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易居企业集团

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 (the "**Board**") of directors of the Company (the "**Directors**") 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 six months ended 30 June 2021 (the "**Reporting Period**") and information currently available to the Board, the Group is expected to record a net loss allowance on financial assets subjected to expected credit loss ("**ECL**") ranging from approximately RMB1.9 billion to RMB2.1 billion for the Reporting Period as compared to RMB52.6 million for the six months ended 30 June 2020, which is mainly attributable to the recognition of additional loss allowance on ECL of the Group's outstanding trade related receivables from certain customers engaged in property development (the "**Customers**") whose credit quality has worsened. As a result, the Group is expected to record a net loss ranging from approximately RMB1.5 billion to RMB1.7 billion for the Reporting Period as compared to a net profit of RMB104.7 million for the six months ended 30 June 2020.

The Company is currently in the process of finalizing the consolidated interim 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 interim results announcement of the Company is expected to be published on 31 August 2021.

Reference is made to the announcements of the Company dated (i) 28 April 2021 (the "**April Announcement**") in respect of, *inter alia*, (1) the subscription of shares of the Company by Taobao China Holding Limited, E-House (China) Holdings Limited and YF Ehouse Limited, (2) acquisition of 85% equity interest in TM Home Limited and grant of the Repurchase Option (as defined in the April Announcement), and (3) application for the Whitewash Waiver (as defined in the April Announcement); (ii) 20 May 2021 in respect of the delay in despatch of circular; (iii) 21 June 2021 in respect of the progress update of the transactions as set out in the April Announcement for June 2021; (iv) 21 July 2021 in respect of the progress update of the transactions as set out in the April Announcement for July 2021; and (v) 2 August 2021 in respect of the further delay in despatch of circular.

The profit warning included in this announcement (the "**Profit Warning**") constitutes a profit forecast under Rule 10 of The Code on Takeovers and Mergers of Hong Kong (the "**Takeovers Code**") and should be reported on by the Company's financial advisers and auditors or accountants in accordance with Rule 10.4 of the Takeovers Code. In view of the requirements of timely disclosures of the inside information under Rule 13.09 of the Listing Rules and the Inside Information Provisions, the Company is required to issue this announcement as soon as practicable and given the time constraints, the Company has encountered genuine practical difficulties (time-wise or otherwise) in meeting the reporting requirements set out in Rule 10.4 of the Takeovers Code.

Under Rule 10.4 of the Takeovers Code, if the Profit Warning is published first in an announcement, it must be repeated in full, together with the reports from the Company's financial advisers and auditors or accountants on the said profit forecast, in the next document to be sent to the Shareholders (the "**Shareholders' Document**"). However, if the interim results of the Company for the Reporting Period, which fall within the ambit of Rule 10.9 of the Takeovers Code, have been published by the time of release of the next Shareholders' Document and the relevant results together with the notes to the financial statements are included in the next Shareholders' Document, the requirements to report on the Profit Warning under Rule 10.4 of the Takeovers Code will no longer apply.

Shareholders and potential investors should note that this profit warning does not meet the standard required by Rule 10 of the Takeovers Code and has not been reported on in accordance with the Takeovers Code. Shareholders and potential investors are therefore advised to exercise caution in placing reliance on the Profit Warning in respect of dealing in the securities of the Company and in assessing the merits and demerits of the Share Subscriptions and the JV Acquisition (as defined in the April Announcement) and are recommended to consult their professional advisers if they are in any doubt about their position and as to actions that they should take.

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

Hong Kong, 25 August 2021

As at the date of this announcement, the Board 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.

The Directors jointly and severally accept full responsibility for the accuracy of information contained in this announcement and confirm, having made all reasonable inquiries, that to the best of their knowledge, opinions expressed in this announcement have been arrived at after due and careful consideration and there are no other facts not contained in this announcement, the omission of which would make any statement in this announcement misleading.