



## **KE Holdings named finalist at Reuters Responsible Business Awards 2021**

August 26, 2021

Beijing, China, August 26, 2021 - KE Holdings Inc. ("Beike" or the "Company") (NYSE: BEKE), a leading integrated online and offline platform for housing transactions and services, announced it has been selected as a finalist for the Social Impact Award at Reuters Responsible Business Awards 2021 – the world's leading celebration of responsible business excellence.

Beike, the only Chinese company shortlisted in this award category, secured its spot with its ongoing efforts to teach the elderly to use smartphones, competing with other world-renowned brands including IBM, DBS Bank and De Beers Group.

Beike initiated this elderly care program that teaches senior citizens to use smartphones in 2018, mobilizing agents as the volunteers who offer training workshops and free Q&A sessions for the elderly regularly. By the end of June 2021, the program has been replicated in 1,180 communities in 42 cities nationwide, with more than 5,000 smartphone training sessions having taken place and over 170,000 elderly participations.

Reuters Events Responsible Business Awards are the world's leading Awards celebrating leadership in sustainable business. Besides acknowledging excellent sustainability strategies, the Responsible Business Awards recognize those that are truly impacting business, society and the environment – delivering a new blueprint for business in the 21st Century. The Responsible Business Awards 2021 virtual ceremony will take place on October 14.