## **UNITED STATES** SECURITIES AND EXCHANGE COMMISSION

WASHINGTON, D.C. 20549

## FORM 6-K

REPORT OF FOREIGN PRIVATE ISSUER UNDER T

UNDER THE SECURITIES EXCHANGE ACT OF 1934
For the month of November 2019
Commission File Number: 001-36222
Autohome Inc.
18th Floor Tower B, CEC Plaza 3 Dan Ling Street Haidian District, Beijing 100080 The 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):

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## **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.

Autohome Inc.

By: /s/ Min Lu

Name: Min Lu

Title: Chairman of the Board and Chief Executive Officer

Date: November 7, 2019

[Signature page to Form 6-K]



## Autohome Inc. Announces Unaudited Third Quarter Ended September 30, 2019 Financial Results

Established Dividend Policy of Recurring Annual Cash Dividend Pay-outs

BEIJING, November 5, 2019 – Autohome Inc. (NYSE: ATHM) ("Autohome" or the "Company"), the leading online destination for automobile consumers in China, today announced its unaudited financial results for the third quarter ended September 30, 2019.

## Third Quarter 2019 Highlights1

- Net Revenues in the third quarter of 2019 were RMB2,170.2 million (\$303.6 million), an increase of 14.9% year-over-year.
- **Mobile Traffic Leadership Continues**: In September 2019, the total number of average daily active users who accessed the Company's mobile websites, primary application and mini-apps reached 38.8 million, representing an increase of 38% compared to September 2018, and further solidifying the Company's dominant position in China's auto vertical sector.
- **Intelligent New Car Launch**: Launched in June 2019, the Intelligent New Car Launch is a data product for automakers by leveraging the Company's content and big data capabilities, aiming to improve the market awareness of newly launched car models. By the end of September, eight automakers have signed up for this new service.

Mr. Min Lu, Chairman of the Board of Directors and Chief Executive Officer of Autohome, stated, "Autohome delivered solid results amidst a challenging operating climate with revenue totaling RMB2.17 billion. In the third quarter, we strived to bring users enriched content and offered them more value. Road trip related content attracted attentions from both automakers and auto fans. Data business sustained its momentum as we saw strong demand from customers for our newly launched data products, which demonstrated our leading position in this space. Furthermore, our prudent overseas business expansion is well on track. All these developments demonstrate that Autohome as a first mover, consistently improves and diversifies its offerings to capture opportunities for future growth."

Mr. Jun Zou, Chief Financial Officer of Autohome, added, "In the third quarter, Autohome maintained its solid growth with total revenue increasing by 14.9% year-over-year, driven by our resilient core business as well as robust new initiatives. With our strong balance sheet and abundant cash on hand, we believe we are well geared to make investments in strategic areas that will contribute to our long-term growth. In addition, given our strong cash position and ability to generate cash flow, our board of directors approved an annual cash dividend policy. The amount of the first dividend based on the policy will be announced after the disclosure of the fourth quarter 2019 results. This dividend plan showcases our confidence in the Company's business and our firm commitment to our shareholders."

The reporting currency of the Company is Renminbi ("RMB"). For the convenience of readers, certain amounts throughout the release are presented in US dollars ("\$"). Unless otherwise noted, all conversions from RMB to US\$ are translated at the noon buying rate of US\$1.00 to RMB7.1477 on September 30, 2019 in the City of New York for cable transfers of RMB as certified for customs purposes by the Federal Reserve Bank of New York. No representation is made that the RMB amounts could have been, or could be, converted into US\$ at such rate.

## **Unaudited Third Quarter 2019 Financial Results**

## **Net Revenues**

Net revenues in the third quarter of 2019 were RMB2,170.2 million (\$303.6 million), compared to RMB1,888.4 million in the corresponding period of 2018.

- Media services revenues were RMB924.5 million (\$129.3 million), compared to RMB901.3 million in the corresponding period of 2018.
- **Leads generation services** revenues were RMB828.8 million (\$116.0 million), compared to RMB739.3 million in the corresponding period of 2018. The increase was primarily attributable to the increase in average revenue per paying dealer.
- **Online marketplace and others** revenues increased by 68.2% to RMB416.9 million (\$58.3 million) from RMB247.9 million in the corresponding period of 2018. The increase was primarily attributable to the increased contribution from data products.

### **Cost of Revenues**

Cost of revenues was RMB247.1 million (\$34.6 million), compared to RMB215.4 million in the corresponding period of 2018. In addition, cost of revenues included share-based compensation expenses of RMB4.6 million (\$0.6 million) during the third quarter of 2019, compared to RMB4.3 million in the corresponding period of 2018.

## **Operating Expenses**

Operating expenses were RMB1,426.1 million (\$199.5 million) in the third quarter of 2019, compared to RMB1,074.0 million in the corresponding period of 2018. The increase was mainly due to increases in sales and marketing expenses and product development expenses, as the Company continued to invest in future growth opportunities.

- Sales and marketing expenses were RMB955.7 million (\$133.7 million) in the third quarter of 2019, compared to RMB676.5 million in the corresponding period of 2018. The increase was primarily due to the expenses related to the Company's 818 Global Super Auto Show and increased execution expenses to support automakers and dealers. Sales and marketing expenses for the third quarter of 2019 included share-based compensation expenses of RMB13.4 million (\$1.9 million), compared to RMB18.0 million in the corresponding period of 2018.
- **General and administrative** expenses were RMB108.7 million (\$15.2 million) in the third quarter of 2019, compared to RMB100.3 million in the corresponding period of 2018. General and administrative expenses for the third quarter of 2019 included share-based compensation expenses of RMB16.0 million (\$2.2 million), compared to RMB12.8 million in the corresponding period of 2018.
- **Product development** expenses were RMB361.7 million (\$50.6 million) in the third quarter of 2019, compared to RMB297.3 million in the corresponding period of 2018. The increase was primarily due to an increase in staff cost related to product development. Product development expenses for the third quarter of 2019 included share-based compensation expenses of RMB23.6 million (\$3.3 million), compared to RMB19.9 million in the corresponding period of 2018.

### **Operating Profit**

Operating profit was RMB640.5 million (\$89.6 million) in the third quarter of 2019, compared to RMB698.2 million in the corresponding period of 2018.

### Income tax expense

Income tax expense was RMB119.5 million (\$16.7 million) in the third quarter of 2019, compared to RMB150.7 million in the corresponding period of 2018.

### Net Income attributable to Autohome Inc. and EPS

Net income attributable to Autohome Inc. was RMB643.7 million (\$90.1 million) in the third quarter of 2019, compared to RMB681.3 million in the corresponding period of 2018. Basic and diluted earnings per share/per ADS or "EPS" were RMB5.42 (\$0.76) and RMB5.39 (\$0.75), respectively, compared to basic and diluted EPS of RMB5.78 and RMB5.71, respectively, in the corresponding period of 2018.

## Adjusted Net Income attributable to Autohome Inc. (Non-GAAP) and Non-GAAP EPS

Adjusted net income attributable to Autohome Inc. (Non-GAAP), defined as net income attributable to Autohome Inc., excluding share-based compensation expenses and amortization expenses of intangible assets related to acquisitions, was RMB702.4 million (\$98.3 million) in the third quarter of 2019, compared to RMB737.4 million in the corresponding period of 2018. Non-GAAP basic and diluted EPS were RMB5.92 (\$0.83) and RMB5.88 (\$0.82), respectively, compared to non-GAAP basic and diluted EPS of RMB6.26 and RMB6.18, respectively, in the corresponding period of 2018.

## **Balance Sheet and Cash Flow**

As of September 30, 2019, the Company had cash and cash equivalents and short-term investments of RMB11.18 billion (\$1,563.8 million). Net cash provided by operating activities in the third quarter of 2019 was RMB393.3 million (\$55.0 million).

## **Employees**

The Company had 4,168 employees as of September 30, 2019.

## **Annual Dividend Policy**

On November 4, 2019, the Company's board of directors approved an annual cash dividend policy. Under the policy, starting from 2020, the Company will declare and distribute a recurring cash dividend at an amount equivalent to approximately 20% of the Company's net income in the previous fiscal year. The Company expects to announce the dividend amount for fiscal year 2019 after the disclosure of the fourth quarter results of 2019. The determination to make dividend distributions and the exact amount of such distributions in any particular year will be based upon the Company's operations and earnings, cash flow, financial condition and other relevant factors, and subject to adjustment and determination by the board of directors.

### **Business Outlook**

Autohome currently expects to generate net revenues in the range of RMB2,255.0 million (\$315.5 million) to RMB2,330.0 million (\$326.0 million) in the fourth quarter of fiscal year 2019, representing a 3.1% to 6.5% year-over-year increase. This forecast reflects the Company's current and preliminary view on the market and its operating conditions, which are subject to change.

### Conference Call Information

The Company will host an earnings conference call at 7:00 AM U.S. Eastern Time on Tuesday, November 5, 2019 (8:00 PM Beijing Time on the same day).

Dial-in details for the earnings conference call are as follows:

United States: +1-855-824-5644
Hong Kong, China: +852-3027-6500
Mainland China: 8009-880-563
United Kingdom: 0800-026-1542
International: +1-646-722-4977
Passcode: 38669810#

Please dial in ten minutes before the call is scheduled to begin and provide the passcode to join the call.

A replay of the conference call may be accessed by phone at the following numbers until November 11, 2019:

United States: +1-646-982-0473 International: +61-2-8325-2405 Passcode: 319324007#

Additionally, a live and archived webcast of the conference call will be available at http://ir.autohome.com.cn.

### **About Autohome Inc.**

Autohome Inc. (NYSE: ATHM) is the leading online destination for automobile consumers in China. Its mission is to enhance the car-buying and ownership experience for auto consumers in China. Autohome provides professionally produced and user-generated content, a comprehensive automobile library, and extensive automobile listing information to automobile consumers, covering the entire car purchase and ownership cycle. The ability to reach a large and engaged user base of automobile consumers has made Autohome a preferred platform for automakers and dealers to conduct their advertising campaigns. Further, the Company's dealer subscription and advertising services allow dealers to market their inventory and services through Autohome's platform, extending the reach of their physical showrooms to potentially millions of internet users in China and generating sales leads for them. The Company offers sales leads, data analysis, and marketing services to assist automakers and dealers with improving their efficiency and facilitating transactions. As a transaction-centric company, Autohome operates its "Autohome Mall," a full-service online transaction platform, to facilitate transactions for automakers and dealers. Further, through its websites and mobile applications, it also provides other value-added services, including auto financing, auto insurance, used car transactions, and aftermarket services. For further information, please visit www.autohome.com.cn.

### Safe Harbor Statement

This press release contains statements that may constitute "forward-looking" statements pursuant to 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" and similar statements. Among other things, Autohome's business outlook, Autohome's strategic and operational plans and quotations from management in this announcement contain forward-looking statements. Autohome may also make written or oral forward-looking statements in its periodic reports to the Securities and Exchange Commission ("SEC"), in its annual report to shareholders, 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 Autohome's beliefs and expectations, are forward-looking statements. Forward-looking statements 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: Autohome's goals and strategies; Autohome's future business development, results of operations and financial condition; the expected growth of the online automobile advertising market in China; Autohome's ability to attract and retain users and advertisers and further enhance its brand recognition; Autohome's expectations regarding demand for and market acceptance of its products and services; competition in the online automobile advertising industry; fluctuations in general economic and business conditions in China and assumptions underlying or related to any of the foregoing. Further information regarding these and other risks is included in Autohome's filings with the SEC. All information provided in this press release is as of the date of this press release, and Autohome does not undertake any obligation t

## **Use of Non-GAAP Financial Measures**

To supplement net income presented in accordance with U.S. GAAP, we use Adjusted Net Income attributable to Autohome Inc., Non-GAAP basic and diluted EPS and Adjusted EBITDA as non-GAAP financial measures. We define Adjusted Net Income attributable to Autohome Inc. as net income attributable to Autohome Inc. excluding share-based compensation expenses and amortization expenses of intangible assets related to acquisitions. We define Non-GAAP basic and diluted EPS as Adjusted Net Income attributable to Autohome Inc. divided by the basic and diluted weighted average number of ordinary shares. We define Adjusted EBITDA as net income attributable to Autohome Inc. before income tax expense/(benefit), depreciation expenses of property and equipment and amortization expenses of intangible assets and share-based compensation expenses. We present these non-GAAP financial measures because they are used by our management to evaluate our operating performance, in addition to net income prepared in accordance with U.S. GAAP. We believe these non-GAAP financial measures are important to help investors understand our operating and financial performance, compare business trends among different reporting periods on a consistent basis and assess our core operating results, as they exclude certain expenses that are not expected to result in cash payments. The use of the above non-GAAP financial measures has certain limitations. Share-based compensation expenses have been and will continue to be incurred in the future and are not reflected in the presentation of the non-GAAP financial measures, but should be considered in the overall evaluation of our results. These non-GAAP financial measures should be considered in addition to financial measures prepared in accordance with GAAP. For more information on these non-GAAP financial measures, please see the table captioned "Reconciliation of non-GAAP and GAAP Results" set forth at the end of this press release.

## For investor and media inquiries, please contact:

In China:

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## The Piacente Group, Inc.

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# AUTOHOME INC. CONSOLIDATED STATEMENTS OF OPERATIONS DATA

(Amount in thousands, except per share data)

	For three months ended September 30,		
		2018 2019	
	RMB (Unaudited)	RMB (Unaudited)	US\$ (Unaudited)
Net revenues:	(enduared)	(endudiced)	(enduared)
Media services	901,301	924,463	129,337
Leads generation services	739,270	828,803	115,954
Online marketplace and others	247,861	416,933	58,331
Total net revenues	1,888,432	2,170,199	303,622
Cost of revenues	(215,357)	(247,098)	(34,570)
Gross profit	1,673,075	1,923,101	269,052
Operating expenses:			
Sales and marketing expenses	(676,509)	(955,712)	(133,709)
General and administrative expenses	(100,269)	(108,714)	(15,210)
Product development expenses	(297,259)	(361,687)	(50,602)
Total operating expenses	(1,074,037)	(1,426,113)	(199,521)
Other income, net	99,163	143,558	20,085
Operating profit	698,201	640,546	89,616
Interest income	102,132	124,008	17,349
Gain from equity method investments	30,419	127	18
Fair value change of other non-current assets	<u> </u>	(1,416)	(198)
Income before income taxes	830,752	763,265	106,785
Income tax expense	(150,702)	(119,450)	(16,712)
Net income	680,050	643,815	90,073
Net loss/(income) attributable to noncontrolling interests	1,271	(110)	(15)
Net income attributable to Autohome Inc.	681,321	643,705	90,058
Earnings per share for ordinary shares			
Basic	5.78	5.42	0.76
Diluted	5.71	5.39	0.75
Weighted average shares used to compute earnings per share attributable to common stockholders:			
Basic	117,835,866	118,733,086	118,733,086
Diluted	119,245,283	119,520,349	119,520,349

# AUTOHOME INC. RECONCILIATION OF NON-GAAP AND GAAP RESULTS

(Amount in thousands, except per share data)

	For three months ended September 30,		
	2018		
	RMB	RMB	US\$
Net income attributable to Autohome Inc.	(Unaudited) 681,321	(Unaudited) 643,705	(Unaudited) <b>90,058</b>
	*		•
Plus: income tax expense	150,702	119,450	16,712
Plus: depreciation of property and equipment	22,538	27,053	3,785
Plus: amortization of intangible assets	2,904	2,917	408
EBITDA	857,465	793,125	110,963
Plus: share-based compensation expenses	54,956	57,589	8,057
Adjusted EBITDA	912,421	850,714	119,020
Net income attributable to Autohome Inc.	681,321	643,705	90,058
Plus: amortization of acquired intangible assets of Cheerbright, China Topside and Norstar	1,139	1,139	159
Plus: share-based compensation expenses	54,956	57,589	8,057
Adjusted net income attributable to Autohome Inc.	737,416	702,433	98,274
Non-GAAP earnings per share for ordinary shares			
Basic	6.26	5.92	0.83
Diluted	6.18	5.88	0.82
Weighted average shares used to compute earnings per share attributable to common stockholders:			
Basic	117,835,866	118,733,086	118,733,086
Diluted	119,245,283	119,520,349	119,520,349

## $\label{eq:autohome} \mbox{AUTOHOME INC.} \\ \mbox{CONDENSED CONSOLIDATED BALANCE SHEET}^2$

(Amount in thousands, except as noted)

	As of December 31, As of September 30, 2018 2019		
	RMB	RMB	US\$
ASSETS	(Audited)	(Unaudited)	(Unaudited)
Current assets			
Cash and cash equivalents	211,970	727,928	101,841
Short-term investments	9,849,488	10,449,656	1,461,961
Accounts and notes receivable, net	2,795,835	3,217,999	450,215
Amounts due from related parties, current	34,047	34,476	4,823
Prepaid expenses and other current assets	249,977	312,374	43,703
Total current assets	13,141,317	14,742,433	2,062,543
Non-current assets			
Restricted cash, non-current	5,000	5,000	700
Property and equipment, net	170,198	209,610	29,326
Goodwill and intangible assets, net	1,543,682	1,534,932	214,745
Long-term investments	70,979	69,435	9,714
Deferred tax assets	90,179	161,406	22,582
Other non-current assets	734,846	904,733	126,577
Total non-current assets	2,614,884	2,885,116	403,644
Total assets	15,756,201	17,627,549	2,466,187
LIABILITIES AND EQUITY			
Current liabilities			
Accrued expenses and other payables	2,439,948	2,623,716	367,073
Advance from customers	75,017	82,471	11,538
Deferred revenue	1,510,726	608,064	85,071
Income tax payable	119,210	319,333	44,676
Amounts due to related parties	19,868	22,830	3,194
Total current liabilities	4,164,769	3,656,414	511,552
Non-current liabilities			
Other liabilities	24,068	51,610	7,221
Deferred tax liabilities	455,921	449,710	62,917
Total non-current liabilities	479,989	501,320	70,138
Total liabilities	4,644,758	4,157,734	581,690
Equity			
Total Autohome Inc. shareholders' equity	11,135,278	13,493,091	1,887,753
Noncontrolling interests	(23,835)	(23,276)	(3,256)
Total equity	11,111,443	13,469,815	1,884,497
Total liabilities and equity	15,756,201	17,627,549	2,466,187

In February 2016, the Financial Accounting Standards Board issued ASU No. 2016-02, *Leases* ("ASU 2016-02"). Under the new provisions, all lessees will report a right-of-use asset and a liability for the obligation to make payments for all leases with the exception of those leases with a term of 12 months or less. The Company adopted this guidance effective January 1, 2019 using the modified retrospective method, with the comparative information not being restated and continues to be reported under the accounting standards in effect for those periods. The most significant impact upon adoption was the recognition of right-of-use assets and lease liabilities for operating lease related to office buildings and internet data center ("IDC") facilities. As of September 30, 2019, operating lease right-of-use assets (included in other non-current assets) of RMB112.0 million (\$15.7 million), operating lease liabilities, current (included in accrued expenses and other payables) of RMB79.3 million (\$11.1 million) and operating lease liabilities, non-current (included in other liabilities) of RMB29.2 million (\$4.1 million) was recognized on the consolidated balance sheet.

## Autohome Inc. to Hold 2019 Annual General Meeting on December 18, 2019

BEIJING, November 6, 2019 – Autohome Inc. ("Autohome" or the "Company") (NYSE: ATHM), a leading online destination for automobile consumers in China, today announced that it will hold its annual general meeting of shareholders at 18th Floor Tower B, CEC Plaza, 3 Dan Ling Street, Haidian District, Beijing, The People's Republic of China on December 18, 2019 at 15:00 p.m. (local time). Holders of record of ordinary shares of the Company at the close of business on November 5, 2019 (Eastern Time) are entitled to notice of, and to vote at, the annual general meeting or any adjournment or postponement thereof. Holders of the Company's American depositary shares ("ADSs") who wish to exercise their voting rights for the underlying ordinary shares must act through the depositary of the Company's ADS program, Deutsche Bank Trust Company Americas.

Autohome has filed its annual report on Form 20-F, including its audited financial statements, for the fiscal year ended December 31, 2018, with the U.S. Securities and Exchange Commission. Autohome's Form 20-F can be accessed on the Company's website at http://ir.autohome.com.cn, as well as on the SEC's website at http://www.sec.gov. Shareholders may also obtain a hard copy of the Company's annual report on Form 20-F, free of charge, by writing to Anita Chen, Investor Relations, Autohome Inc., 18th Floor Tower B, CEC Plaza, 3 Dan Ling Street, Haidian District, Beijing 100080, The People's Republic of China, or by email to ir@autohome.com.cn.

### **About Autohome Inc.**

Autohome Inc. (NYSE: ATHM) is the leading online destination for automobile consumers in China. Its mission is to enhance the car-buying and ownership experience for auto consumers in China. Autohome provides original generated content, professionally generated content, user-generated content, AI-generated content, a comprehensive automobile library, and extensive automobile listing information to automobile consumers, covering the entire car purchase and ownership cycle. The ability to reach a large and engaged user base of automobile consumers has made Autohome a preferred platform for automakers and dealers to conduct their advertising campaigns. Further, the Company's dealer subscription and advertising services allow dealers to market their inventory and services through Autohome's platform, extending the reach of their physical showrooms to potentially millions of internet users in China and generating sales leads for them. The Company offers sales leads, data analysis, and marketing services to assist automakers and dealers with improving their efficiency and facilitating transactions. Autohome operates its "Autohome Mall," a full-service online transaction platform, to facilitate transactions for automakers and dealers. Further, through its websites and mobile applications, it also provides other value-added services, including auto financing, auto insurance, used car transactions, and aftermarket services. For further information, please visit www.autohome.com.cn.

## For further information, please contact:

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### **AUTOHOME INC.**

(Incorporated in the Cayman Islands with limited liability)
(NYSE Ticker: ATHM)

## **Notice of Annual General Meeting**

to be held on December 18, 2019 (or any adjourned or postponed meeting thereof)

NOTICE IS HEREBY GIVEN that an annual general meeting (the "**AGM**") of Autohome Inc. (the "**Company**") will be held at 18th Floor Tower B, CEC Plaza, 3 Dan Ling Street, Haidian District, Beijing, The People's Republic of China on December 18, 2019 at 15:00 p.m. (local time), for the purposes of considering and, if thought fit, passing the following resolutions as ordinary resolutions:

## ORDINARY RESOLUTIONS

- 1. Ms. Han Qiu be re-elected as a director of the Company and each director of the Company be and is hereby authorized to take any and every action that might be necessary to effect the foregoing resolution as such director, in his or her absolute discretion, thinks fit.
- 2. Mr. Dazong Wang be re-elected as an independent director of the Company and each director of the Company be and is hereby authorized to take any and every action that might be necessary to effect the foregoing resolution as such director, in his or her absolute discretion, thinks fit.
- 3. Mr. Junling Liu be re-elected as an independent director of the Company and each director of the Company be and is hereby authorized to take any and every action that might be necessary to effect the foregoing resolution as such director, in his or her absolute discretion, thinks fit.

The Board of Directors of the Company has fixed the close of business on November 5, 2019 (Eastern Time) as the record date (the "**Record Date**") for determining the shareholders entitled to receive notice of the AGM or any adjournment or postponement thereof.

Holders of record of the Company's ordinary shares, par value US\$0.01 per share, at the close of business on the Record Date are entitled to attend, and to vote at, the AGM and any adjournment or postponement thereof in person. Holders of the Company's ADSs are welcome to attend the AGM in person but must act through Deutsche Bank Trust Company Americas, the depositary of the Company's ADS program to exercise their voting rights for the underlying ordinary shares.

Shareholders and ADS holders may obtain a copy of the Company's annual report on Form 20-F, free of charge, from the Company's website at http://ir.autohome.com.cn, or by writing to Anita Chen, Investor Relations, Autohome Inc., 18th Floor Tower B, CEC Plaza, 3 Dan Ling Street, Haidian District, Beijing, The People's Republic of China or by email to ir@autohome.com.cn.

By Order of the Board of Directors, **Autohome Inc.** 

/s/ Min Lu

Min Lu

Chairman of the Board and Chief Executive Officer

Beijing, November 6, 2019

#### AUTOHOME INC.

(Incorporated in the Cayman Islands with limited liability)
(NYSE Ticker: ATHM)

## Form of Proxy for Annual General Meeting

to be held on December 18, 2019 (or any adjourned or postponed meeting thereof)

### Introduction

This Form of Proxy is furnished in connection with the solicitation by the board of directors of Autohome Inc., a Cayman Islands exempted company limited by shares (the "Company"), of proxies from the holders of the issued and outstanding ordinary shares of the Company, par value US\$0.01 per share (the "Shares"), to be exercised at the annual general meeting of the Company (the "AGM") to be held at 18th Floor Tower B, CEC Plaza, 3 Dan Ling Street, Haidian District, Beijing, The People's Republic of China on December 18, 2019 at 15:00 p.m. (local time), and at any adjournment(s) or postponement(s) thereof for the purposes set forth in the accompanying Notice of Annual General Meeting.

Only the holders of record of the Shares at the close of business on November 5, 2019 (Eastern Time) (the "**Record Date**") are entitled to notice of and to vote at the AGM. Each Share shall be entitled to one (1) vote on all matters subject to vote at general meetings of the Company. The quorum of the AGM is at least two or more shareholders entitled to vote and be present in person or by proxy or (in the case of a shareholder being a corporation) by its duly authorized representative representing not less than one third (1/3) of the voting rights represented by the issued and outstanding Shares throughout the meeting. This Form of Proxy and the accompanying Notice of Annual General Meeting are first being sent to the shareholders of the Company on or about November 7, 2019.

The Shares represented by all properly executed proxies returned to the Company will be voted at the AGM as indicated. If no instruction is given in a properly executed proxy returned to the Company, the proxy holder named therein will be entitled to vote or abstain at his/her discretion. As to any other business that may properly come before the AGM, all properly executed proxies will be voted by the proxy holders named therein in accordance with their discretion. The Company does not presently know of any other business which may come before the AGM. However, if any other matter properly comes before the AGM, or any adjourned or postponed meeting thereof, which may properly be acted upon, unless otherwise indicated, the proxies solicited hereby will be voted on such matter in accordance with the discretion of the proxy holders named therein. Any person giving a proxy has the right to revoke it at any time before it is exercised (i) by filing with the Company a duly signed revocation at its office at the 18th Floor Tower B, CEC Plaza, 3 Dan Ling Street, Haidian District, Beijing, The People's Republic of China or (ii) by voting in person at the AGM.

To be valid, this Form of Proxy must be completed, signed and delivered to the Company's office at the 18th Floor Tower B, CEC Plaza, 3 Dan Ling Street, Haidian District, Beijing, The People's Republic of China as soon as possible and in any event no later than December 13, 2019

### AUTOHOME INC.

(Incorporated in the Cayman Islands with limited liability) (NYSE Ticker: ATHM)

## Form of Proxy for Annual General Meeting

to be held on December 18, 2019 (or any adjourned or postponed meeting thereof)

I/We	<i>N</i> e of			
	registered holder of Class A ordinary shares <sup>1</sup> , par value US y"), hereby appoint the Chairman of the Annual General Meeting <sup>2</sup> or			Inc. (the
held at 18	r proxy to attend and act for me/us at the Annual General Meeting (or at any adjourned or postpo 8th Floor Tower B, CEC Plaza, 3 Dan Ling Street, Haidian District, Beijing, The People's Republ 8. time), and in the event of a poll, to vote for me/us as indicated below, or if no such indication is	lic of China o	on December 18,	2019 at 15:00
No.	RESOLUTIONS	FOR 3	AGAINST 3	ABSTAIN 3
1.	Ms. Han Qiu be re-elected as a director of the Company and each director of the Company be and is hereby authorized to take any and every action that might be necessary to effect the foregoing resolution as such director, in his or her absolute discretion, thinks fit.			
2.	Mr. Dazong Wang be re-elected as an independent director of the Company and each director of the Company be and is hereby authorized to take any and every action that might be necessary to effect the foregoing resolution as such director, in his or her absolute discretion, thinks fit.			
3.	Mr. Junling Liu be re-elected as an independent director of the Company and each director of the Company be and is hereby authorized to take any and every action that might be necessary to effect the foregoing resolution as such director, in his or her absolute discretion, thinks fit.			

Signature(s) <sup>4</sup>

Dated \_\_\_\_\_\_, 2019

<sup>&</sup>lt;sup>1</sup> Please insert the number of shares registered in your name(s) to which this proxy relates. If no number is inserted, this form of proxy will be deemed to relate to all the shares in the Company registered in your name(s).

<sup>&</sup>lt;sup>2</sup> If any proxy other than the Chairman of the Annual General Meeting is preferred, strike out the words "the Chairman of the Annual General Meeting or" and insert the name and address of the proxy desired in the space provided. A member may appoint one or more proxies to attend and vote in his stead. Any alteration made to this form of proxy must be initialed by the person(s) who sign(s) it.

<sup>3</sup> IMPORTANT: If you wish to vote for the resolution, tick the box marked "FOR". If you wish to vote against the resolution, tick the box marked "AGAINST". If you wish to abstain from voting on the resolution, tick the box marked "ABSTAIN".

<sup>4</sup> This form of proxy must be signed by you or your attorney duly authorized in writing or, in the case of a corporation, must be either executed under its common seal or under the hand of an officer or attorney duly authorized to sign the same.



November 06, 2019

#### Autohome Inc

Please be advised of the following Depositary's Notice of Annual General Meeting of Shareholders:

**Depositary Receipt Information** 

**CUSIP:** 05278C107 (DTC Eligible) **ADR ISIN:** US05278C1071

Country of Incorporation: Cayman Islands

**Meeting Details:** Annual General Meeting at 3:00 p.m. (local time) at 18th Floor Tower B, CEC Plaza, 3 Dan Ling Street, Haidian District,

Beijing, The People's Republic of China

**ADR Record Date:** November 05, 2019

**Voting Deadline:** December 11, 2019 at 1:00 PM EST

Meeting Date: December 18, 2019

**Meeting Agenda:** The Company's Notice of Meeting, including the Agenda, is available at the Company's website:

http://ir.autohome.com.cn

**Ratio (ORD:ADR):** 1:1

Holders of American Depositary Receipts ("ADRs") evidencing American Depositary Shares ("ADSs") representing ordinary shares (the "Deposited Securities") of Autohome Inc. (the "Company") are hereby notified of the Company's Annual General Meeting of shareholders. A copy of the Notice of Meeting from the Company, which includes the agenda, is available at http://ir.autohome.com.cn.

Shareholders and Holders of ADRs may obtain a copy of the Company's annual report on Form 20-F, free of charge, from the Company's website at http://ir.autohome.com.cn, or by writing to Anita Chen, Investor Relations, Autohome Inc., 10th Floor Tower B, CEC Plaza, 3 Dan Ling Street, Haidian District, Beijing, The People's Republic of China or by email to ir@autohome.com.cn.

Holders of ADRs as of the close of business on the ADR Record Date set forth above will be entitled, subject to any applicable law, the Company's memorandum and articles of association and the provisions of or governing the Deposited Securities, to instruct the Depositary as to the exercise of the voting rights, if any, pertaining to the Deposited Securities represented by such Holder's ADSs.

In order for a voting instruction to be valid, Holders must complete, sign and return the enclosed voting instruction form so that it is received by the voting deadline date stated above. Voting instructions may be given only in respect of a number of ADSs representing an integral number of Deposited Securities. Upon the timely receipt of voting instructions of a Holder on the ADS Record Date in the manner specified by the Depositary, the Depositary shall endeavor, insofar as practicable and permitted under applicable law, the provisions of the deposit agreement entered into between the Company, Deutsche Bank Trust Company Americas (the "Depositary") and Holders of ADSs, the Company's memorandum and articles of association and the provisions of or governing the Deposited Securities, to vote or cause the custodian to vote the Deposited Securities (in person or by proxy) represented by ADSs evidenced by such receipt in accordance with such voting instructions.

Holders are advised that in the event that (i) the Depositary timely receives voting instructions from a Holder which fail to specify the manner in which the Depositary is to vote the Deposited Securities represented by such Holder's ADSs or (ii) no timely instructions are received by the Depositary from a Holder with respect to any of the Deposited Securities represented by the ADSs held by such Holder on the ADS Record Date, the Depositary shall (unless otherwise specified in the notice distributed to Holders) deem such Holder to have instructed the Depositary to give a discretionary proxy to a person designated by the Company with respect to such Deposited Securities and the Depositary shall give a discretionary proxy to a person designated by the Company to vote such Deposited Securities, provided, however, that no such instruction shall be deemed to have been given and no such discretionary proxy shall be given with respect to any matter as to which the Company informs the Depositary (and the Company agrees to provide such information as promptly as practicable in writing, if applicable) that (x) the Company does not wish to give such proxy, (y) the Company is aware or should reasonably be aware that substantial opposition exists from Holders against the outcome for which the person designated by the Company would otherwise vote or (z) the outcome for which the person designated by the Company would otherwise vote would materially and adversely affect the rights of holders of shares, provided, further, that the Company will have no liability to any Holder or Beneficial Owner resulting from such notification.

Additionally, Holders are advised that in the event that voting on any resolution or matter is conducted on a show of hands basis in accordance with the memorandum and articles of association, the Depositary will refrain from voting and the voting instructions received by the Depositary from Holders shall lapse. The Depositary will have no obligation to demand voting on a poll basis with respect to any resolution and shall have no liability to any Holder or persons and/or entities having a beneficial interest in any ADSs ("Beneficial Owners") for not having demanded voting on a poll basis.

Subject to applicable law, regulation and the Memorandum and Articles of Association, the Depositary shall also, if requested in writing by the Company, represent all Deposited Securities (whether or not voting instructions have been received in respect of such Deposited Securities from Holders as of the ADS Record Date) for the purpose of establishing quorum at a meeting of shareholders.

Please note that persons beneficially holding ADSs through a bank, broker or other nominee that wish to provide voting instructions with respect to the securities represented by such ADSs must follow the voting instruction requirements of, and adhere to the deadlines set by, such bank, broker or other nominee. Such requirements and deadlines will differ from those set forth herein for registered holders of ADSs.

Holders and persons and/or entities having a beneficial interest in any ADS ("Beneficial Owners") are advised that (a) the Depositary has not reviewed the Company's website or any of the items thereon, and is not liable for the contents thereof, (b) neither the Depositary nor any of its affiliates controls, is responsible for, endorses, adopts, or guarantees the accuracy or completeness of any information contained in any document prepared by the Company or on the Company's website and neither the Depositary nor any of its affiliates are or shall be liable or responsible for any information contained therein or thereon, (c) there can be no assurance that Holders or Beneficial Owners generally or any Holder or Beneficial Owner in particular will receive this notice with sufficient time to enable the Holder to return voting instructions to the Depositary in a timely manner, and (d) the Depositary and its agents shall not be liable for any failure to carry out any instructions to vote any of the Deposited Securities, or for the manner in which any vote is cast or the effect of any vote.

## For further information, please contact:

Depositary Receipts Phone: (800) 821-8780 dbemails@astfinancial.com

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# ANNUAL GENERAL MEETING OF SHAREHOLDERS OF AUTOHOME INC.

(Continued and to be signed on the reverse side)

■ 1-1

## ANNUAL GENERAL MEETING OF SHAREHOLDERS OF

## **AUTOHOME INC.**

December 18, 2019

Please vote, sign, date and mail your proxy card in the envelope provided so that your vote is received on or before December 11, 2019 at 1:00 PM (New York City time).

Please detach along perforated line and mail in the envelope provided.

	ESOLUTIONS PRE	SENTED FOR CONSIDERATION AT THE
ANNUAL	SENERAL MEETING	G OF SHAREHOLDERS ON DECEMBER 18, 2019. D ENVELOPE. PLEASE MARK YOUR VOTE IN BLUE OR BLACK INK AS SHOWN HERE
		Ms. Han Qiu be re-elected as a director of the Company and each director of the Company be and is hereby authorized to take any and every action that might be necessary to effect the foregoing resolution as such director, in his or her absolute discretion, thinks fit.
		Mr. Dazong Wang be re-elected as an independent director of the Company and each director of the Company be and is hereby authorized to take any and every action that might be necessary to effect the foregoing resolution as such director, in his or her absolute discretion, thinks fit.
		Mr. Juniing Liu be re-elected as an independent director of the Company and each director of the Company be and is hereby authorized to take any and every action that might be necessary to effect the foregoing resolution as such director, in his or her absolute discretion, thinks fit.
neahan of Chambridge	Date	Street of Street distriction
ignature of Shareholder Hote: Please sign exactly as your name or names appear on this Pro	Date:	Signature of Shareholder Date: