

Edgar Filing: Baidu.com, Inc. - Form SC 13G

Baidu.com, Inc.  
Form SC 13G  
October 14, 2008

UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
WASHINGTON, D.C. 20549

SCHEDULE 13G

UNDER THE SECURITIES EXCHANGE ACT OF 1934  
(AMENDMENT NO. \_\_\_\_\_) \*

Baidu.Com, Inc.

-----  
(Name of Issuer)

American Depositary Shares

-----  
(Title of Class of Securities)

056752-10-8

-----  
(CUSIP Number)

October 1, 2008

-----  
(Date of Event Which Requires Filing of this Statement)

Check the appropriate box to designate the rule pursuant to which this Schedule is filed:

/ / Rule 13d-1(b)  
/X/ Rule 13d-1(c)  
/ / Rule 13d-1(d)

\*The remainder of this cover page shall be filled out for a reporting person's initial filing on this form with respect to the subject class of securities, and for any subsequent amendment containing information which would alter the disclosures provided in a prior cover page.

The information required in the remainder of this cover page shall not be deemed to be "filed" for the purpose of Section 18 of the Securities Exchange Act of 1934 ("Act") or otherwise subject to the liabilities of that section of the Act but shall be subject to all other provisions of the Act (however, see the Notes).

Page 1  
of 8 Pages

SCHEDULE 13G

Edgar Filing: Baidu.com, Inc. - Form SC 13G

CUSIP NO. 056752-10-8

Page 2 of 8 Pages

(1) NAMES OF REPORTING PERSONS

I.R.S. IDENTIFICATION NOS. OF ABOVE PERSONS (ENTITIES ONLY)

Citigroup Financial Products Inc.

(2) CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP (SEE INSTRUCTIONS)

(a) / /

(b) / /

(3) SEC USE ONLY

(4) CITIZENSHIP OR PLACE OF ORGANIZATION

Delaware

NUMBER OF (5) SOLE VOTING POWER 0

SHARES

BENEFICIALLY (6) SHARED VOTING POWER 1,482,777\*

OWNED BY

EACH (7) SOLE DISPOSITIVE POWER 0

REPORTING

PERSON (8) SHARED DISPOSITIVE POWER 1,482,777\*

WITH:

(9) AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON 1,482,777\*

(10) CHECK IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES (SEE INSTRUCTIONS) / /

(11) PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (9) 5.9%\*

(12) TYPE OF REPORTING PERSON (SEE INSTRUCTIONS) CO

\* Assumes conversion/exercise of certain securities held.

Edgar Filing: Baidu.com, Inc. - Form SC 13G

SCHEDULE 13G

CUSIP NO. 056752-10-8

Page 3 of 8 Pages

(1) NAMES OF REPORTING PERSONS

I.R.S. IDENTIFICATION NOS. OF ABOVE PERSONS (ENTITIES ONLY)

Citigroup Global Markets Holdings Inc.

(2) CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP (SEE INSTRUCTIONS)

(a) / /

(b) / /

(3) SEC USE ONLY

(4) CITIZENSHIP OR PLACE OF ORGANIZATION

New York

NUMBER OF (5) SOLE VOTING POWER 0

SHARES

BENEFICIALLY (6) SHARED VOTING POWER 1,482,777\*

OWNED BY

EACH (7) SOLE DISPOSITIVE POWER 0

REPORTING

PERSON (8) SHARED DISPOSITIVE POWER 1,482,777\*

WITH:

(9) AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON 1,482,777\*

(10) CHECK IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES (SEE INSTRUCTIONS) / /

(11) PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (9) 5.9%\*

(12) TYPE OF REPORTING PERSON (SEE INSTRUCTIONS) HC

\* Assumes conversion/exercise of certain securities held.

Edgar Filing: Baidu.com, Inc. - Form SC 13G

SCHEDULE 13G

CUSIP NO. 056752-10-8

Page 4 of 8 Pages

(1) NAMES OF REPORTING PERSONS  
I.R.S. IDENTIFICATION NOS. OF ABOVE PERSONS (ENTITIES ONLY)

Citigroup Inc.

(2) CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP (SEE INSTRUCTIONS)

(a) / /

(b) / /

(3) SEC USE ONLY

(4) CITIZENSHIP OR PLACE OF ORGANIZATION Delaware

NUMBER OF	(5) SOLE VOTING POWER	0
SHARES		

BENEFICIALLY	(6) SHARED VOTING POWER	1,496,495*
OWNED BY		**

EACH	(7) SOLE DISPOSITIVE POWER	0
------	----------------------------	---

REPORTING	(8) SHARED DISPOSITIVE POWER	1,496,495*
PERSON		**

WITH:

(9) AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON	1,496,495*
	**

(10) CHECK IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES (SEE INSTRUCTIONS) / /

(11) PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (9)	6.0%*
	**

(12) TYPE OF REPORTING PERSON (SEE INSTRUCTIONS) HC

Edgar Filing: Baidu.com, Inc. - Form SC 13G

-----  
\* Assumes conversion/exercise of certain securities held.

\*\* Includes shares held by the other reporting persons.

Item 1(a). Name of Issuer:

Baidu.Com, Inc.

Item 1(b). Address of Issuer's Principal Executive Offices:

12/F, Ideal International Plaza  
No. 58 West-North 4th Ring  
Beijing, 100080  
Peoples Republic of China

Item 2(a).\* Name of Person Filing:

Citigroup Financial Products, Inc. ("CFP")  
Citigroup Global Markets Holdings Inc. ("CGM Holdings")  
Citigroup Inc. ("Citigroup")

\* Pursuant to the restructuring of Old Lane Partners, LLC ("Old Lane"), a Citigroup Inc. ("Citigroup") subsidiary, announced on June 12, 2008 and effected on June 26, 2008, this filing reflects securities beneficially owned by both Citigroup and Old Lane.

Item 2(b). Address of Principal Office or, if none, Residence:

The address of the principal office of both CFP and CGM Holdings is:

388 Greenwich Street  
New York, NY 10013

The address of the principal office of Citigroup is:

399 Park Avenue  
New York, NY 10043

Item 2(c). Citizenship or Place of Organization:

CGM Holdings is a New York corporation.

CFP and Citigroup are Delaware corporations.

Item 2(d). Title of Class of Securities:

American Depositary Shares

Item 2(e). CUSIP Number:

056752-10-8

Page 5  
of 8 Pages

Item 3. If This Statement Is Filed Pursuant to Sections 240.13d-1(b) or

Edgar Filing: Baidu.com, Inc. - Form SC 13G

240.13d-2(b) or (c), Check Whether the Person Filing Is a(n):

- (a)  Broker or dealer registered under Section 15 of the Act (15 U.S.C. 78o);
- (b)  Bank as defined in Section 3(a)(6) of the Act (15 U.S.C. 78c);
- (c)  Insurance company as defined in Section 3(a)(19) of the Act (15 U.S.C. 78c);
- (d)  Investment company registered under Section 8 of the Investment Company Act of 1940 (15 U.S.C. 80a-8);
- (e)  Investment adviser in accordance with Section 240.13d-1(b)(1)(ii)(E);
- (f)  Employee benefit plan or endowment fund in accordance with Section 240.13d-1(b)(1)(ii)(F);
- (g)  Parent holding company or control person in accordance with Section 240.13d-1(b)(1)(ii)(G);
- (h)  Savings association as defined in Section 3(b) of the Federal Deposit Insurance Act (12 U.S.C. 1813);
- (i)  Church plan that is excluded from the definition of an investment company under Section 3(c)(14) of the Investment Company Act of 1940 (15 U.S.C. 80a-3)
- (j)  Group, in accordance with Section 240.13d-1(b)(1)(ii)(J).

Item 4. Ownership. (as of October 1, 2008)

- (a) Amount beneficially owned: See item 9 of cover pages
  - (b) Percent of class: See item 11 of cover pages
  - (c) Number of shares as to which the person has:
    - (i) Sole power to vote or to direct the vote:
    - (ii) Shared power to vote or to direct the vote:
    - (iii) Sole power to dispose or to direct the disposition of:
    - (iv) Shared power to dispose or to direct the disposition of:
- See Items 5-8 of cover pages

Page 6  
of 8 Pages

Item 5. Ownership of Five Percent or Less of a Class.

If this statement is being filed to report the fact that as of the date hereof the reporting person has ceased to be the beneficial owner of more than five percent of the class of securities, check the following .

Edgar Filing: Baidu.com, Inc. - Form SC 13G

Item 6. Ownership of More Than Five Percent on Behalf of Another Person.

Not Applicable.

Item 7. Identification and Classification of the Subsidiary Which Acquired the Security Being Reported on by the Parent Holding Company.

CGM Holdings is the sole stockholder of CFP. Citigroup is the sole stockholder of CGM Holdings.

Item 8. Identification and Classification of Members of the Group.

Not Applicable.

Item 9. Notice of Dissolution of Group.

Not Applicable.

Page 7  
of 8 Pages

Item 10. Certification.

By signing below I certify that, to the best of my knowledge and belief, the securities referred to above were not acquired and are not held for the purpose of or with the effect of changing or influencing the control of the issuer of the securities and were not acquired and are not held in connection with or as a participant in any transaction having that purpose or effect.

SIGNATURE.

After reasonable inquiry and to the best of my knowledge and belief, I certify that the information set forth in this statement is true, complete and correct.

Dated: October 14, 2008

CITIGROUP FINANCIAL PRODUCTS INC.

By: /s/ Riqueza V. Feaster

-----  
Name: Riqueza V. Feaster  
Title: Assistant Secretary

CITIGROUP GLOBAL MARKETS HOLDINGS INC.

By: /s/ Riqueza V. Feaster

-----  
Name: Riqueza V. Feaster

Edgar Filing: Baidu.com, Inc. - Form SC 13G

Title: Assistant Secretary

CITIGROUP INC.

By: /s/ Riqueza V. Feaster

-----  
Name: Riqueza V. Feaster  
Title: Assistant Secretary

Page 8  
of 8 Pages

EXHIBIT INDEX TO SCHEDULE 13G  
-----

EXHIBIT 1  
-----

Agreement between CFP, CGM Holdings and Citigroup as to joint filing of  
Schedule 13G