



Weibo Corporation to Report Second Quarter 2016 Financial Results on August 8, 2016

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BEIJING, July 28, 2016 /PRNewswire/ -- 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 second quarter of 2016 after the close of market on Monday, August 8, 2016. Following the announcement, Weibo's management team will host a conference call from 9 PM-10 PM Eastern Time on August 8, 2016 (or 9 AM-10 AM Beijing Time on August 9, 2016) 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 August 15, 2016. The dial-in number is +1 412-317-0088. The passcode for the replay is 10089309.

About Weibo Corporation

Weibo is a leading social media for people to create, share and discover Chinese-language content. Weibo combines the means 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.

Weibo enables its advertising and marketing customers to promote their brands, products and services to users. Weibo offers a wide variety of advertising and marketing solutions to its customers, ranging from large brand advertisers to Alibaba/e-commerce merchants to small and medium sized enterprises to individuals. The Company generates a substantial majority of revenues from the sale of advertising and marketing services, including the sale of social display ads, promoted feeds and event-based ad solutions. Weibo has developed and is continuously refining its social interest graph recommendation engine, which enables its 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 that relate to, among other things, Weibo's expected financial performance and strategic and operational plans (as described, without limitation, in the "Business Outlook" section and in quotations from management in this press release. Weibo may also make forward-looking statements in the Company's periodic reports to the U.S. Securities and Exchange Commission ("SEC"), 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. These forward-looking statements can be identified by terminology, such as "will," "expects," "anticipates," "future," "intends," "plans," "believes," "confidence," "estimates" and similar 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 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 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; 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 report on Form 20-F for the fiscal year ended December 31, 2015 filed with the SEC on April 28, 2016 and other filings with the SEC. 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: +8610-5898 3017
Email: ir@staff.weibo.com

To view the original version on PR Newswire, visit: <http://www.prnewswire.com/news-releases/weibo-corporation-to-report-second-quarter-2016-financial-results-on-august-8-2016-300304694.html>

