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 2023

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 ⊠ Form 40-F □

EXHIBIT INDEX

Exhibit No.	Description
<u>99.1</u>	Press Release regarding Financial Results for the Third Quarter Ended September 30, 2023 issued by Weibo Corporation on
	<u>November 9, 2023</u>
<u>99.2</u>	Announcement – Change of Address of Principal Place of Business in Hong Kong

SIGNATURES

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 9, 2023

By: /s/ Fei Cao

Fei Cao Chief Financial Officer

Weibo Reports Third Quarter 2023 Unaudited Financial Results

BEIJING, China – November 9, 2023 – 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, 2023.

"We further improved our platform's traffic structure and enhanced our operating efficiency this quarter," said Gaofei Wang, CEO of Weibo. "On user front, our MAUs crossed the 600 million milestone and continued to grow healthily. On content operation, we focused on reinforcing our content ecosystem through developing key content verticals, aiming to drive traffic growth across various content verticals, improve user engagement and unlock monetization potentials of our platform. On monetization, our advertising business exhibited modest recovery this quarter. We also achieved further margin expansion through solid execution of our efficiency initiatives, with operating margin and non-GAAP operating margin reaching 30% and 37% this quarter, respectively."

Third Quarter 2023 Highlights

- Net revenues were US\$442.2 million, a decrease of 3% year-over-year or an increase of 2% year-over-year on a constant currency basis ^[1].
- Advertising and marketing revenues were US\$389.3 million, a decrease of 1% year-over-year or an increase of 3% year-over-year on a constant currency basis ^[1].
- Value-added services ("VAS") revenues were US\$52.9 million, a decrease of 12% year-over-year or a decrease of 7% year-over-year on a constant currency basis ^[1].
- · Income from operations was US\$134.0 million, representing an operating margin of 30%.
- Net income attributable to Weibo's shareholders was US\$77.5 million and diluted net income per share was US\$0.32.
- Non-GAAP income from operations was US\$163.9 million, representing a non-GAAP operating margin of 37%.
- Non-GAAP net income attributable to Weibo's shareholders was US\$136.6 million and non-GAAP diluted net income per share was US\$0.57.
- Monthly active users ("MAUs") were 605 million in September 2023, a net addition of approximately 21 million users on a year-over-year basis. Mobile MAUs represented 95% of MAUs.
- · Average daily active users ("DAUs") were 260 million in September 2023, a net addition of approximately 8 million users on a year-over-year basis.

^[1] On a constant currency (non-GAAP) basis, we assume that the exchange rate in the third quarter of 2023 had been the same as it was in the third quarter of 2022, or RMB6.85=US\$1.00.

Third Quarter 2023 Financial Results

For the third quarter of 2023, Weibo's total net revenues were US\$442.2 million, a decrease of 3% compared to US\$453.6 million for the same period last year.

Advertising and marketing revenues for the third quarter of 2023 were US\$389.3 million, a decrease of 1% compared to US\$393.4 million for the same period last year. Advertising and marketing revenues excluding ad revenues from Alibaba were US\$367.6 million, a decrease of 3% compared to US\$378.4 million for the same period last year.

VAS revenues for the third quarter of 2023 were US\$52.9 million, a decrease of 12% year-over-year compared to US\$60.1 million for the same period last year, primarily due to decrease of game-related revenues.

Costs and expenses for the third quarter of 2023 totaled US\$308.2 million, a decrease of 7% compared to US\$330.3 million for the same period last year. The decrease of costs and expenses was mainly resulted from unfavorable foreign exchange impact on the reported numbers as well as decrease of personnel related costs.

Income from operations for the third quarter of 2023 was US\$134.0 million, compared to US\$123.2 million for the same period last year. Operating margin was 30%, compared to 27% last year. Non-GAAP income from operations was US\$163.9 million, compared to US\$162.1 million for the same period last year. Non-GAAP operating margin was 37%, compared to 36% last year.

Non-operating loss for the third quarter of 2023 was US\$28.4 million, compared to US\$120.4 million for the same period last year. Non-operating loss for the third quarter of 2023 mainly included (i) a US\$19.5 million net interest and other loss; (ii) a US\$15.9 million investment related impairment, which was excluded under non-GAAP measures; and (iii) a US\$6.9 million gain from fair value change of investments in DiDi Global Inc. (OTC Pink: DIDIY), which was excluded under non-GAAP measures.

Income tax expenses were US\$25.4 million, compared to US\$19.8 million for the same period last year.

Net income attributable to Weibo's shareholders for the third quarter of 2023 was US\$77.5 million, compared to a loss of US\$17.1 million for the same period last year. Diluted net income per share attributable to Weibo's shareholders for the third quarter of 2023 was US\$0.32, compared to diluted net loss per share attributable to Weibo's shareholders of US\$0.07 for the same period last year. Non-GAAP net income attributable to Weibo's shareholders for the third quarter of 2023 was US\$136.6 million, compared to US\$119.0 million for the same period last year. Non-GAAP diluted net income per share attributable to Weibo's shareholders for the third quarter of 2023 was US\$0.57, compared to US\$0.50 for the same period last year.

As of September 30, 2023, Weibo's cash, cash equivalents and short-term investments totaled US\$2.8 billion. For the third quarter of 2023, cash provided by operating activities was US\$131.6 million, capital expenditures totaled US\$7.8 million, and depreciation and amortization expenses amounted to US\$13.9 million.

Conference Call

Weibo's management team will host a conference call from 6:00 AM to 7:00 AM Eastern Time on November 9, 2023 (or 7:00 PM to 8:00 PM Beijing Time on November 9, 2023) 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/BI29b93112bc7446d5b0a9680e9ba2f1d7

Additionally, a live and archived webcast of this conference call will available at <u>http://ir.weibo.com</u>.

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, non-cash compensation cost to non-controlling interest shareholders, impairment of intangible assets, 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 debt, senior notes and long-term loans. Adjusted EBITDA excludes interest income/expense, net, income tax expenses, 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. The Company 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. Designed with a "mobile first" philosophy, Weibo displays content in a simple information feed format and offers native advertisement that conform to the information feed on our platform. To support the mobile format, we have developed and 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," "plans," "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 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 report on Form 20-Fs 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: <u>ir@staff.weibo.com</u>

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,		September 3	
		2022		2023		2023		2022		2023
Net revenues:										
Advertising and marketing	\$	393,426	\$	385,674	\$	389,301	\$	1,206,106	\$	1,130,275
Value-added services		60,134		54,566		52,850		182,228		165,894
Net revenues		453,560		440,240		442,151		1,388,334		1,296,169
Costs and expenses:										
Cost of revenues ⁽¹⁾		04 202		04 373		02.000		20.4.400		274 122
		94,383		94,272		93,998		294,498		274,123
Sales and marketing ⁽¹⁾		113,619		105,425		109,776		354,442		321,695
Product development ⁽¹⁾		97,025		92,945		82,764		315,862		266,385
General and administrative ⁽¹⁾		25,322		24,145		21,627		93,358		80,037
Impairment of intangible assets		-		-		-		10,176		-
Total costs and expenses		330,349		316,787		308,165		1,068,336		942,240
Income from operations		123,211		123,453		133,986		319,998		353,929
NT- construction and construction										
Non-operating loss: Investment related loss, net		(105,901)		(25,190)		(8,915)		(200 527)		(6.050
Interest and other income (loss), net		,		(,)		(, ,		(309,527)		(6,950
interest and other income (1055), net		(14,460) (120,361)		<u>11,357</u> (13,833)		(19,498) (28,413)		(21,765) (331,292)		(5,459) (12,409
		(120,301)		(13,033)		(20,413)		(331,292)		(12,405
Income (loss) before income tax expenses		2,850		109,620		105,573		(11,294)		341,520
Less: Income tax expenses		19,760		25,450		25,407		48,978		72,709
Net income (loss)		(16,910)		84,170		80,166		(60,272)		268,811
Less: Net income (loss) attributable to non-controlling interests		227		257		474		(3,911)		1,287
Accretion to redeemable non-controlling interests	_	-		2,526		2,203		-	_	8,156
Net income (loss) attributable to Weibo's shareholders	\$	(17,137)	\$	81,387	\$	77,489	\$	(56,361)	\$	259,368
Basic net income (loss) per share attributable to Weibo's shareholders	\$	(0.07)	\$	0.35	\$	0.33	\$	(0.24)	\$	1.10
Diluted net income (loss) per share attributable to Weibo's shareholders	\$	(0.07)	\$	0.34	\$	0.32	\$	(0.24)	\$	1.10
() F	Ψ	(0.07)	Ψ	0.54	φ	0.02	Ψ	(0.24)	Ψ	1.05
Shares used in computing basic net income (loss) per share attributable										
to Weibo's shareholders		235,894		235,361		235,842		235,543		235,307
Shares used in computing diluted net income (loss) per share attributable										
to Weibo's shareholders		235,894		237,886		238,655		235,543		237,817
(1) Stock-based compensation in each category:	\$	2 5 4 4	¢	2 220	¢	2 200	¢	7 507	¢	7 000
Cost of revenues	Э	2,544 5,107	\$	2,238 4,113	\$	2,308 4,243	\$	7,597 15,224	\$	7,082 12,969
Sales and marketing Product development		5,107		4,113		4,243		44,520		40,362

WEIBO CORPORATION UNAUDITED CONDENSED CONSOLIDATED BALANCE SHEETS (In thousands of U.S. dollars)

	December 31, 2022			ptember 30, 2023
Assets				
Current assets:				
Cash and cash equivalents	\$	2,690,768	\$	2,455,007
Short-term investments		480,428		314,629
Accounts receivable, net		502,443		434,069
Prepaid expenses and other current assets		391,502		374,940
Amount due from SINA ⁽¹⁾		487,117		497,108
Current assets subtotal		4,552,258		4,075,753
Property and equipment, net		249,553		216,765
Goodwill and intangible assets, net		245,223		218,428
Long-term investments		993,630		1,283,578
Other non-current assets		1,088,790		916,013
Total assets	\$	7,129,454	\$	6,710,537
Liphilities Dedeemable New controlling Interacts and Shaveholders' Equity				
Liabilities, Redeemable Non-controlling Interests and Shareholders' Equity Liabilities:				
Current liabilities:				
Accounts payable	\$	161,029	\$	156,243
Accrued expenses and other current liabilities	Φ	923,678	J)	606,608
Income tax payable		55,282		74,887
Deferred revenues		79,949		79,028
Unsecured senior notes		75,545		798,991
Current liabilities subtotal		1,219,938		1,715,757
		1,213,330		1,/13,/3/
Long-term liabilities:				
Unsecured senior notes		1,540,717		743,453
Long-term loans		880,855		888,947
Other long-term liabilities		97,404		84,930
Total liabilities		3,738,914		3,433,087
Redeemable non-controlling interests		45,795		59,296
Shareholders' equity :				
Weibo shareholders' equity		3,330,250		3,207,129
Non-controlling interests		14,495		11,025
Total shareholders' equity		3,344,745		3,218,154
Total liabilities, redeemable non-controlling interests and shareholders' equity	\$	7,129,454	\$	6,710,537

(1) Included short-term loans to and interest receivable from SINA of US\$420.4 million as of December 31, 2022 and US\$429.0 million as of September 30, 2023.

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,	
		2022		2023		2023		2022		2023
Income from operations	\$	123,211	\$	123,453	\$	133,986	\$	319,998	\$	353,929
Add: Stock-based compensation		29,824		26,067		25,691		88,336		79,383
Amortization of intangible assets resulting from business acquisitions		4,381		4,271		4,209		15,027		12,919
Accrual of non-cash compensation cost to non-controlling interest shareholders		4,689		-		-		15,587		-
Impairment of intangible assets		-		-		-		10,176		-
Non-GAAP income from operations	\$	162,105	\$	153,791	\$	163,886	\$	449,124	\$	446,231
Net income (loss) attributable to Weibo's shareholders	\$	(17,137)	\$	81,387	\$	77,489	\$	(56,361)	\$	259,368
Add: Stock-based compensation		29,824		26,067		25,691		88,336		79,383
Amortization of intangible assets resulting from business acquisitions		4,381		4,271		4,209		15,027		12,919
Accrual of non-cash compensation cost to non-controlling interest shareholders		4,689						15 597		
		4,009		-		-		15,587 10,176		-
Impairment of intangible assets (1)		-		-		-				-
Investment related gain/loss, net ⁽¹⁾		105,901		25,190		8,915		309,527		6,950
Non-GAAP to GAAP reconciling items on the share of equity method investments		(3,503)		(11,262)		19,430		2,414		12,351
Non-GAAP to GAAP reconciling items for the income/loss attributable										
to non-controlling interests		(154)		(156)		(101)		(5,063)		(414
Tax effects on non-GAAP adjustments ⁽²⁾		(6,605)		(727)		(645)		(22,917)		(1,176
Amortization of issuance cost of convertible debt, unsecured senior		(0,000)		()		(0.10)		(,=)		(-,
notes and long-term loans		1,611		1,606		1,607		4,833		4,819
Non-GAAP net income attributable to Weibo's shareholders	\$	119,007	\$	126,376	\$	136,595	\$	361,559	\$	374,200
	φ	113,007	Ψ	120,070	Ψ	100,000	Ψ	501,555	Ψ	574,200
Non-GAAP diluted net income per share attributable to Weibo's								ala		
shareholders	\$	0.50*	\$	0.53	\$	0.57	\$	1.52*	\$	1.57
Shares used in computing GAAP diluted net income (loss) per share										
attributable to Weibo's shareholders		235,894		237,886		238,655		235,543		237,817
Add: The number of shares for dilution resulted from convertible debt $^{(3)}$		6,753		-		-		6,753		-
The number of shares for dilution resulted from unvested restricted		-,						-,		
share units $^{(3)}$		1,550						1,167		
Shares used in computing non-GAAP diluted net income per share		1,550						1,107		
attributable to Weibo's shareholders		244,197		237,886		238,655		243,463		237,817
			_							
Adjusted EBITDA:										
Net income (loss) attributable to Weibo's shareholders	\$	(17,137)	\$	81,387	\$	77,489	\$	(56,361)	\$	259,368
Non-GAAP adjustments		136,144		44,989		59,106		417,920		114,832
Non-GAAP net income attributable to Weibo's shareholders	-	119,007	-	126,376		136,595	-	361,559		374,200
		(8,896)		1,366		2,823		(28,325)		(5,554
Interest (income) expense, net										
Interest (income) expense, net Income tax expenses		26,365		26,177		26,052		71,895		73,886
				26,177 9,962		26,052 9,354		. ,		

(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 and impairment 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.
- (3) To adjust the number of shares for dilution resulted from convertible debt and unvested restricted share units which were anti-dilutive under GAAP measures.
- * Net income attributable to Weibo's shareholders is adjusted for interest expense of convertible debt for calculating diluted EPS.

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

		Three months ended							Nine months ended			
	Se	September 30,		June 30,		September 30,		September 30,		otember 30,		
		2022		2023		2023		2022		2023		
Net revenues												
Advertising and marketing												
Non-Ali advertisers	\$	378,378	\$	358,894	\$	367,633	\$	1,141,405	\$	1,063,558		
Alibaba - as an advertiser		15,048		26,780		21,668		64,701		66,717		
Subtotal		393,426	_	385,674		389,301		1,206,106		1,130,275		
Value-added services		60,134		54,566		52,850		182,228		165,894		
	\$	453,560	\$	440,240	\$	442,151	\$	1,388,334	\$	1,296,169		

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(A company controlled through weighted voting rights and incorporated in the Cayman Islands with limited liability) (Stock code: 9898)

CHANGE OF ADDRESS OF PRINCIPAL PLACE OF BUSINESS IN HONG KONG

The board of directors (the "**Board**") of Weibo Corporation (the "**Company**") hereby announces that with effect from November 9, 2023, the address of the principal place of business in Hong Kong of the Company will be relocated from 5/F, Manulife Place, 348 Kwun Tong Road, Kowloon, Hong Kong to Unit 3, 20/F, Futura Plaza, 111-113 How Ming Street, Kwun Tong, Kowloon, Hong Kong.

By order of the Board Weibo Corporation Mr. Charles Guowei Chao Chairman of the Board

Hong Kong, November 9, 2023

As at the date of this announcement, the board of directors of the Company comprises Mr. Charles Guowei Chao, Mr. Gaofei Wang, Ms. Hong Du and Mr. Bo Liu, as the directors, and Mr. Pochin Christopher Lu, Mr. Pehong Chen and Mr. Yan Wang as the independent directors.