



36Kr to Integrate Baidu ERNIE Bot: Building AI-powered content ecosystem and Enterprise Services suite

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BEIJING, Feb. 14, 2023 /PRNewswire/ -- 36Kr Holdings Inc. ("36Kr" or the "Company") (NASDAQ: KRKR), a prominent brand and a pioneering platform dedicated to serving New Economy participants in China, announced today it has become one of the first-batch partners of Baidu's (NASDAQ: BIDU) ChatGPT-style ERNIE Bot ecosystem. 36Kr will integrate the abilities provided by Baidu ERNIE Bot, elevating its explorations in applying ChatGPT and AIGC technologies.

36Kr (NASDAQ: KRKR) will apply Baidu's (NASDAQ: BIDU) industry-leading smart chat technologies in areas spanning content creation, user interaction, and enterprise service review. This initiative demonstrates 36Kr's first-mover role in applying AI technology, representing the first usage of the interactive language model technology in enterprise services and interactive user scenarios provided by vertical media.

ERNIE Bot is an AI chatbot project developed by Baidu based on its ERNIE (ERNIE Model) technology. Baidu has been deeply rooted in the field of artificial intelligence for over a decade, boasting an industrial-level knowledge-enhanced ERNIE model with deep semantic understanding and generation capabilities across multiple modalities and languages. It has immense potential in a wide range of areas, including question-and-answer search, cloud computing, content creation, and smart office.

Being the first-tier partner, 36Kr will take preliminary steps to internally test the application of ERNIE Bot and integrate its technology capabilities while deepening its collaboration with Baidu on product research and development, as well as standard design. Teaming up with Baidu's R&D team to create joint solutions across technology advances, team training, and co-marketing, 36Kr will strengthen its competitive moat and build a full-scenario content ecosystem with AI-enabled solutions and services for its user interactions. With that, 36Kr will lead the transformation and upgrade in the enterprise services and vertical media space. This will pave the way for 36Kr's explorations in the applications of ChatGPT and AIGC technologies, improving content production efficiency and quality, further supporting the Company's roadmap to create a better pan-commerce, pan-technology, and pan-life content ecosystem, and consistently empowering the New Economy.

About 36Kr Holdings Inc.

36Kr Holdings Inc. is a prominent brand and a pioneering platform dedicated to serving New Economy participants in China with the mission of empowering New Economy participants to achieve more. The Company started its business with high-quality New Economy-focused content offerings, covering a variety of industries in China's New Economy with diverse distribution channels. Leveraging traffic brought by high-quality content, the Company has expanded its offerings to business services, including online advertising services, enterprise value-added services, and subscription services, to address the evolving needs of New Economy companies and upgrading needs of traditional companies. The Company is supported by a comprehensive database and strong data analytics capabilities. Through diverse service offerings and significant brand influence, the Company is well-positioned to continuously capture the high growth potential of China's New Economy.

For more information, please visit: <http://ir.36kr.com>.

Safe Harbor Statement

This announcement 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," "estimates," "confident" and similar statements. 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 factors could cause actual results to differ materially from those contained in any forward-looking statement, including but not limited to the following: the Company's goal and strategies; the Company's future business development, results of operations and financial condition; relevant government policies and regulations relating to our business and industry; the Company's expectations regarding the use of proceeds from this offering; the Company's expectations regarding demand for, and market acceptance of, its services; the Company's ability to maintain and enhance its brand; the Company's ability to provide high-quality content in a timely manner to attract and retain users; the Company's ability to retain and hire quality in-house writers and editors; the Company's ability to maintain cooperation with third-party professional content providers; the Company's ability to maintain relationships with third-party platforms; general economic and business conditions in China; possible disruptions in commercial activities caused by natural or human-induced disasters; and assumptions underlying or related to any of the foregoing. Further information regarding these and other risks is included in the Company's filings with the SEC. All information provided in this press release and in the attachments is as of the date of this press release, and the Company undertakes no obligation to update any forward-looking statement, except as required under applicable law.

For investor and media inquiries, please contact:

In China:

36Kr Holdings Inc.
Investor Relations
Tel: +86 (10) 5825-4188
E-mail: ir@36kr.com

The Piacente Group, Inc.
Jenny Cai
Tel: +86 (10) 6508-0677
E-mail: 36Kr@tpg-ir.com

In the United States:

The Piacente Group, Inc.
Brandi Piacente
Tel: +1-212-481-2050
E-mail: 36Kr@tpg-ir.com