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新華文軒出版傳媒股份有限公司

XINHUA WINSHARE PUBLISHING AND MEDIA CO., LTD.*

(A joint stock limited company incorporated in the People's Republic of China with limited liability)
(Stock Code: 811)

**POSTPONEMENT OF EXTRAORDINARY GENERAL MEETING
AND
EXTENSION OF BOOK CLOSURE PERIOD FOR H SHARES**

Reference is made to the notice (the “**Notice**”) and the circular (the “**Circular**”) in relation to the extraordinary general meeting of Xinhua Winshare Publishing and Media Co., Ltd.* (the “**Company**”) dated 3 December 2021. Capitalised terms used in this announcement shall have the same meanings as defined in the Notice and the Circular unless otherwise defined.

POSTPONEMENT OF EXTRAORDINARY GENERAL MEETING

The board of directors of the Company (the “**Board**”) announces that, due to the need for work arrangement coordination and considering the actual conditions of the Company, the extraordinary general meeting (the “**EGM**”) originally scheduled to be held at 10 a.m. on Wednesday, 19 January 2022 is postponed to be held at 9:30 a.m. on Monday, 24 January 2022. The venue of the EGM remains unchanged at Xinhua International Hotel, No. 8 Guzhongshi Street, Qingyang District, Chengdu, Sichuan, the PRC.

EXTENSION OF BOOK CLOSURE PERIOD FOR H SHARES

Due to the postponement of the EGM and in order to determine the entitlement of shareholders of the Company (the “**Shareholders**”) to attend and vote at the EGM, the book closure period for the register of members of H Shares of the Company will be extended from Monday, 20 December 2021 to Wednesday, 19 January 2022 (both days inclusive) to Monday, 20 December 2021 to Monday, 24 January 2022 (both days inclusive), during which period no transfer of H Shares of the Company will be effected.

Shareholders whose names appear on the register of members of H Shares of the Company on Monday, 24 January 2022 shall be entitled to attend and vote at the EGM. Saved as disclosed in this announcement, the venue, attendance eligibility, resolutions to be considered and other related matters of the EGM currently remain unchanged. For details, please refer to the Notice.

FORM OF PROXY

The forms of proxy for the EGM sent together with the Notice to the Shareholders (the “**Proxy Forms**”) will be valid forms of proxy continuously applicable at the postponed EGM. Shareholders who have yet to return the Proxy Forms are required to complete the Proxy Forms in accordance with the instructions printed thereon and return them by hand or by post by the holders of H Shares of the Company to the Company’s Hong Kong H Shares Registrar, Computershare Hong Kong Investor Services Limited, no later than 24 hours before the time appointed for holding the postponed EGM or any adjournment thereof. For the avoidance of doubt, any Proxy Forms duly completed and returned by the Shareholders in accordance with the instructions printed thereon remain valid for the postponed EGM and the relevant Shareholders are not required to return another form of proxy.

REPLY SLIP

The reply slips for the EGM sent together with the Notice to the Shareholders (the “**Reply Slips**”) will be valid reply slips continuously applicable at the postponed EGM. The last date for returning the Reply Slips will remain as Wednesday, 29 December 2021. For the avoidance of doubt, any Reply Slips duly completed and returned by the Shareholders in accordance with the instructions printed thereon remain valid for the postponed EGM and the relevant Shareholders are not required to return another reply slip.

By order of the Board
Xinhua Winshare Publishing and Media Co., Ltd.*
Luo Yong
Chairman

Sichuan, the PRC, 10 January 2022

As at the date of this announcement, the Board comprises (a) Mr. Luo Yong and Mr. Liu Longzhang as executive Directors; (b) Mr. Dai Weidong, Mr. Luo Jun, Mr. Zhang Peng and Mr. Han Xiaoming as non-executive Directors; and (c) Mr. Chan Yuk Tong, Ms. Xiao Liping and Mr. Fang Bingxi as independent non-executive Directors.

* *For identification purposes only*