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Weibo Corporation
微博股份有限公司

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

INSIDE INFORMATION
BOARD CHANGE

This announcement is issued by Weibo Corporation (the “**Company**”) pursuant to Rules 13.09 and 13.10B of the Rules Governing the Listing of the Securities on The Stock Exchange of Hong Kong Limited (the “**Listing Rules**”) and the Inside Information Provisions (as defined in the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Cap. 571 of the Laws of Hong Kong).

The Company announces that Mr. Daniel Yong Zhang (“**Mr. Zhang**”) has resigned from the board of directors of the Company (the “**Board**”), effective as of January 10, 2022. The Board would like to take the opportunity to express its gratitude to Mr. Zhang for his contributions to the Company and his services during his tenure as a director of the Company.

Furthermore, the Company is pleased to announce that Mr. Pen Hung Tung (“**Mr. Tung**”) has been appointed as a director of the Company, effective as of January 10, 2022. The directors of the Company determined that Mr. Tung had valuable and relevant qualifications and experience that qualified him to succeed Mr. Zhang, and it is in the best interests of the Company to appoint Mr. Tung as a director of the Company.

Mr. Tung is currently the Chief Marketing Officer of Alibaba Group. Mr. Tung joined Alibaba Group in January 2016. Before joining Alibaba Group, Mr. Tung was the Chief Executive Officer of VML China and served as the Vice President of Marketing at PepsiCo China. Mr. Tung received a bachelor’s degree in electrical engineering from Taiwan University and a master’s degree in industrial engineering from University of Michigan, Ann Arbor.

Attached hereto as Schedule 1 is the full text of the Form 6-K submitted by the Company to the Securities and Exchange Commission of the United States on January 10, 2022 announcing the resignation of Mr. Zhang and the appointment of Mr. Tung.

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

Hong Kong, January 10, 2022

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. Pen Hung Tung, as the directors, and Mr. Pochin Christopher Lu, Mr. Pehong Chen and Mr. Yan Wang as the independent directors.

Schedule 1

**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
OF THE SECURITIES EXCHANGE ACT OF 1934**

For the month of January 2022

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

Indicate by check mark if the registrant is submitting the Form 6-K in paper as permitted by Regulation S-T Rule 101(b)(1):

Indicate by check mark if the registrant is submitting the Form 6-K in paper as permitted by Regulation S-T Rule 101(b)(7):

Exhibit Index

Exhibit 99.1 – Press Release – Weibo Announces Board Change

Weibo Announces Board Change

BEIJING, January 10, 2022 – Weibo Corporation (“**Weibo**” or the “**Company**”) (Nasdaq: WB; HKEx: 9898), a leading social media platform in China, today announced that Mr. Pen Hung Tung has been appointed as a director to the Board of Directors of the Company and Mr. Daniel Yong Zhang has resigned from the board, effective on January 10, 2022.

Mr. Tung is currently the Chief Marketing Officer of Alibaba Group. Mr. Tung joined Alibaba Group in January 2016. Before joining Alibaba Group, Mr. Tung was the Chief Executive Officer of VML China and served as the Vice President of Marketing at PepsiCo China. Mr. Tung received a bachelor’s degree in electrical engineering from Taiwan University and a master’s degree in industrial engineering from University of Michigan, Ann Arbor.

The Company would like to express its deep appreciation to Mr. Daniel Yong Zhang for his contribution to the Company and service to the board during his tenure. At the same time, the Company is thrilled to welcome Mr. Tung to the board of directors and believes that Mr. Tung will bring valuable guidance to the Company’s development.

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 advertisements that conform to the information feed on our platform. To support the mobile format, we have developed and are 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.

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: January 10, 2022

By: /s/Fei Cao
Fei Cao
Chief Financial Officer