E-House (China) Enterprise Holdings Limited
易居（中國）企業控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 2048)

INSIDE INFORMATION
PROFIT WARNING

This announcement is made by E-House (China) Enterprise Holdings Limited (the "**Company**", and together with its subsidiaries and consolidated affiliated entities, the "**Group**") pursuant to Rule 13.09(2) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the "**Listing Rules**") and the Inside Information Provisions (as defined under the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

The board of directors of the Company (the "**Board**") wishes to inform the shareholders of the Company (the "**Shareholders**") and potential investors that, based on a preliminary review of the Group's unaudited consolidated management accounts for the year ended 31 December 2020 (the "**Reporting Period**") and the information currently available to the Board, the Group expects to record a profit ranging from approximately RMB420 million to RMB460 million for the Reporting Period, a decrease of not more than 57% from approximately RMB971 million for the year ended 31 December 2019, and the EBITDA[1] of the Group for the Reporting Period would range from approximately RMB1,370 million to RMB1,410 million, a decrease of not more than 18% from approximately RMB 1,672.3 million for the year ended 31 December 2019.

Note:

1 EBITDA is defined as (i) profit and total comprehensive income for the year, adjusted to add back (ii) finance cost (iii) depreciation and amortisation expenses and (iv) income tax expense.

The decrease in profit for the Reporting Period is mainly attributable to business disruptions caused by the outbreak of the 2019 novel coronavirus ("**COVID-19**") pandemic and its negative impact on the macro-economy. Due to the COVID-19 pandemic, approximately 1,600 sales offices in Mainland China were closed in the first quarter of 2020 leading to a greater operating loss to the Group in the first quarter of 2020. The decrease in profit is also attributable to the increase in the Group's finance costs as a result of the issuance of senior notes by the Company in 2020 and new bank loans to support the expansion of operations. In the second half of 2020, since the impact of the COVID-19 pandemic has almost disappeared in Mainland China, the Group's operation has already recovered to its normal level and the EBITDA of the Group has increased for the second half of 2020[2] as compared to the corresponding period in 2019[3].

The Company is currently in the process of finalizing the audited consolidated results of the Group for the Reporting Period. The information contained in this announcement is only based on the preliminary assessment by the Board with reference to the unaudited consolidated management accounts of the Group for the Reporting Period and the information currently available to the Board, which have not been confirmed, audited or reviewed by the Company's independent auditor and is subject to finalization and necessary adjustments. The annual results announcement of the Company is expected to be published on 26 March 2021.

Shareholders and potential investors of the Company are advised to exercise caution when dealing in the shares of the Company.

By order of the Board
E-House (China) Enterprise Holdings Limited
Zhou Xin
Chairman

Hong Kong, 15 March 2021

As at the date of this announcement, the Board of Directors of the Company comprises Mr. Zhou Xin as Chairman and Executive Director, Mr. Huang Canhao, Dr. Cheng Li-Lan and Dr. Ding Zuyu as Executive Directors, Mr. Li Silong, Mr. Zhang Hai, Ms. Xie Mei and Mr. Huang Haojun as Non-executive Directors, and Mr. Zhang Bang, Mr. Zhu Hongchao, Mr. Wang Liqun and Mr. Li Jin as Independent Non-executive Directors.

Notes:

2 EBITDA for the six months ended 31 December of 2020 (in the range of approximately RMB934 million to RMB974 million) equals to EBITDA for the Reporting Period (in the range of approximately RMB1,370 million to RMB1,410 million) minus EBITDA for the six months ended 30 June 2020 (approximately RMB436.2 million).

3 EBITDA for the six months ended 31 December of 2019 (approximately RMB702.2 million) equals to EBITDA for the year ended 31 December 2019 (approximately RMB1,672.3 million) minus EBITDA for the six months ended 30 June 2019 (approximately RMB970.1 million).