can follow any other user and add comments to a feed while reposting. This simple, asymmetric and distributed nature of Weibo allows an original feed to become a live viral conversation stream. Weibo enables its advertising and marketing customers to promote their brands, products and services to users. Weibo offers a wide range of advertising and marketing solutions to companies of all sizes. Weibo generates a substantial majority of its revenues from the sale of advertising and marketing services, including the sale of social display advertisement and promoted marketing offerings. Weibo displays content in a simple information feed format and offers native advertisement that conform to the information feed on our platform. We are continuously refining our social interest graph recommendation engine, which enables our customers to perform people marketing and target audiences based on user demographics, social relationships, interests and behaviors, to achieve greater relevance, engagement and marketing effectiveness. Safe Harbor Statement This press release contains forward-looking statements. These statements are made under the â€œsafe harborâ€ provisions of the U.S. Private Securities Litigation Reform Act of 1995. These forward-looking statements can be identified by terminology, such as â€œwill,â€ â€œexpects,â€ â€œanticipates,â€ â€œfuture,â€ â€œintends,â€ â€œplans,â€ â€œbelieves,â€ â€œconfidence,â€ â€œestimatesâ€ and similar statements. Among other things, Weiboâ€™s expected financial performance and strategic and operational plans, as described, without limitation, in quotations from management in this press release, contain forward-looking statements. Weibo may also make written or oral forward-looking statements in the Companyâ€™s periodic reports to the U.S. Securities and Exchange Commission (â€œSECâ€), in announcements, circulars or other publications made on the website of The Stock Exchange of Hong Kong Limited (the â€œHong Kong Stock Exchangeâ€), in press releases and other written materials and in oral statements made by its officers, directors or employees to third parties. Statements that are not historical facts, including statements about the Companyâ€™s beliefs and expectations, are forward-looking statements. Forward-looking statements involve inherent risks and uncertainties. A number of important factors could cause actual results to differ materially from those contained in any forward-looking statement. Potential risks and uncertainties include, but are not limited to, Weiboâ€™s limited operating history in certain new businesses; failure to sustain or grow active user base and the level of user engagement; the uncertain regulatory landscape in China; fluctuations in the Companyâ€™s quarterly operating results; the Companyâ€™s reliance on advertising and marketing sales for a majority of its revenues; failure to successfully develop, introduce, drive adoption of or monetize new features and products; failure to compete effectively for advertising and marketing spending; failure to successfully integrate acquired businesses; risks associated with the Companyâ€™s investments, including equity pick-up and impairment; failure to compete successfully against new entrants and established industry competitors; changes in the macro-economic environment, including the depreciation of the Renminbi; and adverse changes in economic and political policies of the PRC government and its impact on the Chinese economy. Further information regarding these and other risks is included in Weiboâ€™s annual reports on Form 20-F and other filings with the SEC and the Hong Kong Stock Exchange. All information provided in this press release is current as of the date hereof, and Weibo assumes no obligation to update such information, except as required under applicable law. Contact: Investor Relations Weibo Corporation Phone: +86 10 5898-3336 Email: ir@staff.weibo.com WEIBO CORPORATION UNAUDITED CONDENSED CONSOLIDATED STATEMENTS OF OPERATIONS (In thousands of U.S. dollars, except per share data) Three months ended September 30, 2023 2024 2023 2024 Net revenues: Advertising and marketing \$389,301 \$375,277 \$398,615 \$1,130,275 \$1,112,843 Value-added services \$52,850 \$62,596 \$65,865 \$165,894 \$185,007 Net revenues \$442,151 \$437,873 \$464,480 \$1,296,169 \$1,297,850 Costs and expenses: Costs and expenses \$442,151 \$437,873 \$464,480 \$1,296,169 \$1,297,850 Cost of revenues (1) \$93,998 \$89,790 \$92,381 \$274,123 \$268,992 Sales and marketing (1) \$109,776 \$114,232 \$123,069 \$321,695 \$340,928 Product development (1) \$82,764 \$71,689 \$80,411 \$266,385 \$232,826 General and administrative (1) \$21,627 \$26,777 \$27,297 \$80,037 \$78,660 Total costs and expenses \$1,308,165 \$1,302,488 \$1,323,158 \$942,240 \$921,406 Income from operations \$133,986 \$135,385 \$141,322 \$353,929 \$376,444 Non-operating income (loss) \$1,444 \$1,444 \$1,444 \$1,444 \$1,444 Investment related income (loss), net \$(8,915) \$245 \$16,905 \$(6,950) \$12,180

Interest and other income (loss), netÂ (19,498)Â 11,182Â 6,699Â (5,459)Â (730)Â (28,413)Â 11,427Â 23,604Â (12,409)Â 11,450Â Â Â Â Â Â Â Â Â Â Â Â Â Â Â Income before income tax expensesÂ 105,573Â 146,812Â 164,926Â 341,520Â 387,894Â Less: Income tax expensesÂ 25,407Â 33,275Â 32,197Â 72,709Â 90,516Â Â Â Â Â Â Â Â Â Net incomeÂ 80,166Â 113,537Â 132,729Â 268,811Â 297,378Â Less: Net income attributable to non-controlling interestsÂ 474Â 471Â 545Â 1,287Â 1,564Â Accretion to redeemable non-controlling interestsÂ 2,203Â 1,135Â 1,617Â 8,156Â 3,878Â Net income attributable to Weiboâ€™s shareholdersÂ \$77,489Â \$111,931Â \$130,567Â \$259,368Â \$291,936Â Â Â Â Â Â Â Â Â Â Â Â Â Â Â Basic net income per share attributable to Weiboâ€™s shareholdersÂ \$0.33Â \$0.47Â \$0.55Â \$1.10Â \$1.23Â Diluted net income per share attributable to Weiboâ€™s shareholdersÂ \$0.32Â \$0.43Â \$0.50Â \$1.09Â \$1.12Â Â Â Â Â Â Â Â Â Â Â Â Â Shares used in computing basic net income per share attributable to Weiboâ€™s shareholdersÂ 235,842Â 237,124Â 237,499Â 235,307Â 237,107Â Shares used in computing diluted net income per share attributable to Weiboâ€™s shareholdersÂ 238,655Â 265,086Â 265,824Â 237,817Â 264,856Â Â Â Â Â Â Â Â Â Â Â Â Â (1) Stock-based compensation in each category:Â Â Â Â Â Â Â Â Â Â Â Â Â Â Â Â Â Â Cost of revenuesÂ \$2,308Â \$1,527Â \$1,539Â \$7,082Â \$4,839Â Sales and marketingÂ 4,243Â 3,211Â 3,454Â 12,969Â 10,488Â Product developmentÂ 13,306Â 8,293Â 8,593Â 40,362Â 27,324Â General and administrativeÂ 5,834Â 4,176Â 4,512Â 18,970Â 13,666Â Â Â Â Â WEIBO CORPORATION UNAUDITED CONDENSED CONSOLIDATED BALANCE SHEETS (In thousands of U.S. dollars) Â Â Â Â Â Â Â As ofÂ December 31,Â September 30,Â 2023Â 2024Â Assets Â Â Â Â Current assets:Â Â Â Â Â Â Cash and cash equivalentsÂ \$2,584,635Â \$1,203,977Â Short-term investmentsÂ 641,035Â 993,618Â Accounts receivable, netÂ 440,768Â 419,369Â Prepaid expenses and other current assetsÂ 359,881Â 375,455Â Amount due from SINA(1)Â 486,397Â 465,676Â Current assets subtotalÂ 4,512,716Â 3,458,095Â Â Â Â Â Â Property and equipment, netÂ 220,663Â 227,609Â Goodwill and intangible assets, netÂ 300,565Â 288,233Â Long-term investmentsÂ 1,320,386Â 1,445,467Â Other non-current assetsÂ 926,028Â 1,205,712Â Total assetsÂ \$7,280,358Â \$6,625,116Â Â Â Â Â Â Liabilities, Redeemable Non-controlling Interests and Shareholdersâ€™ EquityÂ Â Â Â Â Â Liabilities:Â Â Â Â Â Â Current liabilities:Â Â Â Â Â Â Accounts payableÂ \$161,493Â \$154,440Â Accrued expenses and other current liabilitiesÂ 666,833Â 638,826Â Income tax payableÂ 94,507Â 80,711Â Deferred revenuesÂ 75,187Â 94,690Â Unsecured senior notesÂ 799,325Â Â -Â Current liabilities subtotalÂ 1,797,345Â 968,667Â Â Â Â Â Â Long-term liabilities:Â Â Â Â Â Â Convertible senior notesÂ 317,625Â 320,017Â Unsecured senior notesÂ 743,695Â 744,420Â Long-term loansÂ 791,647Â 794,395Â Other long-term liabilitiesÂ 112,430Â 119,676Â Total liabilitiesÂ 3,762,742Â 2,947,175Â Â Â Â Â Â Redeemable non-controlling interestsÂ 68,728Â 42,377Â Â Â Â Â Â Shareholdersâ€™ equity :Â Â Â Â Â Â Weibo shareholdersâ€™ equityÂ 3,398,735Â 3,583,469Â Non-controlling interestsÂ 50,153Â 52,095Â Total shareholdersâ€™ equityÂ 3,448,888Â 3,635,564Â Total liabilities, redeemable non-controlling interests and shareholdersâ€™ equityÂ \$7,280,358Â \$6,625,116Â (1) Included short-term loans to and interest receivable from SINA of US\$445.2 million as of December 31, 2023 and US\$423.5 million as of September 30, 2024. Â Â Â WEIBO CORPORATION UNAUDITED RECONCILIATION OF NON-GAAP TO GAAP RESULTS (In thousands of U.S. dollars, except per share data) Â Â Â Â Â Â Â Â Three months endedÂ Nine months endedÂ September 30,Â June 30,Â September 30,Â September 30,Â 2023Â 2024Â 2023Â 2024Â Income from operationsÂ \$133,986Â \$135,385Â \$141,322Â \$353,929Â \$376,444Â Add: Stock-based compensationÂ 25,691Â 17,207Â 18,098Â 79,383Â 56,317Â Amortization of intangible assets resulting from business acquisitionsÂ 4,209Â 5,011Â 5,112Â 12,919Â 15,182Â Non-GAAP income from operationsÂ 163,886Â \$157,603Â \$164,532Â \$446,231Â \$447,943Â Â Â Â Â Â Â Â Â Â Â Net income attributable to Weiboâ€™s shareholdersÂ 77,489Â 111,931Â 130,567Â \$259,368Â \$291,936Â Add: Stock-based compensationÂ 25,691Â 17,207Â 18,098Â 79,383Â 56,317Â Amortization of intangible assets resulting from business acquisitionsÂ 4,209Â 5,011Â 5,112Â 12,919Â 15,182Â Investment related gain/loss, net (1)Â 8,915Â (245)Â (16,905)Â 6,950Â (12,180) Non-GAAP to GAAP reconciling items on the share of equity Â method investmentsÂ 19,430Â (8,412)Â 1,975Â 12,351Â 18,921Â Non-GAAP to GAAP reconciling items for the income/loss attributable to non-controlling interestsÂ (101)Â (435)Â (501)Â (414)Â (1,372) Tax effects on non-GAAP adjustments (2)Â (645)Â (1,082)Â (1,112)Â (1,176)Â (3,297) Amortization ofÂ issuance cost of convertible senior notes, unsecured senior notes and long-term loansÂ 1,607Â 2,277Â 1,951Â 4,819Â 6,542Â Non-GAAP net income attributable to Weiboâ€™s shareholdersÂ \$136,595Â \$126,252Â \$139,185Â \$374,200Â \$372,049Â Â Â Â Â Â Â Â Â Â Â Â Non-GAAP diluted net income per share attributable to Weiboâ€™s shareholdersÂ \$0.57Â \$0.48\*Â \$0.53\*Â \$1.57Â \$1.42\*Â Â Â Â Â Â Â Â Â Â Â Shares used in computing GAAP diluted net income per share attributable to Weiboâ€™s shareholdersÂ 238,655Â 265,086Â 265,824Â 237,817Â 264,856Â Shares used in computing non-GAAP diluted net income per share attributable to Weiboâ€™s shareholdersÂ 238,655Â 265,086Â 265,824Â 237,817Â 264,856Â Â Â Â Â Â Â Â Â Â Â Â Adjusted EBITDA:Â Â Â Â Â Â Â Â Â Â Â Â Net income attributable to Weiboâ€™s shareholdersÂ \$77,489Â \$111,931Â \$130,567Â \$259,368Â \$291,936Â Non-GAAP adjustmentsÂ 59,106Â 14,321Â 8,618Â 114,832Â 80,113Â Non-GAAP net income attributable to Weiboâ€™s shareholdersÂ 136,595Â 126,252Â 139,185Â 374,200Â 372,049Â Interest (income) expense, netÂ 2,823Â (9,410)Â (6,348)Â (5,554)Â (24,909) Income tax expensesÂ 26,052Â 34,357Â 33,309Â 73,886Â 93,813Â Depreciation expensesÂ 9,354Â 9,169Â 8,985Â 29,917Â 27,571Â Adjusted EBITDAÂ 174,824Â \$160,368Â \$175,131Â \$472,449Â \$468,524Â Â Â Â Â Â Â Â Â Â Â Net revenuesÂ \$442,151Â \$437,873Â \$464,480Â \$1,296,169Â \$1,297,850Â Â Â Â Â Â Â Â Â Â Â Â Non-GAAP operating marginÂ 37%Â 36%Â 35%Â 34%Â 35%Â (1)To adjust impairment and provision on investments, gain/loss on sale of investments and fair value change of investments. Â (2)To adjust the income tax effects of non-GAAP adjustments, which primarily related to amortization of intangible assets resulting from business acquisitions and fair value change of investments. Other non-GAAP adjustment items have no tax effect, because (i) they were recorded in entities established in tax free jurisdictions, or (ii) full valuation allowances were provided for related deferred tax assets as it is more-likely-than-not they will not be realized. Â \*Net income

attributable to Weibo's shareholders is adjusted for interest expense of convertible senior notes for calculating diluted EPS.

WEIBO CORPORATION UNAUDITED ADDITIONAL INFORMATION (In thousands of U.S. dollars)

Three months ended	Nine months ended	September 30, June 30, September 30, September 30, 2023	2024	2023	2024
Advertising and marketing	Advertising and marketing	\$367,633	\$342,868	\$377,112	\$1,063,558
Non-Ali advertisers	Non-Ali advertisers	\$367,633	\$342,868	\$377,112	\$1,063,558
Alibaba - as an advertiser	Alibaba - as an advertiser	\$21,668	\$32,409	\$21,503	\$66,717
Subtotal	Subtotal	\$389,301	\$375,277	\$398,615	\$1,130,275
Value-added services	Value-added services	\$442,151	\$437,873	\$464,480	\$52,850
		\$1,296,169	\$1,297,850		