



## **KE Holdings Wins Green Honor for Tree-planting Initiative**

11月 30, 2021

Beijing, China, November 30, 2021 - KE Holding Inc. ("Beike" or the "Company")(NYSE:BEKE), a leading integrated online and offline platform for housing transactions and services, announced its tree-planting Blue Ocean Campaign was honored to receive an environmental award from China's Green Economy Development Forum for its continuous efforts to leverage virtual reality technology to inspire green lifestyle and help reduce carbon footprints.

Launched in 2020, Beike's Blue Ocean Campaign enables customers and agents to earn "carbon energy points" by conducting and participating in property showing tours using VR technology. Through the program users can apply accumulated points toward the planting of mangroves in the coastal wetlands in China's southeastern Fujian province, an important natural ecosystem facing severe environmental threat.

Based on Beike's estimates, a single VR room showing by an agent reduces offline activities equivalent to an average of 140 grams of carbon emissions. In 2020, the Company conducted 1.29 billion VR property showings. By the end of 2020, 109,000 mangroves were planted in Fujian through this program, which will sequester an estimated 1,100 tons of carbon in the coming 40 years, according to data from Society of Entrepreneurs & Ecology (SEE), a nonprofit group focusing on ecological protection for China, which also supported the mangrove forest restoration program in the province.

The Green Economy Development Forum is an event jointly held by organizations including China's Ministry of Ecology and Environment and All-China Environment Federation designed to showcase and award outstanding efforts that have a positive impact in promoting environmental protection. This year's forum was held on November 19.

Beike's Blue Ocean Campaign was recognized for its innovative use of digital technology to motivate the engagement of ordinary people with the environment and turn green deeds into actual green resources.

In addition to planting trees, the Company has also continued to contribute to public welfare through its technology and human resource capabilities, with projects such as "VR museum" and smartphone classes for seniors.