



KE Holdings Announces 40th Annual Beijing Marathon Title Sponsorship

October 22, 2021

Beijing, China, October 22, 2021 - KE Holdings Inc. ("Beike" or the "Company") (NYSE: BEKE), a leading integrated online and offline platform for housing transactions and services, proudly announced its title sponsorship for the 40th Beijing Marathon, China's preeminent long-distance running race.

The new partnership is built on shared commitment to elevating individuals' health and fitness. The sponsorship embodies Beike's active endorsement of environmentally-conscious and sustainable practices as well as public health initiatives.

The spirit of the Beijing Marathon – persevering to overcome limitations – closely aligns with Beike's dedication to pursuing excellence for long-term success rather than shortcuts for quick but transient benefits. Beike's fundamental philosophy that derives from the conviction of "doing the right thing even if it's difficult" will create durable prosperity for the Company as it fulfills its mission to promote joyful living.

Beijing Marathon is a WORLD ATHLETICS Gold Label certificated race event and recorded by AIMS. On the race day, entrants will participate in the Full Marathon (42.195 km) starting at TIAN'ANMEN Square. The finish area is in the Olympic Park Celebration Square. The 40th running will be held on October 31st, 2021.

