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UNITED STATES SECURITIES AND EXCHANGE COMMISSION Washington, D.C. 20549 FORM 6-K

REPORT OF FOREIGN PRIVATE ISSUER PURSUANT TO RULE 13a-16 OR 15d-16 UNDER THE SECURITIES EXCHANGE ACT OF 1934 For the month of November 2024 Commission File Number: 001-36397 Weibo Corporation (Registrant's Name) 8/F, QIHAO Plaza, No. 8 Xinyuan S. Road Chaoyang District, Beijing 100027 People's Republic of China (Address of Principal Executive Offices) Indicate by check mark whether the registrant files or will file annual reports under cover of Form 20-F or Form 40-F. Form 20-F x Form 40-F

Exhibit Index Exhibit 99.1 "Press Release regarding Financial Results for the Third Quarter Ended September 30, 2024 issued by Weibo Corporation on November 19, 2024 SIGNATURE 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. WEIBO CORPORATION Date: November 19, 2024 By: /s/ Fei Cao Fei Cao Chief Financial Officer EX-99.1 2 tm2428474d1\_ex99-1.htm EXHIBIT 99.1 Exhibit 99.1 Weibo Announces Third Quarter 2024 Unaudited Financial Results BEIJING, China November 19, 2024 Weibo Corporation (Weibo or the Company) (Nasdaq: WB and HKEX: 9898), a leading social media in China, today announced its unaudited financial results for the third quarter ended September 30, 2024. "We had a solid quarter," said Gaofei Wang, CEO of Weibo. "On 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 users' social interactions on the platform." Third Quarter 2024 Highlights 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]. 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]. Value-added services (VAS) 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]. Income from operations was US\$141.3 million, representing an operating margin of 30%. Net income attributable to Weibo's shareholders was US\$130.6 million and diluted net income per share was US\$0.50. Non-GAAP income from operations was US\$164.5 million, representing a non-GAAP operating margin of 35%. Non-GAAP net income attributable to Weibo's shareholders was US\$139.2 million and non-GAAP diluted net income per share was US\$0.53. Monthly active users (MAUs) were 587 million in September 2024. Average daily active users (DAUs) were 257 million in September 2024. [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.

Third Quarter 2024 Financial Results For the third quarter of 2024, Weibo'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. 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. 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. 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. 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. 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) a gain from fair value change of investments of US\$16.8 million, which was excluded under non-GAAP measures; and (ii) a net interest and other income of US\$6.7 million. 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. Net income attributable to Weibo'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 Weibo'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 Weibo'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 Weibo's shareholders for the third quarter of 2024 was US\$0.53, compared to US\$0.57 for the same period last year. As of September 30, 2024, Weibo'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. Conference Call Weibo's management team will host a conference call from 6:00 AM to 7:00 AM Eastern Time on November 19, 2024 (or 7:00 PM to 8:00 PM Beijing Time on November 19, 2024) to present an overview of the Company's financial performance and business operations. 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. Participants Registration Link: <https://register.vevent.com/register/B153615081ba80427881ec0a24ad90968c> Additionally, a live and archived webcast of this conference call will be available at <http://ir.weibo.com>.

Non-GAAP Financial Measures This release contains the following non-GAAP financial measures: non-GAAP income from operations, non-GAAP net income attributable to Weibo's shareholders, non-GAAP diluted net income per share attributable to Weibo's shareholders and adjusted EBITDA. These non-GAAP financial measures should be considered in addition to, not as a substitute for, measures of the Company's financial performance prepared in accordance with U.S. GAAP. The Company'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 Weibo's shareholders before interest income/expense, net, income tax expenses/benefits, and depreciation expenses. The Company's management uses these non-GAAP financial measures in their financial and operating decision-making, because management believes these measures reflect the Company'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 Company's current financial results with the Company's past financial results in a consistent manner, and (ii) in understanding and evaluating the Company'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 Company's core operating results and business outlook. Use of non-GAAP financial measures has limitations. The Company's non-GAAP financial measures do not include all income and expense items that affect the Company'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 Company's non-GAAP financial measures to the nearest comparable GAAP measures are set forth in the section below titled "Unaudited Reconciliation of Non-GAAP to GAAP Results."

**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 "safe harbor" provisions of the U.S. Private Securities Litigation Reform Act of 1995. These forward-looking statements can be identified by terminology, such as "will," "expects," "anticipates," "future," "intends," "believes," "confidence," "estimates" and similar statements. Among other things, Weibo'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 Company's periodic reports to the U.S. Securities and Exchange Commission ("SEC"), in announcements, circulars or other publications made on the website of The Stock Exchange of Hong Kong Limited (the "Hong Kong Stock Exchange"), 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 Company'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, Weibo'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 Company's quarterly operating results; the Company'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 Company'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 Weibo'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	Nine months ended	September 30,	June 30,	September 30,	September 30,	2023	2024	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:					
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	308,165	302,488	323,158	942,240	921,406	Income from operations	133,986	135,385	141,322	353,929	376,444
Non-operating income (loss):						Investment related income (loss), net	(8,915)	245	16,905	(6,950)	12,180

Interest and other income (loss), net \$ (19,498) \$ 11,182 \$ 6,699 \$ (5,459) \$ (730) \$ (28,413) \$ 11,427 \$ 23,604 \$ (12,409) \$ 11,450 \$ Income before income tax expenses \$ 105,573 \$ 146,812 \$ 164,926 \$ 341,520 \$ 387,894 Less: Income tax expenses \$ 25,407 \$ 33,275 \$ 32,197 \$ 72,709 \$ 90,516 \$ 113,537 \$ 132,729 \$ 268,811 \$ 297,378 Less: Net income attributable to non-controlling interests \$ 474 \$ 471 \$ 545 \$ 1,287 \$ 1,564 Accretion to redeemable non-controlling interests \$ 2,203 \$ 1,135 \$ 1,617 \$ 8,156 \$ 3,878 Net income attributable to Weibo's shareholders \$ 77,489 \$ 111,931 \$ 130,567 \$ 259,368 \$ 291,936 \$ Basic net income per share attributable to Weibo's shareholders \$ 0.33 \$ 0.47 \$ 0.55 \$ 1.10 \$ 1.23 Diluted net income per share attributable to Weibo's shareholders \$ 0.32 \$ 0.43 \$ 0.50 \$ 1.09 \$ 1.12 \$ Shares used in computing basic net income per share attributable to Weibo's shareholders \$ 235,842 \$ 237,124 \$ 237,499 \$ 235,307 \$ 237,107 Shares used in computing diluted net income per share attributable to Weibo's shareholders \$ 238,655 \$ 265,086 \$ 265,824 \$ 237,817 \$ 264,856 \$ (1) Stock-based compensation in each category: \$ Cost of revenues \$ 2,308 \$ 1,527 \$ 1,539 \$ 7,082 \$ 4,839 Sales and marketing \$ 4,243 \$ 3,211 \$ 3,454 \$ 12,969 \$ 10,488 Product development \$ 13,306 \$ 8,293 \$ 8,593 \$ 40,362 \$ 27,324 General and administrative \$ 5,834 \$ 4,176 \$ 4,512 \$ 18,970 \$ 13,666 \$ WEIBO CORPORATION UNAUDITED CONDENSED CONSOLIDATED BALANCE SHEETS (In thousands of U.S. dollars) As of December 31, September 30, 2023 2024 Assets Current assets: Cash and cash equivalents \$ 2,584,635 \$ 1,203,977 Short-term investments \$ 641,035 \$ 993,618 Accounts receivable, net \$ 440,768 \$ 419,369 Prepaid expenses and other current assets \$ 359,881 \$ 375,455 Amount due from SINA(1) \$ 486,397 \$ 465,676 Current assets subtotal \$ 4,512,716 \$ 3,458,095 Property and equipment, net \$ 220,663 \$ 227,609 Goodwill and intangible assets, net \$ 300,565 \$ 288,233 Long-term investments \$ 1,320,386 \$ 1,445,467 Other non-current assets \$ 926,028 \$ 1,205,712 Total assets \$ 7,280,358 \$ 6,625,116 Liabilities, Redeemable Non-controlling Interests and Shareholders' Equity \$ Liabilities: Current liabilities: Accounts payable \$ 161,493 \$ 154,440 Accrued expenses and other current liabilities \$ 666,833 \$ 638,826 Income tax payable \$ 94,507 \$ 80,711 Deferred revenues \$ 75,187 \$ 94,690 Unsecured senior notes \$ 799,325 \$ - Current liabilities subtotal \$ 1,797,345 \$ 968,667 Long-term liabilities: Convertible senior notes \$ 317,625 \$ 320,017 Unsecured senior notes \$ 743,695 \$ 744,420 Long-term loans \$ 791,647 \$ 794,395 Other long-term liabilities \$ 112,430 \$ 119,676 Total liabilities \$ 3,762,742 \$ 2,947,175 Redeemable non-controlling interests \$ 68,728 \$ 42,377 Shareholders' equity: Weibo shareholders' equity \$ 3,398,735 \$ 3,583,469 Non-controlling interests \$ 50,153 \$ 52,095 Total shareholders' equity \$ 3,448,888 \$ 3,635,564 Total liabilities, redeemable non-controlling interests and shareholders' equity \$ 7,280,358 \$ 6,625,116 (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. WEIBO CORPORATION UNAUDITED RECONCILIATION OF NON-GAAP TO GAAP RESULTS (In thousands of U.S. dollars, except per share data) Three months ended Nine months ended September 30, June 30, September 30, September 30, September 30, 2023 2024 2024 2023 2024 Income from operations \$ 133,986 \$ 135,385 \$ 141,322 \$ 353,929 \$ 376,444 Add: Stock-based compensation \$ 25,691 \$ 17,207 \$ 18,098 \$ 79,383 \$ 56,317 Amortization of intangible assets resulting from business acquisitions \$ 4,209 \$ 5,011 \$ 5,112 \$ 12,919 \$ 15,182 Non-GAAP income from operations \$ 163,886 \$ 157,603 \$ 164,532 \$ 446,231 \$ 447,943 Net income attributable to Weibo's shareholders \$ 77,489 \$ 111,931 \$ 130,567 \$ 259,368 \$ 291,936 Add: Stock-based compensation \$ 25,691 \$ 17,207 \$ 18,098 \$ 79,383 \$ 56,317 Amortization of intangible assets resulting from business acquisitions \$ 4,209 \$ 5,011 \$ 5,112 \$ 12,919 \$ 15,182 Investment related gain/loss, net (1) \$ 8,915 \$ (245) \$ (16,905) \$ 6,950 \$ (12,180) Non-GAAP to GAAP reconciling items on the share of equity method investments \$ 19,430 \$ (8,412) \$ 1,975 \$ 12,351 \$ 18,921 Non-GAAP to GAAP reconciling items for the income/loss attributable to non-controlling interests \$ (101) \$ (435) \$ (501) \$ (414) \$ (1,372) Tax effects on non-GAAP adjustments (2) \$ (645) \$ (1,082) \$ (1,112) \$ (1,176) \$ (3,297) Amortization of issuance cost of convertible senior notes, unsecured senior notes and long-term loans \$ 1,607 \$ 2,277 \$ 1,951 \$ 4,819 \$ 6,542 Non-GAAP net income attributable to Weibo's shareholders \$ 136,595 \$ 126,252 \$ 139,185 \$ 374,200 \$ 372,049 Non-GAAP diluted net income per share attributable to Weibo's shareholders \$ 0.57 \$ 0.48\* \$ 0.53\* \$ 1.57 \$ 1.42\* Shares used in computing GAAP diluted net income per share attributable to Weibo's shareholders \$ 238,655 \$ 265,086 \$ 265,824 \$ 237,817 \$ 264,856 Shares used in computing non-GAAP diluted net income per share attributable to Weibo's shareholders \$ 238,655 \$ 265,086 \$ 265,824 \$ 237,817 \$ 264,856 Adjusted EBITDA: Net income attributable to Weibo's shareholders \$ 77,489 \$ 111,931 \$ 130,567 \$ 259,368 \$ 291,936 Non-GAAP adjustments \$ 59,106 \$ 14,321 \$ 8,618 \$ 114,832 \$ 80,113 Non-GAAP net income attributable to Weibo's shareholders \$ 136,595 \$ 126,252 \$ 139,185 \$ 374,200 \$ 372,049 Interest (income) expense, net \$ 2,823 \$ (9,410) \$ (6,348) \$ (5,554) \$ (24,909) Income tax expenses \$ 26,052 \$ 34,357 \$ 33,309 \$ 73,886 \$ 93,813 Depreciation expenses \$ 9,354 \$ 9,169 \$ 8,985 \$ 29,917 \$ 27,571 Adjusted EBITDA \$ 174,824 \$ 160,368 \$ 175,131 \$ 472,449 \$ 468,524 Net revenues \$ 442,151 \$ 437,873 \$ 464,480 \$ 1,296,169 \$ 1,297,850 Non-GAAP operating margin \$ 37% \$ 36% \$ 35% \$ 34% \$ 35% (1) To adjust impairment and provision on investments, gain/loss on sale of investments and fair value change of investments. (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. \*Net income

WEIBO CORPORATION UNAUDITED ADDITIONAL INFORMATION (In thousands of U.S. dollars)										
	Three months ended		Nine months ended		September 30,		June 30,		September 30,	
	2023	2024	2023	2024	2023	2024	2023	2024	2023	2024
Net revenues	\$1,130,275	\$1,112,843	\$1,130,275	\$1,112,843	\$1,130,275	\$1,112,843	\$1,130,275	\$1,112,843	\$1,130,275	\$1,112,843
Advertising and marketing	\$367,633	\$342,868	\$367,633	\$342,868	\$367,633	\$342,868	\$367,633	\$342,868	\$367,633	\$342,868
Non-Ali advertisers	\$21,668	\$32,409	\$21,668	\$32,409	\$21,668	\$32,409	\$21,668	\$32,409	\$21,668	\$32,409
Alibaba - as an advertiser	\$66,717	\$76,463	\$66,717	\$76,463	\$66,717	\$76,463	\$66,717	\$76,463	\$66,717	\$76,463
Subtotal	\$389,301	\$375,277	\$389,301	\$375,277	\$389,301	\$375,277	\$389,301	\$375,277	\$389,301	\$375,277
Value-added services	\$52,850	\$62,596	\$52,850	\$62,596	\$52,850	\$62,596	\$52,850	\$62,596	\$52,850	\$62,596
	\$1,296,169	\$1,297,850	\$1,296,169	\$1,297,850	\$1,296,169	\$1,297,850	\$1,296,169	\$1,297,850	\$1,296,169	\$1,297,850