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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)

SUPPLEMENTAL ANNOUNCEMENT

Reference is made to the announcement of E-House (China) Enterprise Holdings Limited (the "**Company**", together with its subsidiaries and consolidated affiliated entities, the "**Group**") dated 19 January 2026 in relation to the termination of the Beijing Leju Contractual Arrangements (the "**Announcement**"). Unless the context otherwise requires, capitalized terms used herein shall have the same meanings as those defined in the Announcement.

As disclosed in the Announcement, in recent years, the Group's operations have been negatively affected by the continued and unprecedented downturn in the PRC real estate industry, resulting in a significant decline in the contribution of Leju to the Group's businesses. As real estate transaction volume declined sharply, developers reduced their advertising spending, negatively affecting Leju's advertising revenue. Meanwhile, Leju's real estate e-commerce business, which involved selling discount coupons to potential buyers, saw drastic decrease due to decline in buyers' desire to purchase. Accordingly, Leju has substantially ceased its e-commerce business, and the scale of its online advertising business has also decreased substantially. Almost all of the sales of discount coupons and a substantial portion of Leju's advertising business had been conducted by Beijing Leju and its subsidiaries, with the majority of the remaining advertising business being carried out by Beijing Jiajujiu.

Beijing Jiajujiu also continues to operate one of Leju's online apps, Leju Caijing, which is a real estate industry focused media platform. Due to PRC regulatory restrictions on foreign ownership of such operation, retaining the contractual arrangements in respect of Beijing Jiajujiu is necessary for the continued operation of Leju Caijing. Accordingly, the Board considers it in the interest of the Group and its shareholders to retain the contractual arrangements in relation to Beijing Jiajujiu.

Beijing Leju's revenue contribution to the Group has been decreasing and is expected to further decrease for the year ended in 31 December 2025. In addition, Leju's e-commerce business and online advertising business had decreased substantially in the past few years. On basis of the above, the Board does not expect the termination of the Beijing Leju Contractual Arrangements and the deconsolidation of Beijing Leju and Leju Hao Fang (being a subsidiary of Beijing Leju) to have a material impact on the Company's operations or financial position.

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

Hong Kong, 30 January 2026

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. Chen Daiping, Ms. Zhou Tianfeng and Ms. Xu Wenya as non-executive Directors, and Mr. Zhang Bang, Mr. Zhu Hongchao, Mr. Wang Liqun and Mr. Li Jin as independent non-executive Directors.