



## Weibo Corporation to Report Third Quarter 2015 Financial Results on November 18, 2015

11/12/15

BEIJING, Nov. 12, 2015 (GLOBE NEWSWIRE) -- Weibo Corporation (NASDAQ:WB), a leading social media for people to create, share and discover Chinese-language content, will announce its unaudited financial results for the third quarter of 2015 after the close of market on November 18, 2015. Following the announcement, Weibo's management team will host a conference call from 8 PM – 9 PM Eastern Time on November 18, 2015 (or 9 AM – 10 AM Beijing Time on November 19, 2015) to present an overview of the Company's financial performance and business operations.

A live webcast of the call will be available through the Company's corporate website at <http://ir.weibo.com>. Dial-in to the conference call can be accessed as follows:

US Toll Free: +1 888-346-8982  
Hong Kong Toll Free: 800-905-945  
China Toll Free: 400-120-1203  
International: +1 412-902-4272  
Passcode for all regions: Weibo

A replay of the conference call will be available through midnight, Eastern Time on November 25, 2015. The dial-in number is +1 412-317-0088. The passcode for the replay is 10076332.

### About Weibo Corporation

Weibo is a leading social media for people to create, share and discover Chinese-language content. Weibo combines the mean of public self-expression in real time with a powerful platform for social interaction, as well as content aggregation and distribution. Any user can create and post a feed of up to 140 Chinese characters and attach multi-media or 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.

We enable our advertising and marketing customers to promote their brands, products and services to our users. We offer a wide variety of advertising and marketing solutions to our customers, ranging from large brand advertisers to Alibaba/e-commerce merchants to small and medium sized enterprises to individuals. We generate a substantial majority of our revenues from the sale of advertising and marketing services, including the sale of social display ads, promoted feeds and event-based ad solutions. We have developed and are continuously refining our social interest graph (SIG) 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 on Weibo.

### Safe Harbor Statement

This announcement contains forward-looking statements that relate to, among other things, Weibo's strategic and operational plans. Weibo may also make forward-looking statements in the Company's periodic reports to the U.S. Securities and Exchange Commission, in press releases and other written materials and in oral statements made by its officers, directors or employees to third parties. Weibo assumes no obligation to update the forward-looking statements in this press release and elsewhere. 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; the global financial and credit market crisis and its impact on the Chinese economy; the uncertain regulatory landscape in China; fluctuations in the Company's quarterly operating results; the Company's reliance on advertising sales for a majority of its revenues; failure to successfully develop, introduce, drive adoption of or monetize new features and products; failure to enter and develop the small and medium enterprise market by the Company or through cooperation with other parties, including Alibaba; failure to successfully integrate acquired businesses; risks associated with the Company's investments, including equity pick-up and impairment; and failure to compete successfully against new entrants and established industry competitors. Further information regarding these and other risks is included in Weibo's Registration Statement filed on April 28, 2015, and other filings with the Securities and Exchange Commission.

CONTACT: Investor Relations  
Weibo Corporation  
Phone: +8610-5898 3112  
Email: [ir@staff.weibo.com](mailto:ir@staff.weibo.com)

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