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)

INTERIM RESULTS ANNOUNCEMENT FOR THE SIX MONTHS ENDED 30 JUNE 2025

The board (the "**Board**") of directors (the "**Directors**") of E-House (China) Enterprise Holdings Limited (the "**Company**") is pleased to announce the unaudited consolidated results of the Company, its subsidiaries and consolidated affiliated entities (collectively, the "**Group**") for the six months ended 30 June 2025 (the "**Reporting Period**"). These interim results have been prepared in accordance with International Accounting Standard 34 "Interim Financial Reporting".

In this announcement, "we", "us", and "our" refer to the Company and where the context otherwise requires, the Group.

INTERIM RESULTS HIGHLIGHTS

- Total revenue amounted to RMB1,261.4 million for the Reporting Period.
- The total gross transaction value ("**GTV**") of real estate agency services was RMB17.2 billion for the Reporting Period.
- Loss for the period amounted to RMB304.8 million, and total comprehensive expense for the period amounted to RMB305.4 million for the Reporting Period.

BUSINESS REVIEW AND OUTLOOK

In the first half of 2025, China's real estate market showed signs of stabilization, helped by continued policy easing. Sales of new homes were flat compared to the same period last year while the decline in prices slowed. However, developers continue to face inventory destocking pressure and liquidity risks, which will likely continue to depress market confidence and home purchase intentions. Overall, the recovery of property market still faces significant headwinds. The Group's performance was impacted by the sustained market downturn, with total sales revenue declining by 20.9% year-on-year during the Reporting Period. The Group's real estate agency services, brokerage network services and digital marketing services were negatively affected by continued weakness in real estate transaction volume. The Group's data and consulting services were negatively affected by continued weak demand by developers as many of them continued to face their own financial difficulties.

Amid this challenging environment, the Group continued to focus on cost reduction and cash flow, and achieved a 46.0% year-on-year reduction in total net loss. The majority of the Group's business units became profitable.

The Company continued to work closely with its creditors and advisors on the restructuring of its offshore debt (the "**Restructuring**") in the first half of 2025. Reference is made to the announcement of the Company dated 2 April 2024 in relation to the Restructuring (the "**Announcement**"). As disclosed in the Announcement, in light of the termination of the Prior Schemes described in the announcement dated 28 March 2024, the Company intends to propose New Schemes to the holders of the Old Notes and the holders of the Convertible Note (each as defined in the Announcement). The Company is actively working with its financial adviser on the new restructuring proposal and will provide an update to its creditors as soon as possible.

Looking ahead to the second half of 2025, the Group expects that the macroeconomic in China and outlook for the real estate industry will remain challenging. The Group expects that there will continue to be difficulties in its operation. All of the Group's operating segments are directly tied to China's real estate industry. If transaction volume does not grow, the Group's real estate agency services, brokerage network services and digital marketing services will be negatively affected. If developers expect purchase demand to remain weak, they will be less willing to purchase the Group's data and consulting services. In view of this, the Company will actively and continuously address the on-going issues. The Company believes that with effective cost control and the eventual success of the Restructuring, the Group will be able to improve its financial position while providing liquidity and cash flow to enable its continuous operation and it is well positioned to benefit from the market recovery once it occurs.

FINANCIAL INFORMATION

CONDENSED CONSOLIDATED STATEMENT OF PROFIT OR LOSS AND OTHER COMPREHENSIVE INCOME

FOR THE SIX MONTHS ENDED 30 JUNE 2025

	Notes	For the six months ended 30 June 2025 *RMB'000* (unaudited)	2024 *RMB'000* (unaudited)
Revenue	*5*	**1,261,418**	1,594,117
Staff costs		**(201,973)**	(357,486)
Advertising and promotion expenses		**(731,276)**	(551,019)
Rental expenses for short-term leases and low-value assets leases		**(15,708)**	(16,879)
Depreciation and amortisation expenses		**(50,877)**	(124,583)
Reversal of/(loss allowance on) financial assets subject to expected credit loss ("**ECL**"), net of reversal	*14*	**16,929**	(27,592)
Impairment losses recognised on non-current assets	*9*	**–**	(39,775)
Consultancy expenses		**(29,934)**	(72,415)
Distribution expenses		**(172,165)**	(610,761)
Other operating costs		**(125,755)**	(134,074)
Other income	*7*	**6,700**	12,185
Other gains and losses		**(11,550)**	14,354
Other expenses		**(7,691)**	(1,696)
Share of results of associates		**(361)**	1,369
Finance costs		**(240,983)**	(251,663)
Loss before taxation		**(303,226)**	(565,918)
Income tax (expense)/credit	*8*	**(1,605)**	1,010
Loss for the period	*9*	**(304,831)**	(564,908)
Other comprehensive (expense)/income for the period			
Items that may be reclassified subsequently to profit or loss:			
Fair value changes on receivables measured at FVTOCI		**9,748**	(17,007)
Net changes in ECL of receivables measured at FVTOCI		**(9,748)**	17,007
Exchange differences arising on translation of foreign operations		**(608)**	(189)
Other comprehensive expense for the period, net of income tax		**(608)**	(189)
Total comprehensive expense for the period		**(305,439)**	(565,097)

	Notes	For the six months ended 30 June 2025 RMB'000 (unaudited)	2024 RMB'000 (unaudited)
Loss for the period attributable to:			
– Owners of the Company		**(298,172)**	(498,416)
– Non-controlling interests		**(6,659)**	(66,492)
		(304,831)	(564,908)
Total comprehensive expense for the period			
– Owners of the Company		**(298,714)**	(498,583)
– Non-controlling interests		**(6,725)**	(66,514)
		(305,439)	(565,097)
Loss per share			
– Basic (RMB cents)	*11*	**(17.05)**	(28.50)
– Diluted (RMB cents)		**(17.05)**	(28.50)

CONDENSED CONSOLIDATED STATEMENT OF FINANCIAL POSITION
AT 30 JUNE 2025

	Notes	**30 June 2025** ***RMB'000*** **(unaudited)**	31 December 2024 *RMB'000* (audited)
Non-current assets			
Property and equipment		**691,296**	787,177
Right-of-use assets		**99,206**	123,552
Investment properties		**9,140**	24,826
Intangible assets		**10,051**	11,302
Interests in associates		**74,403**	74,432
Amounts due from related parties		**48**	49
Other non-current assets		**20,442**	22,294
		904,586	1,043,632
Current assets			
Accounts receivables and bills receivables	*12*	**11,173**	11,436
Other receivables		**313,124**	394,217
Amounts due from related parties		**22,356**	20,462
Receivables at FVTOCI	*13*		
– accounts receivables and bills receivables		**82,022**	105,517
– amounts due from related parties – accounts receivables		**70,025**	84,804
Financial assets at fair value through profit or loss ("**FVTPL**")		**20,637**	45,839
Restricted bank balances		**39,447**	76,774
Cash and cash equivalents		**199,957**	321,820
		758,741	1,060,869
Current liabilities			
Accounts payables	*15*	**725,235**	813,338
Advance from customers		**397,825**	412,408
Accrued payroll and welfare expenses		**157,536**	196,226
Other payables		**1,894,550**	1,728,919
Contract liabilities		**103,028**	135,331
Tax payables		**935,726**	940,314
Amounts due to related parties		**232,955**	223,956
Bank borrowings		**73,500**	128,915
Other borrowings		**4,281,574**	4,298,402
Note payable		**941,092**	955,542
Lease liabilities		**18,784**	22,800
		9,761,805	9,856,151

	Notes	**30 June 2025** *RMB'000* **(unaudited)**	31 December 2024 *RMB'000* (audited)
Net current liabilities		**(9,003,064)**	(8,795,282)
Total assets less current liabilities		**(8,098,478)**	(7,751,650)
Non-current liabilities			
Deferred tax liabilities		**2,718**	2,726
Bank borrowings		**173,000**	204,016
Lease liabilities		**18,318**	31,919
		194,036	238,661
NET LIABILITIES		**(8,292,514)**	(7,990,311)
EQUITY			
Share capital		**116**	116
Share premium		**6,148,273**	6,148,273
Reserves		**(14,265,442)**	(13,966,728)
Equity attributable to owners of the Company		**(8,117,053)**	(7,818,339)
Non-controlling interests		**(175,461)**	(171,972)
TOTAL EQUITY		**(8,292,514)**	(7,990,311)

NOTES TO THE CONDENSED CONSOLIDATED FINANCIAL STATEMENTS

1. GENERAL INFORMATION

E-House (China) Enterprise Holdings Limited (the "Company") was incorporated in the Cayman Islands as an exempted company with limited liability under the Companies Law of the Cayman Islands on 22 February 2010. The Company's shares have been listed on the Main Board of The Stock Exchange of Hong Kong Limited (the "Stock Exchange") on 20 July 2018. The addresses of the Company's registered office and the principal place of business are PO Box 309, Ugland House, Grand Cayman, KY1-1104, Cayman Islands and 11/F, Yinli Building, 383 Guangyan Road, Jing'an District, Shanghai 200072, the People's Republic of China (the "PRC"), respectively.

The Company and its subsidiaries offer a wide range of services to the real estate industry, including real estate agency services in the primary market, real estate data and consulting services, real estate brokerage network services and digital marketing services in the PRC.

These condensed consolidated financial statements are presented in Renminbi ("RMB"), which is also the functional currency of the Company.

2. BASIS OF PREPARATION

These condensed consolidated financial statements for the six months ended 30 June 2025 have been prepared in accordance with International Accounting Standard 34 "Interim Financial Reporting" issued by the International Accounting Standards Board ("IASB") and the applicable disclosures required by the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited.

These condensed consolidated financial statements should be read in conjunction with the 2024 annual financial statements. The accounting policies and methods of computation used in the preparation of these condensed consolidated financial statements are consistent with those used in the annual financial statements for the year ended 31 December 2024.

Going concern basis

The Group incurred a loss of approximately RMB304,831,000 and net cash outflow from operating activities of approximately RMB156,793,000 for the six months ended 30 June 2025 and, as of that date, the Group had net current liabilities and and net liabilities approximately RMB9,003,064,000 and approximately RMB8,292,514,000, respectively. These conditions indicate the existence of a material uncertainty which may cast significant doubt on the Group's ability to continue as a going concern. Therefore, the Group may be unable to realise its assets and discharge its liabilities in the normal course of business.

In order to improve the Group's financial position, to provide liquidity and cash flows and sustain the Group as a going concern, the Group has been implementing a number of measures, including but not limited to:

(i) The Group continues to work closely with its creditors and advisors on the restructuring of its offshore debt (the "Restructuring Plan"). The Group intends to propose new schemes to the holders of note payable;

(ii) The Group continues to focus on cost reduction and is actively negotiating with customers on the settlement of accounts receivables (the "Cost Reduction and Cash Flow Plan");

(iii) The Group is seeking opportunity to dispose the Group's non-current assets to finance the Group's operation.

The management of the Company are therefore of the opinion that it is appropriate to prepare the condensed consolidated financial statements on a going concern basis. Should the Group be unable to continue as a going concern, adjustments would have to be made to the condensed consolidated financial statements to adjust the value of the Group's assets to their recoverable amounts, to provide for any further liabilities which might arise and to reclassify non-current assets and liabilities as current assets and liabilities, respectively.

3. APPLICATION OF NEW AND REVISED IFRS ACCOUNTING STANDARDS

In the current period, the Group has adopted all the new and revised IFRS Accounting Standards issued by the IASB that are relevant to its operations and effective for its accounting period beginning on 1 January 2025. IFRS Accounting Standards comprise International Financial Reporting Standards ("IFRS"); International Accounting Standards ("IAS"); and Interpretations. The adoption of these new and revised IFRS Accounting Standards did not result in significant changes to the Group's accounting policies, presentation of the Group's condensed consolidated financial statements and amounts reported for the current period and prior periods.

The Group has not applied the new and revised IFRS Accounting Standards that have been issued but are not yet effective. The Group has already commenced an assessment of the impact of these new and revised IFRS Accounting Standards but is not yet in a position to state whether these new and revised IFRS Accounting Standards would have a material impact on its results of operations and financial position.

4. KEY SOURCES OF ESTIMATION UNCERTAINTY

In the application of the Group's accounting policies, the management of the Group is required to make judgements, estimates and assumptions about the carrying amounts of assets that are not readily apparent from other sources. The estimates and associated assumptions are based on historical experience and other factors that are considered to be relevant. Actual results may differ from these estimates.

The estimates and underlying assumptions are reviewed on an on-going basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised if the revision affects only that period, or in the period of the revision and future periods if the revision affects both current and further periods. The following is the management's latest estimation uncertainty in this interim period.

Loss allowance for ECL on accounts receivables, bills receivables and amounts due from related parties – accounts receivables (including those carried at amortised cost and FVTOCI) ("Trade Related Balances")

Trade Related Balances with good credit rating (strategic type customers), high credit risk (normal risk type customers – credit-impaired or high risk type customers) or debtors with significant outstanding balances are assessed for ECL individually, and the remaining (normal risk type customers – not credit-impaired) is estimated collectively using the provision matrix, based on historical settlement pattern, past default experience of the debtor, general economic conditions of the industry in which the debtors operate and an assessment of both the current as well as the forecast direction of conditions at the reporting date.

The assessment of the credit risk of the Trade Related Balances involves high degree of estimation and uncertainty. When the actual future cash flows are more than expected, a material reversal of loss allowance for ECL may arise. However, when the actual future cash flows are less than expected, a material impairment loss for ECL may arise, the credit risk of the customer might be assessed as credit-impaired, and it might further affect the revenue recognition and/or measurement, resulting in a material reduction to the amount of revenue.

During the current interim period, the Group identified a significant amount of Trade Related Balances due from certain property developer customer had become overdue. Based on the facts and circumstances currently available, the credit risk of certain property developer customer is assessed to be increased significantly at the end of reporting period.

Although the credit risk of certain property developer customer as at 30 June 2025 has been assessed as increased significantly and a significant amount of ECL has been recognised in the current interim period, in the near future, if any one or more events arisen from certain property developer customer that might have a detrimental impact on the estimated future cash flows of the Trade Related Balances will have occurred, its respective outstanding Trade Related Balances might then result in a significant amount of additional ECL to be recognised in profit or loss at that time. In addition, if the Group continues providing future services to certain property developer customer, a material uncertainty might arise in assessing the Group's probability to collect the consideration, it might also affect the revenue recognition and/or measurement.

The Group, with the engagement of a firm of independent professional valuers, performed ongoing assessment on the ECL at the end of each reporting period or upon a significant change in the circumstances affecting the credit quality of its customers.

As at 30 June 2025, based on the valuation result prepared by the firm of independent professional valuers, the fair value of the Group's receivables at FVTOCI amounted to RMB152,047,000, which included with ECL amounting to RMB6,337,841,000 (31 December 2024: RMB190,321,000, which included with ECL amounting to RMB6,347,589,000) as disclosed in note 13 and the carrying amount of the Group's accounts receivables, bill receivables and amounts due from related parties – accounts receivables carried at amortised cost amounted to RMB14,226,000 net of loss allowance for ECL amounted to RMB686,467,000 (31 December 2024: RMB12,891,000, net of loss allowance for ECL amounted to RMB683,957,000), respectively, to these condensed consolidated financial statements.

5. REVENUE

The Group derives its revenue from (1) real estate agency services in the primary market, (2) real estate data and consulting services, (3) real estate brokerage network services, (4) digital marketing services and (5) others. This is consistent with the revenue information that is disclosed for each operating and reportable segment under IFRS 8:

	Six months ended 30 June	
	2025	2024
	RMB'000	*RMB'000*
	(unaudited)	(unaudited)
Real estate agency services in the primary market, recognised at a point in time	**68,590**	81,603
Real estate data and consulting services		
– consulting services, recognised at a point in time	**101,222**	112,122
– data services, recognised over time	**44,506**	53,042
	145,728	165,164
Real estate brokerage network services		
– distribution business in the primary market, recognised at a point in time	**173,702**	633,459
– other services, recognised at a point in time	**10,802**	4,954
	184,504	638,413
Digital marketing services		
– E-commerce, recognised at a point in time	**594,112**	491,777
– Online advertising services, recognised over time on a gross basis	**256,615**	195,614
	850,727	687,391
Others		
– Other service, recognised at a point in time	**11,869**	21,546
	1,261,418	1,594,117

6. SEGMENT INFORMATION

The following is an analysis of the Group's revenue and results by operating and reportable segment:

Six months ended 30 June 2025 (unaudited)

	Real estate agency services in the primary market *RMB'000*	Real estate data and consulting services *RMB'000*	Real estate brokerage network services *RMB'000*	Digital Marketing services *RMB'000*	Others *RMB'000*	Elimination *RMB'000*	Total *RMB'000*
Revenue							
External sales	**68,590**	**145,728**	**184,504**	**850,727**	**11,869**	**–**	**1,261,418**
Inter-segment sales	**236**	**–**	**–**	**11,521**	**887**	**(12,644)**	**–**
Total	**68,826**	**145,728**	**184,504**	**862,248**	**12,756**	**(12,644)**	**1,261,418**
SEGMENT PROFIT/(LOSS)	**6,393**	**20,640**	**1,494**	**861**	**(39,061)**	**–**	**(9,673)**
Unallocated expenses							**(48,555)**
Unallocated net exchange gain							**(20,820)**
Unallocated net fair value loss on financial assets at FVTPL							**(25,202)**
Share of results of associates							**(361)**
Bank interest income							**728**
Finance costs							**(240,983)**
Loss before taxation							**(303,226)**

Six months ended 30 June 2024 (unaudited)

	Real estate agency services in the primary market *RMB'000*	Real estate data and consulting services *RMB'000*	Real estate brokerage network services *RMB'000*	Digital Marketing services *RMB'000*	Others *RMB'000*	Elimination *RMB'000*	Total *RMB'000*
Revenue							
External sales	81,603	165,164	638,413	687,391	21,546	–	1,594,117
Inter-segment sales	–	1,375	94	–	3,087	(4,556)	–
Total	81,603	166,539	638,507	687,391	24,633	(4,556)	1,594,117
SEGMENT LOSS	(32,991)	(5,391)	(2,544)	(127,765)	(43,613)	–	(212,304)
Unallocated expenses							(74,732)
Unallocated net exchange loss							(25,517)
Unallocated net fair value loss on financial assets at FVTPL							(4,073)
Share of results of associates							1,369
Bank interest income							1,989
Finance costs							(251,663)
Equity-settled share-based payment expenses							(987)
Loss before taxation							(565,918)

The accounting policies of the operating segments are the same as the Group's accounting policies as those presented in the Group's annual financial statements for the year ended 31 December 2024. Segment profit/(loss) represents the profit earned and loss incurred by each segment without allocation of unallocated expenses, unallocated net exchange gain/(loss), unallocated net fair value loss on financial assets at FVTPL, share of results of associates, bank interest income, finance costs and equity-settled share-based payment expenses. This is the measure reported to the chief operating decision maker (the "CODM") for the purpose of resource allocation and performance assessment.

No segment assets and liabilities information is provided as no such information is regularly provided to the CODM of the Group on making decision for resources allocation and performance assessment.

Seasonality of operations

The Group experiences higher revenue from the real estate agency services in the primary market in the second half of the financial year due to property developers' marketing and promotion campaign are more focused in the second half of the year. As a result, revenue from real estate agency services in the primary market is usually lower during the first half of the financial year. The Group incorporates the effect of seasonality in its sales plan by fully cooperating with real estate developers to formulate corresponding marketing plans and preparing sufficient marketing resources in the second half of the financial year.

7. OTHER INCOME

	Six months ended 30 June	
	2025	2024
	RMB'000	*RMB'000*
	(unaudited)	(unaudited)
Bank and other interest income	**728**	1,989
Government grants *(note)*	**1,517**	1,420
Rental income	**3,686**	5,440
Others	**769**	3,336
	6,700	12,185

Note:

The amount represents government grants received from various PRC government authorities in connection with the enterprise development support, fiscal subsidy and various tax incentives, which had no conditions imposed by the respective PRC government authorities.

8. INCOME TAX EXPENSE/(CREDIT)

	Six months ended 30 June	
	2025	2024
	RMB'000	*RMB'000*
	(unaudited)	(unaudited)
PRC Enterprise Income Tax ("EIT")		
Current tax	**1,613**	8,353
Overprovision in prior years	**–**	(154,202)
	1,613	(145,849)
Deferred tax (credit)/expense	**(8)**	144,839
	1,605	(1,010)

9. LOSS FOR THE PERIOD

Loss for the period has been arrived at after charging/(crediting):

	Six months ended 30 June	
	2025	2024
	RMB'000	*RMB'000*
	(unaudited)	(unaudited)
Depreciation of property and equipment	**35,797**	42,281
Depreciation of right-of-use assets	**13,598**	25,725
Depreciation of investment properties	**232**	17,437
Amortisation of intangible assets	**1,250**	39,140
Total depreciation and amortisation	**50,877**	124,583
Impairment losses recognised on intangible assets	**–**	39,775
Amounts included in other gains and losses		
Net fair value loss on financial assets at FVTPL	**25,202**	4,073
Net gain on de-registration of subsidiaries	**(6,526)**	–
Loss on disposal of interests in associates	**–**	2
Net exchange (gain)/loss	**(23,564)**	25,376
Net loss on disposal of property and equipment	**7,367**	3,192
Net loss/(gain) on disposal of investment properties	**15,353**	(1,477)
Net gain on termination of right-of-use assets and lease liabilities	**(6,282)**	(45,520)
Net losses/(gains)	**11,550**	(14,354)

10. DIVIDENDS

The Board has resolved not to declare an interim dividend for the six months ended 30 June 2025 (2024 interim dividend: nil).

11. LOSS PER SHARE

The calculation of the basic and diluted loss per share attributable to owners of the Company is based on the following data:

	Six months ended 30 June	
	2025	2024
	RMB'000	*RMB'000*
	(unaudited)	(unaudited)
Loss:		
Loss for the period attributable to owners of the Company for the purpose of basic loss per share	**(298,172)**	(498,416)

	2025	2024
	'000	*'000*
	(unaudited)	(unaudited)
Number of shares:		
Weighted average number of ordinary shares for the purpose of basic loss per share	**1,749,060**	1,749,060

12. ACCOUNTS RECEIVABLES AND BILLS RECEIVABLES

	At 30 June	At 31 December
	2025	2024
	RMB'000	*RMB'000*
	(unaudited)	(audited)
Accounts receivables and bills receivables measured at amortised cost	**534,691**	533,088
Less: Loss allowance for accounts receivables and bills receivables measured at amortised cost	**(523,518)**	(521,652)
Total accounts receivables and bills receivables measured at amortised cost	**11,173**	11,436

The Group allows all of its customers a credit period of 90 days upon satisfaction of the terms and conditions of the relevant agreements and relevant invoices have been issued.

The following is an aged analysis of accounts receivables, net of loss allowance, presented based on the dates of rendering the services for the digital marketing service at the end of the reporting period, which approximated the respective revenue recognition dates:

	At 30 June	At 31 December
	2025	2024
	RMB'000	*RMB'000*
	(unaudited)	(audited)
Over 2 years	**11,173**	11,436

13. RECEIVABLES AT FVTOCI

	At 30 June 2025 RMB'000 (unaudited)	At 31 December 2024 RMB'000 (audited)
Receivables at FVTOCI comprise:		
– Accounts receivables	**82,022**	105,517
– Amounts due from related parties – accounts receivables	**70,025**	84,804
	152,047	190,321

Note:

As at 30 June 2025, the gross contractual amount of account receivables, bills receivables and amounts due from related parties – accounts receivables amounted to RMB3,360,979,000, RMB1,298,804,000 and RMB1,830,105,000 (31 December 2024: RMB3,375,809,000, RMB1,304,755,000 and RMB1,857,346,000), respectively. The difference between the fair value and the gross contractual amount mainly arose from the ECL impact. Included in the fair values of the account receivables, bills receivables and amounts due from related parties – accounts receivables were with ECL amounted to RMB3,278,957,000, RMB1,298,804,000 and RMB1,760,080,000 (31 December 2024: RMB3,270,292,000, RMB1,304,755,000 and RMB1,772,542,000), respectively.

The Group allows all of its customers a credit period of 30 days upon satisfaction of the terms and conditions of the relevant agreements and relevant invoices have been issued.

The following is an aged analysis of the fair value of the Group's accounts receivables at FVTOCI (including both amounts due from independent third parties and related parties), presented based on the dates of rendering the services or the dates when the sales target for higher commission was achieved for the real estate agency service in the primary market at the end of the reporting period, which approximated the respective revenue recognition dates:

	At 30 June 2025 RMB'000 (unaudited)	At 31 December 2024 RMB'000 (audited)
Within 1 year	**49,688**	67,683
1 – 2 years	**27,468**	35,824
Over 2 years	**74,891**	86,814
	152,047	190,321

14. (REVERSAL OF)/LOSS ALLOWANCE ON FINANCIAL ASSETS SUBJECT TO ECL

	Six months ended 30 June	
	2025	2024
	RMB'000	RMB'000
	(unaudited)	*(unaudited)*
(Reversal of)/provision for loss allowance on:		
Receivables at FVTOCI	**(9,748)**	17,007
Accounts receivables and bills receivables	**1,866**	1,100
Amounts due from related parties of trade nature	**644**	2,604
Amounts due from related parties of non-trade nature	**23**	(59)
Other receivables and other non-current assets	**(9,714)**	6,940
Total (reversal of)/loss allowance on financial assets subject to ECL, net of reversal	**(16,929)**	27,592

The basis of determining the inputs and assumptions and the estimation techniques used in the condensed consolidated financial statements for the six months ended 30 June 2025 are the same as those followed in the preparation of the Group's annual financial statements for the year ended 31 December 2024.

15. ACCOUNTS PAYABLES

	At 30 June	At 31 December
	2025	2024
	RMB'000	*RMB'000*
	(unaudited)	(audited)
Accounts payables	**725,235**	813,338

The following is an aged analysis of accounts payables presented based on the date of receipts of services by the Group at the end of each reporting period:

	At 30 June	At 31 December
	2025	2024
	RMB'000	*RMB'000*
	(unaudited)	(audited)
Within 1 year	**240,731**	388,185
1 – 2 years	**484,504**	425,153
	725,235	813,338

MANAGEMENT DISCUSSION AND ANALYSIS

Revenue

Our revenue decreased by 20.9% from RMB1,594.1 million for the six months ended 30 June 2024 to RMB1,261.4 million for the six months ended 30 June 2025. The decrease was primarily due to decrease of revenue derived from real estate brokerage network services.

Revenue derived from real estate agency services in the primary market decreased by 15.9% from RMB81.6 million for the six months ended 30 June 2024 to RMB68.6 million for the six months ended 30 June 2025, primarily due to decline of GTV caused by the overall downturn in the real estate market.

Revenue derived from real estate brokerage network services decreased by 71.1% from RMB638.4 million for the six months ended 30 June 2024 to RMB184.5 million for the six months ended 30 June 2025. This decrease was primarily due to the business contraction.

Revenue derived from real estate data and consulting services decreased by 11.8% from RMB165.2 million for the six months ended 30 June 2024 to RMB145.7 million for the six months ended 30 June 2025, primarily due to a decrease in revenue from our rating and ranking services and data services.

Revenue derived from digital marketing services increased by 23.8% from RMB687.4 million for the six months ended 30 June 2024 to RMB850.7 million for the six months ended 30 June 2025, primarily due to the increase in revenues from e-commerce services by issuing commission coupons.

Revenue derived from other services decreased by 44.9% from RMB21.5 million for the six months ended 30 June 2024 to RMB11.9 million for the six months ended 30 June 2025. Revenue derived from other services was primarily composed of the hotel management, conference services and real estate education sector.

Staff costs

Our staff costs decreased by 43.5% from RMB357.5 million for the six months ended 30 June 2024 to RMB202.0 million for the six months ended 30 June 2025. Staff costs as a percentage of our revenue decreased from 22.4% for the six months ended 30 June 2024 to 16.0% for the six months ended 30 June 2025, primarily due to improved operational efficiency.

Advertising and promotion expenses

Our advertising and promotion expenses increased by 32.7% from RMB551.0 million for the six months ended 30 June 2024 to RMB731.3 million for the six months ended 30 June 2025. The advertising and promotion expenses primarily consist of targeted online and offline marketing costs for business expansion from digital marketing services. The increase was primarily due to the Company’s increase in revenues from e-commerce services by issuing commission coupons.

Rental expenses for short-term leases, low-value assets leases and variable leases

We recorded rental expenses for short-term leases, low-value assets leases and variable leases of RMB15.7 million for the six months ended 30 June 2025 compared to RMB16.9 million for the six months ended 30 June 2024. The decrease was primarily due to the decrease of rental area relating to short-term leases.

Depreciation and amortisation expenses

Our depreciation and amortisation expenses decreased by 59.2% from RMB124.6 million for the six months ended 30 June 2024 to RMB50.9 million for the six months ended 30 June 2025, primarily due to the decrease in amortization of intangible assets arising from acquisition and the disposal of property.

Reversal of/(loss allowance on) financial assets subject to expected credit loss ("ECL"), net of reversal

Our reversal of financial assets subject to ECL was RMB16.9 million for the six months ended 30 June 2025 and the loss allowance on financial assets subject to ECL, net of reversal was RMB27.6 million for the six months ended 30 June 2024, the primarily due to the decrease in accounts receivables and bills receivables.

Impairment losses recognised on non-current assets

We recorded impairment losses recognised on non-current assets of nil for the six months ended 30 June 2025, and RMB39.8 million for the six months ended 30 June 2024. The cost incurred in 2024 was primarily from the loss recognised on intangible assets.

Consultancy expenses

Our consultancy expenses decreased by 58.7% from RMB72.4 million for the six months ended 30 June 2024 to RMB29.9 million for the six months ended 30 June 2025, primarily due to the decrease in project consultation in line with the decrease in our revenue.

Distribution expenses

Our distribution expenses decreased by 71.8% from RMB610.8 million for the six months ended 30 June 2024 to RMB172.2 million for the six months ended 30 June 2025, primarily due to the decrease in revenue derived from real estate brokerage network services.

Other operating costs

Our other operating costs decreased by 6.2% from RMB134.1 million for the six months ended 30 June 2024 to RMB125.8 million for the six months ended 30 June 2025, primarily due to the Company's reduction of cost.

Other income

Our other income decreased from RMB12.2 million for the six months ended 30 June 2024 to RMB6.7 million for the six months ended 30 June 2025. Our other income for the six months ended 30 June 2025 were primarily attributable to subsidy income and rental income.

Other gains and losses

We recorded net other gains of RMB14.4 million for the six months ended 30 June 2024 and net other losses of RMB11.6 million for the six months ended 30 June 2025. Our net other losses for the six months ended 30 June 2025 were primarily attributable to the net loss on financial assets.

Other expenses

Our other expenses increased from RMB1.7 million for the six months ended 30 June 2024 to RMB7.7 million for the six months ended 30 June 2025, primarily attributable to the losses related to the disposal of the property and equipment.

Share of results of associates

We recorded share of profits of associates of RMB1.4 million for the six months ended 30 June 2024 and share of losses of associates of RMB0.4 million for the six months ended 30 June 2025. The share of losses for the six months ended 30 June 2025 was primarily attributable to a company providing high quality financial services.

Finance costs

Our finance costs decreased by 4.2% from RMB251.7 million for the six months ended 30 June 2024 to RMB241.0 million for the six months ended 30 June 2025, primarily due to the decrease of bank borrowings.

Income tax expense (credit)

Our income tax expense was RMB1.6 million for the six months ended 30 June 2025 compared to income tax credit RMB1.0 million for the six months ended 30 June 2024.

Loss for the period

As a result of the foregoing, our loss for the period amounted to RMB304.8 million for the six months ended 30 June 2025, compared to loss for the period of RMB564.9 million for the six months ended 30 June 2024.

Non-IFRS Measures

To supplement our condensed consolidated financial information which is presented in accordance with IFRS, we also use (i) operating loss and operating loss margin and (ii) EBITDA loss as additional measures for illustrative purposes only. We believe that these measures provide useful information to investors and others in understanding and evaluating our condensed consolidated financial results in the same manner as our management. The calculation of operating loss and operating loss margin and EBITDA loss are not in accordance with IFRS and may not be directly comparable with similarly named financial measures of other companies. The use of these measures has limitations as an analytical tool, and you should not consider them in isolation from other measures as reported in accordance with IFRS.

We define our operating loss as revenue net of operating costs, which consist of staff costs, advertising and promotion expenses, rental expenses for short-term leases and low-value assets leases, depreciation and amortisation expenses, loss allowance on financial assets subject to ECL, net of reversal, loss on derecognition of financial assets measured at amortised cost (RMB0 for the Reporting Period), loss on derecognition of receivables at FVTOCI (RMB0 for the Reporting Period), consultancy expenses, distribution expenses, and other operating costs. We define operating loss margin as operating loss divided by revenue for the year. We believe that the operating loss and operating loss margin facilitate a comparison of our operating performance from year to year by eliminating potential impacts of certain non-operational or non-recurring expenses that do not affect our ongoing operating performance.

Our operating loss amounted to RMB49.3 million for the six months ended 30 June 2025 compared to an operating loss of RMB300.7 million for the six months ended 30 June 2024. Our operating loss margin was 3.9% for the six months ended 30 June 2025, as compared to our operating loss margin of 18.9% for the six months ended 30 June 2024, primarily due to the decrease of operating loss.

We define EBITDA loss as (i) loss for the period, adjusted to add back, (ii) finance costs, (iii) depreciation and amortisation expenses and (iv) income tax expense. We use EBITDA loss to emphasise operating results and it more nearly approximates cash flows.

Our EBITDA loss for the six months ended 30 June 2025 was RMB11.4 million, as compared with EBITDA loss of RMB189.7 million for the six months ended 30 June 2024.

Liquidity and Financial Resources

During the six months ended 30 June 2025, we funded our cash requirements principally from cash generated from our operations and external borrowings. We had cash and cash equivalents of RMB321.8 million and RMB200.0 million as of 31 December 2024 and 30 June 2025, respectively. We generally deposit our excess cash in interest bearing bank accounts and current accounts.

During the six months ended 30 June 2025, our principal uses of cash were for the funding of required working capital and other recurring expenses to support the expansion of our operations. Going forward, we believe our liquidity requirements will be satisfied by using funds from a combination of internally generated cash, external borrowings and other funds raised from the capital markets from time to time.

Capital Expenditure

	Six months ended 30 June	
	2025	2024
	RMB'000	*RMB'000*
	(unaudited)	*(unaudited)*
Purchase of and deposits placed for property and equipment	1,317	60,900
Total	1,317	60,900

Our capital expenditures primarily related to purchases of property, equipment and capitalised prepayment. Leasehold improvements, mainly including capitalised decoration and maintenance costs, account for the majority of property and equipment purchases.

Off-Balance Sheet Commitments and Arrangements

As of 30 June 2025, we had not entered into any off-balance sheet transactions.

Gearing Ratio

As at 30 June 2025, the gearing ratio of the Group, which is calculated by dividing total debt (all bank and other borrowings) by total assets as at the end of the Reporting Period, was 328.8% as compared with 265.5% as of 31 December 2024. The increase was primarily due to the decrease of total assets.

Significant Investments Held

As at 30 June 2025, we did not hold any significant investments in the equity interests of any other companies (including any investment in an investee company with a value of 5% or more of the Company's total assets as at 30 June 2025).

Future Plans for Material Investments and Capital Assets

As of 30 June 2025, we did not have other plans for material investments and capital assets.

Material Acquisitions and/or Disposals of Subsidiaries and Affiliated Companies

Save as disclosed in this announcement, we did not have any material acquisitions or disposals of subsidiaries, consolidated affiliated entities, associated companies or joint ventures during the Reporting Period.

Employee and Remuneration Policy

As at 30 June 2025, we had 1,579 full-time employees, most of whom were based in our headquarters in Shanghai and various other cities in China according to our business strategies.

Our success depends on our ability to attract, retain and motivate qualified personnel. As part of our retention strategy, we offer employees performance-based cash bonuses and other incentives in addition to base salaries. The total remuneration expenses, including share-based compensation expense, for the six months ended 30 June 2025 were RMB202.0 million, representing a year-on-year decrease of 43.5%.

Foreign Exchange Risk

Our functional currency is Renminbi, but certain of our cash and cash equivalent, USD-denominated senior notes and conditional investment fund received are denominated in foreign currency and are exposed to foreign currency risk. We currently do not have a foreign currency hedging policy. We will continue to monitor foreign exchange exposure and will take actions when necessary.

Pledge of Assets

As at 30 June 2025, the Group's bank borrowings of RMB246.5 million were secured by the Tangchao Grand Hotel (carrying amount of RMB432.2 million).

For further details of the Tangchao Grand Hotel, please refer to the announcement of the Company titled "Discloseable Transaction – Acquisition of Shanghai Juanpeng" dated 22 March 2020.

Contingent Liabilities

As at 30 June 2025, we did not have any material contingent liabilities (as at 30 June 2024: nil).

Events after the Reporting Period

Save as disclosed in this announcement and as at the date of this announcement, there were no significant events that might affect the Group since 30 June 2025.

COMPLIANCE WITH THE CORPORATE GOVERNANCE CODE

The Company is committed to maintaining and promoting stringent corporate governance. The principle of the Company's corporate governance is to promote effective internal control measures and to enhance the transparency and accountability of the Board to all shareholders.

During the Reporting Period, the Company had adopted and complied with all the applicable code provisions as set out in the Corporate Governance Code (the "**Corporate Governance Code**") contained in Appendix C1 to the Rules Governing the Listing of Securities on the Stock Exchange of Hong Kong Limited (the "**Listing Rules**"), except for the following deviation:

Pursuant to code provision C.2.1 of the Corporate Governance Code, the roles of the chairman of the Board and the chief executive should be segregated and should not be performed by the same individual. The division of responsibilities between the chairman and chief executive should be clearly established and set out in writing. The Company does not have separate chairman of the Board and chief executive officer, and Zhou Xin, our executive Director, currently performs these two roles. The Board believes that vesting the roles of both chairman of the Board and chief executive officer in the same person has the benefit of ensuring consistent leadership within the Group and enables more effective and efficient overall strategic planning for the Group. The Board considers that the balance of power and authority for the present arrangement will not be impaired and this structure will enable the Company to make and implement decisions promptly and effectively. The Board will continue to review and consider splitting the roles of chairman of the Board and the chief executive officer of the Company at a time when it is appropriate by taking into account the circumstances of the Group as a whole.

Further information concerning the corporate governance practices of the Company will be set out in the corporate governance report in the annual report of the Company for the year ended 31 December 2025.

The Company will continue to regularly review and monitor its corporate governance practices to ensure compliance with the Corporate Governance Code and maintain a high standard of corporate governance practices of the Company.

COMPLIANCE WITH THE MODEL CODE FOR SECURITIES TRANSACTIONS BY DIRECTORS

The Company has adopted the Model Code for Securities Transactions by Directors of Listed Issuers (the "**Model Code**") as set out in Appendix C3 to the Listing Rules as the code of conduct regarding the Directors' dealings in the securities of the Company. Having made specific enquiry of all the Directors of the Company, all the Directors confirmed that they had strictly complied with the required standards set out in the Model Code throughout the Reporting Period.

EXTRACT FROM THE AUDITOR'S INDEPENDENT REVIEW REPORT

The following is an extract of the independent review report of the Company's auditor, Zhonghui Anda CPA Limited, on the Group's unaudited interim condensed consolidated financial statements for the six months ended 30 June 2025.

BASIS FOR DISCLAIMER OF CONCLUSION

Scope limitation relating to the assessment on the appropriateness of the going concern basis of preparing the interim financial information

We draw attention to note 2 to the interim financial information concerning the adoption of the going concern basis on which the interim financial information have been prepared, the Group incurred a loss of approximately RMB304,831,000 and net cash outflow from operating activities of approximately RMB156,793,000 for the six months ended 30 June 2025 and, as of that date, the Group had net current liabilities and net liabilities of approximately RMB9,003,064,000 and approximately RMB8,292,514,000, respectively, while the Group's cash and cash equivalent balance amounted to RMB199,957,000 as at 30 June 2025. The Group is experiencing recurring losses and challenging real estate conditions in the PRC, including weak customer sentiment, inflationary concerns, declining sales, and increasing cost and liquidity pressures.

The above conditions, together with other matter described in note 2 to the interim financial information, indicate that a material uncertainty exists which may cast significant doubt about the Group's ability to continue as a going concern.

In view of such circumstances, the Board is in the process of implementing a number of plans and measures to improve the Group's liquidity and financial position which are set out in note 2 to the interim financial information. The Board has reviewed a cash flow forecast (the "**Cash Flow Forecast**") prepared by management covering a period of twelve months from 30 June 2025, which take into account these plans and measures. Based on such assessment, assuming the plans and measures can be successfully implemented as scheduled notwithstanding the inherent uncertainties associated with the outcome of these plans and measures, the Board is of the opinion that the Group will have sufficient working capital to meet its financial obligations as and when they fall due within twelve months from 30 June 2025 and therefore, it is appropriate to prepare the interim financial information on a going concern basis.

The appropriateness of the interim financial information prepared on a going concern basis depends whether those plans and measures as set out in note 2 can be successfully implemented. These measures include among others that (i) the Group will continue to actively negotiation with lenders and creditors on the restructuring of its offshore debt (the "**Restructuring Plan**") and; (ii) the Board will continue to focus on cost reduction and cash flow, such as disposal of the Group's non-current assets, accelerate the collection of receivables or other matters described in note 2 as the "Cost Reduction and Cash Flow Plan" to finance the Group's operation.

In respect of the "Restructuring Plan", we were advised by management that such Restructuring Plan is still at a preliminary stage and no new restructuring proposal has been provided to the creditor for consideration. Accordingly, we were unable to obtain sufficient appropriate evidence that we consider necessary to evaluate the Group's ability to extend the repayment of the Group's loan to the extent necessary based on the Cash Flow Forecast.

In respect of the "Cost Reduction and Cash Flow Plan", management was unable to provide us with sufficient information about the details of the Cost Reduction and Cash Flow Plan including the detailed timetable and actions to be carried out, the detailed analyses and estimates of the costs of implementing the relevant actions as well as detailed estimates of the resulting cost savings. Accordingly, we were unable to obtain sufficient appropriate evidence that we considered necessary to evaluated the Group's ability to reduce operating and administrative costs to the desired level within the period planned in the Cash Flow Forecast.

In view of the above scope limitation, there were no other alternative procedures that we could perform to satisfy ourselves that the Group would be able to implement its plans and measures, as a result, we were unable to obtain sufficient appropriate evidence we considered necessary to conclude whether the use of the going concern assumption in the preparation of the interim financial information is appropriate.

Should the Group fail to achieve the above-mentioned measures, it might not be able to continue to operate as a going concern, and adjustments would have to be made to write down the carrying values of the Group's assets to their recoverable amounts, to provide any further liabilities which might arise, and to reclassify non-current assets and non-current liabilities as current assets and current liabilities, respectively. The effect of these adjustments has not been reflected in the interim financial information.

DISCLAIMER OF CONCLUSION

We do not express a conclusion on the interim financial information of the Group. Because of the significance of the matters described in the Basis for Disclaimer of Conclusion section of our report, we have not been able to obtain sufficient appropriate evidence to provide a basis for a conclusion on the interim financial information.

MEASURES TO ADDRESS GOING CONCERN ISSUE

In this respect of the Group's plans and measures to resolve the going concern issue, the Company has been actively communicating with its creditors, directly and through its financial advisers, about the terms of a new restructuring plan for its offshore debts (namely, the Old Notes and the Convertible Note) and hopes to make substantial progress in the second half of 2025. In addition, the Group has continued to cut cost (including but not limited to reducing staff and operating costs) in order to maintain operating profit for all of its business segments. In particular, our staff costs decreased by 43.5% from RMB357.5 million for the six months ended 30 June 2024 to RMB202.0 million for the six months ended 30 June 2025 and our other operating costs decreased by 6.2% from RMB134.1 million for the six months ended 30 June 2024 to RMB125.8 million for the six months ended 30 June 2025. The Group also made further progress in asset disposal in the first half of 2025 to help improve liquidity and repay bank loans, having sold property and equipment and investment properties with a total carrying amount of RMB85.2 million. The Company believes that effective cost control and the eventual success of the debt restructuring will improve the Group's financial position, and provide liquidity and cash flows and sustain the Group as a going concern.

AUDIT COMMITTEE

The Company has established an audit committee (the "**Audit Committee**") in compliance with Rule 3.21 of the Listing Rules and the Corporate Governance Code. The primary duties of the Audit Committee are to review and supervise the financial reporting process and internal control system (including risk management) of the Group, review and approve connected transactions and provide advice and comments to the Board. The Audit Committee consists of three members, namely Mr. Zhang Bang, Mr. Li Jin and Mr. Wang Liqun. Mr. Zhang Bang is the chairman of the Audit Committee.

The Audit Committee has reviewed the unaudited consolidated interim results of the Group for the six months ended 30 June 2025 and discussed matters with respect to the accounting policies and practices adopted by the Company and internal control with senior management members.

OTHER BOARD COMMITTEES

In addition to the Audit Committee, the Company has also established a nomination committee and a remuneration committee.

PURCHASE, SALE OR REDEMPTION OF THE COMPANY'S LISTED SECURITIES

Neither the Company nor any of its subsidiaries purchased, sold or redeemed any of the Company's securities (including sale of treasury shares (as defined under the Listing Rules)) listed on the Stock Exchange during the Reporting Period. As at 30 June 2025, the Company did not hold any treasury shares (as defined under the Listing Rules).

INTERIM DIVIDEND

The Board does not recommend the distribution of an interim dividend for the six months ended 30 June 2025.

PUBLICATION OF THE INTERIM RESULTS ANNOUNCEMENT AND INTERIM REPORT

This interim results announcement has been published on the website of the Stock Exchange at www.hkexnews.hk and the website of the Company at www.ehousechina.com. The interim report of the Group for the six months ended 30 June 2025 will be published on the aforesaid websites of the Stock Exchange and the Company and will be dispatched to the Company's shareholders (if requested) in due course.

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

Hong Kong, 28 August 2025

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. Liang Xingchao, Mr. Chen Daiping and Ms. Yuan Li as non-executive Directors, and Mr. Zhang Bang, Mr. Zhu Hongchao, Mr. Wang Liqun and Mr. Li Jin as independent non-executive Directors.