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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)

## ANNOUNCEMENT ON THE PRINCIPAL OPERATING STATISTICS FOR THE FIRST SIX MONTHS ENDED 2018

This announcement is made by Xinhua Winshare Publishing and Media Co., Ltd\* (the “**Company**”, together with its subsidiaries, the “**Group**”) pursuant to Rule 13.09 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Listing Rules**”) and the requirements of Part XIVA of the Securities and Futures Ordinance (Cap. 571 of the Laws of Hong Kong).

The board of directors of the Company confirm that there are no false representations, misleading statements or material omission in this announcement, and they shall individually and collectively accept responsibility for the truthfulness, accuracy and completeness of the contents herein.

In accordance with the relevant requirements under the Guidelines No.13 of the Shanghai Stock Exchange on Industry Information Disclosure of Listed Companies – Media and Publishing (《上海證券交易所上市公司行業信息披露指引第十三號－新聞出版》), the Company hereby announces the operating statistics of its principal business segments for the first six months ended 2018 as follows:

*Unit: RMB0'000*

| Business Segments                               | Total fixed<br>price for sales | Turnover   | Operating<br>cost | Gross Profit<br>Margin (%) |
|---|--------------------------------|------------|-------------------|----------------------------|
| Publishing Business                             | –                              | 97,033.78  | 68,393.62         | 29.52                      |
| Of which: Textbooks and Supplementary Materials | 87,567.19                      | 46,719.53  | 32,089.55         | 31.31                      |
| Books   | 103,881.68                     | 37,791.30  | 24,898.45         | 34.12                      |
| Distribution Business                           | –                              | 311,260.26 | 218,853.78        | 29.69                      |
| Of which: Educational Service Business          | –                              | 210,222.82 | 135,516.27        | 35.54                      |
| Retail Business                                 | 190,194.40                     | 183,122.68 | 110,065.55        | 39.90                      |
| Online Sales Business                           | 97,352.94                      | 55,034.37  | 50,623.78         | 8.01                       |
|   | 36,139.49                      | 30,136.99  | 19,821.01         | 34.23                      |

Descriptions to principal business segments:

The publishing business covers businesses including publishing of publications such as books, periodicals, audio-visual products and digital products; provision of printing services; and supply of materials.

The distribution business covers the centralised purchasing, delivery and distribution of products through different channels; distributing textbooks and supplementary materials to schools and students, and the provision of primary and secondary school digitalized education and equipment services; retailing, distribution business and online sales of publications business.

The education service business includes the distribution of textbooks and supplementary materials to schools and students, and the provision of primary and secondary school digitalised education and equipment services for primary and secondary schools.

The retailing business includes the retail store business and group-buying business, etc.

This announcement is published simultaneously in Chinese and English. In the event of any inconsistency between Chinese and English versions, the Chinese version shall prevail.

By Order of the Board  
**XINHUA WINSHARE PUBLISHING AND MEDIA CO., LTD.\***  
**He Zhiyong**  
*Chairman*

Sichuan, the PRC, 28 August 2018

*As at the date of this announcement, the Board comprises (a) Mr. He Zhiyong, Mr. Chen Yunhua and Mr. Yang Miao as executive Directors; (b) 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 Binxi as independent non-executive Directors.*

\* *For identification purposes only*