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SINA CORP  
Form SC 13G  
February 15, 2013

Item 1.

- (a) Sina Corporation
- (b) 20F, Ideal Plaza No.58 Bei Si Huan Xi Road  
Haidian District,  
Beijing 100080  
PRC

Item 2.

- (a) Platinum Investment Management Limited
- (b) Level 8, 7 Macquarie Place  
Sydney NSW 2000  
Australia
- (c) Australia
- (d) Common Stock
- (e) G81477104

Item 3.

- (e) An IA in accordance with Section 240.13d-1(b)(1)(ii)(e)

Item 4.

- (a) 4,833,908
- (b) 7.3%
- (c) (i) 4,548,413
- (ii) 0
- (iii) 4,833,908
- (iv) 0

Item 5

No

Item 6

The clients of Platinum Investment Management Ltd including pooled investment vehicles and other managed accounts have the right to receive or power to direct the receipt of dividends from, and the proceeds from the sale of, Sina Corporation.

Item 7

N/A

Item 8

N/A

Item 9

N/A

Item 10

(a) By signing below I certify that, to the best of my knowledge and belief, the securities referred to above were not acquired and are not held for the purpose of or with the effect of changing or influencing the control of the issuer of the securities and were not acquired and

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are not held in connection with or as a participant in any transaction having that purpose or effect.

(b) N/A

After reasonable inquiry and to the best of my knowledge and belief, I certify that the information set forth in this statement is true, complete and correct.