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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)**

## 2019 FIRST QUARTERLY REPORT

The board (the “**Board**”) of directors (the “**Director(s)**”) of Xinhua Winshare Publishing and Media Co., Ltd.\* (新華文軒出版傳媒股份有限公司) (the “**Company**”) is pleased to announce the unaudited results of the Company and its subsidiaries (collectively the “**Group**”) for the first quarter ended 31 March 2019 (the “**Period**”). This announcement is made pursuant to Rule 13.09(2) and Rule 13.10B of the Rules Governing the Listing of Securities (the “**Listing Rules**”) on The Stock Exchange of Hong Kong Limited (the “**Stock Exchange**”) and the Inside Information Provisions under Part XIVA of the Securities and Futures Ordinance (Cap. 571 of the Laws of Hong Kong).

### I. IMPORTANT NOTICE

- 1.1 The Board, the supervisory committee, the Directors, supervisors and senior management of the Company hereby warrant that the contents of this quarterly report are true, accurate and complete, and there are no false representations, misleading statements or material omissions, and jointly and severally accept the legal responsibility thereof.
- 1.2 Save as Mr. Chen Yunhua (executive Director) who appointed Mr. Zhang Peng (non-executive Director) as proxy to vote on his behalf due to other business commitments and Mr. Yang Miao (executive Director) who appointed Mr. He Zhiyong (executive Director) as proxy to vote on his behalf due to other business commitments, all other Directors attended the Board meeting held on 29 April 2019 to review and approve the first quarterly report.
- 1.3 Mr. He Zhiyong, the head of the Company, Mr. Zhu Zaixiang, the person-in-charge of accounting affairs, and Ms. Wu Sufang, the head of accounting department (Accounting Officer), warrant the truthfulness, accuracy and completeness of the financial statements in the first quarterly report.
- 1.4 The first quarterly report of the Company is unaudited. The audit committee of the Company has reviewed the first quarterly results of the Group for the first quarter ended 31 March 2019.

## II. CORPORATE INFORMATION

### 2.1 Major financial data

	<i>RMB</i>		
	<b>As at the end of the reporting period</b>	<b>As at the end of the prior year</b>	<b>Change (%)</b>
Total assets	14,274,798,345.24	13,287,712,452.79	7.43
Net assets attributable to shareholders of the listed company	8,975,935,314.05	8,480,563,534.34	5.84
	<b>From the beginning of the year to the end of the reporting period</b>	<b>From the beginning of the prior year to the end of the reporting period of the prior year</b>	<b>Change (%)</b>
Net cash flow from operating activities	(95,542,848.99)	(153,188,800.44)	N/A
	<b>From the beginning of the year to the end of the reporting period</b>	<b>From the beginning of the prior year to the end of the reporting period of the prior year</b>	<b>Change (%)</b>
Operating income	1,709,289,039.03	1,584,603,344.86	7.87
Net profit attributable to shareholders of the listed company	216,554,305.59	178,405,094.29	21.38
Net profit attributable to shareholders of the listed company after deducting non-recurring profit or loss	194,666,970.01	169,906,938.38	14.57
Weighted average return on net assets (%)	2.48	2.14	Increase of 0.34 percentage point
Basic earnings per share (RMB/share)	0.1755	0.1446	21.37
Diluted earnings per share (RMB/share)	N/A	N/A	N/A

On 5 June 2018, the Notice on Persistently Promoting Cultural Value-added Tax Preferential Policies (Cai Shui [2018] No. 53) was jointly issued by Ministry of Finance and State Administration of Taxation to continue to implement the cultural value-added tax preferential policies by extending it to 31 December 2020. Since the preferential policies have not yet been issued in the first quarter of 2018, the tax return filed by the Company with the competent tax authority and the accounting thereof were not subject to the value-added tax waiver preferential policies.

During the first quarter of 2019, the operating income of the Group amounted to RMB1,709 million, representing an increase of 7.87% as compared with RMB1,585 million in the same period of last year. Net profit amounted to RMB221 million, representing an increase of 28.28% as compared with RMB172 million in the same period of last year, among which, income and net profit due to value-added tax waiver preferential policies amounted to RMB109 million and RMB43 million respectively. Excluding such factor, the actual operating income during the Period grew by RMB16.11 million or 1.02% as compared with that in the same period of last year; and net profit grew by RMB5.20 million or 3.02% as compared with that in the same period of last year.

## Items and amounts of non-recurring profit or loss

RMB

Item	For the period
Profit or loss on disposal of non-current assets	2,423,608.92
Government subsidies (except for government subsidies which are closely related to the ordinary business of the Company and entitled in standard amounts or quantities in conformity with the uniform standards of the State) included in the profit or loss for the period	1,212,011.15
Profit or loss arising from changes in fair value of held-for-trading financial assets, derivative financial assets, held-for-trading financial liabilities and derivative financial liabilities and investment gains received from disposal of held-for-trading financial assets, derivative financial assets, held-for-trading financial liabilities, derivative financial liabilities and other debt investments (except for those related to effective hedging businesses under ordinary business scope of the Company)	21,195,022.33
Other non-operating income and expenses apart from the above items	(2,766,640.83)
Effect of minority interests (after tax)	(31,193.31)
Effect of income tax	(145,472.68)
<b>Total</b>	<b>21,887,335.58</b>

The principal business of Winshare Investment Co., Ltd., a subsidiary of the Company, is investment holding. The investment gain received from disposal of financial assets at fair value through profit or loss was not accounted for as non-recurring profit or loss. During the period, such investment gain amounted to RMB5,557.09. The profit or loss arising from changes in fair value of financial assets at fair value through profit or loss held by Winshare Investment Co., Ltd. was not accounted for as non-recurring profit or loss. During the period, such losses from changes in fair value amounted to RMB29,629,951.42 (pre-tax).

2.2 Total number of shareholders, the shareholding of top ten shareholders and top ten tradable shareholders (or unrestricted shareholders) as at the end of the reporting period

*Unit: share*

Total number of shareholders (shareholder) 33,381

**Shareholding of top ten shareholders**

<b>Name of shareholders (in full)</b>	<b>Shareholding as at the end of the period</b>	<b>Percentage (%)</b>	<b>Number of restricted shares held</b>	<b>Pledged or frozen Status</b>	<b>Number</b>	<b>Nature of shareholders</b>
Sichuan Xinhua Publishing Group Co., Ltd.* (四川新華發行集團有限公司)	605,942,525	49.11	592,809,525	Nil		State
Hong Kong Securities Clearing Company Ltd.	415,706,984	33.69	0	Unknown		Overseas legal person
Chengdu Hua Sheng (Group) Industry Co., Ltd.* (成都市華盛(集團)實業有限公司)	53,336,000	4.32	0	Nil		Domestic non-state-owned legal person
Sichuan Publication Group Co., Ltd.* (四川出版集團有限責任公司)	33,542,893	2.72	0	Nil		State-owned legal person
Sichuan Daily Newspaper Group* (四川日報報業集團)	9,264,513	0.75	0	Nil		State-owned legal person
Liaoning Publication Group Co., Ltd.* (遼寧出版集團有限公司)	6,485,160	0.53	0	Nil		State-owned legal person
LEUNG YOK FUN	3,000,000	0.24	0	Unknown		Unknown
Vanguard Investment Australia Ltd. – Vanguard Emerging Market Stock Index Fund (Exchange)	1,796,153	0.15	0	Nil		Unknown
Agricultural Bank of China Limited – CSI 500 Trading Index Securities Investment Open-ended Fund	1,709,722	0.14	0	Nil		Unknown
China Construction Bank Corporation – Huaxia CSI Sichuan State-owned Enterprise Reform Trading Open-ended Index Securities Investment Fund	1,092,500	0.09	0	Nil		Unknown

## Shareholding of top ten unrestricted shareholders

Name of shareholders	Number of unrestricted tradable shares held	Class and number of shares	
		Class	Number
Hong Kong Securities Clearing Company Ltd.	414,815,927	Overseas listed foreign shares	414,815,927
	891,057	RMB ordinary shares	891,057
Chengdu Hua Sheng (Group) Industry Co., Ltd.* (成都市華盛(集團)實業有限公司)	53,336,000	RMB ordinary shares	53,336,000
Sichuan Publication Group Co., Ltd.* (四川出版集團有限責任公司)	27,572,893	RMB ordinary shares	27,572,893
	5,970,000	Overseas listed foreign shares	5,970,000
Sichuan Xinhua Publishing Group Co., Ltd.* (四川新華發行集團有限公司)	13,133,000	Overseas listed foreign shares	13,133,000
Sichuan Daily Newspaper Group* (四川日報報業集團)	9,264,513	RMB ordinary shares	9,264,513
Liaoning Publication Group Co., Ltd.* (遼寧出版集團有限公司)	6,485,160	RMB ordinary shares	6,485,160
LEUNG YOK FUN	3,000,000	Overseas listed foreign shares	3,000,000
Vanguard Investment Australia Ltd. – Vanguard Emerging Market Stock Index Fund (Exchange)	1,796,153	RMB ordinary shares	1,796,153
Agricultural Bank of China Limited – CSI 500 Trading Index Securities Investment Open-ended Fund	1,709,722	RMB ordinary shares	1,709,722
China Construction Bank Corporation – Huaxia CSI Sichuan State-owned Enterprise Reform Trading Open-ended Index Securities Investment Fund	1,092,500	RMB ordinary shares	1,092,500

Shareholders above with related party relationship or acting in concert Sichuan Xinhua Publishing Group Co., Ltd. and Sichuan Publication Group Co., Ltd. are wholly-owned subsidiaries of Sichuan Development Holding Co., Ltd. Apart from that, the Company is not aware that there are any shareholders above with related party relationship or acting in concert.

### III. MATERIAL MATTERS

#### 3.1 Details and reasons for significant changes of principal accounting statement items and financial indicators of the Company

##### ANALYSIS ON SIGNIFICANT CHANGES IN BALANCE SHEET ITEMS

RMB

Item	31 March 2019	31 December 2018	Change (%)	Main reasons for changes
Prepayments	110,094,653.99	71,487,222.26	54.01	Mainly due to the increase in prepayments to suppliers of the education informationised business.
Other current assets	113,860,278.28	70,874,065.89	60.65	Mainly due to the increase in VAT input tax to be deducted and refund costs receivable at the end of the period.
Right-of-use assets	344,891,498.28	–	N/A	Due to the recognition and depreciation of the right to use leased assets by the Company as lessee during the term of lease as right-of-use assets under the requirements of the New Lease Standard.
Employee benefits payable	136,838,581.12	338,084,927.10	(59.53)	Mainly due to the payment of 2018 year-end bonus by the Company during the current period.
Non-current liabilities due within one year	72,459,074.08	–	N/A	Due to the recognition of present value of lease payment by the Company as lessee during the term of lease as leased liabilities under the requirements of the New Lease Standard. Of which the portion due within one year was presented under “Non-current liabilities due within one year” in the balance sheet.
Lease liabilities	275,489,774.17	–	N/A	Due to the recognition of present value of lease payment by the Company as lessee during the term of lease as leased liabilities under the requirements of the New Lease Standard. Of which the portion due over one year was presented under “Leased liabilities” in the balance sheet.

## ANALYSIS ON SIGNIFICANT CHANGES IN INCOME STATEMENT ITEMS

*RMB*

Item	January to March 2019	January to March 2018	Change (%)	Main reasons for changes
Finance cost	(1,356,596.50)	(5,508,100.42)	N/A	Mainly due to the relevant finance cost recognised during the current period as a result of the implementation of the New Lease Standard.
Other income	33,054,581.75	4,372,994.92	655.88	Mainly due to the increase in refund of value-added tax received during the current period as compared with that in the same period of last year.
Investment gain	(10,539,621.21)	7,281,777.67	N/A	Mainly due to the decrease in investment gain recognised using equity method during the current period as compared with that in the same period of last year as a result of the impact of price fluctuations of the shares of Tsaker Chemical, a listed company, on the net profit of Chengdu Winshare Venture Capital Investment Fund Management Co., Ltd., an associate of the Company.
Profit or loss arising from fair value change	(16,681,410.43)	(10,279.16)	N/A	Mainly due to the decrease in fair value from the beginning of the year as a result of the impact of price fluctuations of the shares of Tsaker Chemical, a listed company, on Winshare Hengxin Fund.
Profit or loss arising from disposal of assets	2,423,608.92	(21,307.08)	N/A	Mainly due to the Company's recognition of the gain on disposal of vehicles for office use and the gain on disposal of properties by a subsidiary during the current period.
Non-operating income	297,768.61	700,602.24	(57.50)	Mainly due to the compensation of return overdue liquidated damages received by Sichuan Xinhua Printing Co., Ltd., a subsidiary of the Company in the same period of last year.
Non-operating expenses	3,064,409.44	1,609,972.69	90.34	Mainly due to the increase in donation expenses during the current period as compared with that in the same period of last year.
Income tax expenses	(8,605,799.47)	635,333.15	N/A	Mainly due to the change in deferred income tax expenses brought by the loss arising from the fair value change of financial assets at fair value through profit or loss during the current period.
Profit or loss attributable to minority interest	4,644,692.91	(5,964,032.74)	N/A	Mainly due to the profit for the current period recorded by Sichuan Winshare Online E-commerce Co., Ltd., a non-wholly owned subsidiary of the Company.
Other comprehensive income after tax, net	263,817,474.12	470,187,069.03	(43.89)	Mainly due to the changes brought by price fluctuations of the shares held by the Company in listed companies including Wan Xin Media and Bank of Chengdu.

## ANALYSIS ON SIGNIFICANT CHANGES IN CASH-FLOW ITEMS

*RMB*

Item	January to March 2019	January to March 2018	Change (%)	Main reasons for changes
Cash received from tax refund	34,923,421.57	367,910.15	9,392.38	Mainly due to the increase in the VAT tax reimbursement received during the current period as compared with that in the same period of last year.
Net cash received from disposal of fixed assets, intangible assets and other long-term assets	7,456,074.40	16,961.50	43,858.81	Mainly due to the cash inflow from the Company's disposal of vehicles for office use during the current period.
Net cash received from disposal of subsidiaries and other operating units	–	389,334.87	N/A	Due to the net cash inflow from the write-off of Tibet Winshare Equity Investment Co., Ltd.* (西藏文軒股權投資有限公司), its joint venture by Winshare Investment Co., Ltd.* (文軒投資有限公司) in the same period of last year.
Other cash receipts relating to investing activities	1,130,044.19	15,703,462.05	(92.80)	Mainly due to the changes of restricted capital including the security deposits for notes.
Cash paid to acquire fixed assets, intangible assets and other long-term assets	25,589,575.82	18,904,918.01	35.36	Mainly due the increase in investment in fixed assets during the current period as compared with that in the same period of last year.
Cash paid for dividend, profit appropriation or interest	–	202,228.29	N/A	Mainly due to the distribution of dividend to minority shareholders by subsidiaries of the Company in the same period of last year.



## IV. APPENDIX

### 4.1 Financial statements

#### CONSOLIDATED BALANCE SHEET

31 March 2019

RMB

Item	31 March 2019	31 December 2018
<b>Current assets:</b>		
Cash and bank balances	2,534,844,777.65	2,608,612,572.01
Held-for-trading financial assets	1,298,080,080.59	1,262,431,274.52
Notes receivable and accounts receivable	1,892,834,300.60	1,617,030,048.35
Including: Notes receivable	4,770,383.60	4,418,800.18
Accounts receivable	1,888,063,917.00	1,612,611,248.17
Prepayments	110,094,653.99	71,487,222.26
Other receivables	99,058,083.67	99,002,826.00
Including: Interest receivable	1,153,091.76	326,203.09
Inventories	2,098,536,339.60	1,921,544,765.26
Other current assets	113,860,278.28	70,874,065.89
<b>Total current assets</b>	<b>8,147,308,514.38</b>	<b>7,650,982,774.29</b>
<b>Non-current assets:</b>		
Long-term receivables	235,922,882.92	267,742,224.79
Long-term equity investments	332,350,588.85	374,130,558.86
Other equity instruments investments	1,715,967,530.93	1,452,054,632.09
Other non-current financial assets	462,095,603.05	507,656,767.91
Investment properties	53,321,605.52	53,919,142.25
Fixed assets	1,271,227,417.27	1,284,362,282.11
Construction in progress	680,494,534.91	671,459,973.65
Right-of-use assets	344,891,498.28	–
Intangible assets	335,153,170.01	334,741,307.45
Development expenditures	54,466,713.38	47,521,564.75
Goodwill	500,590,036.14	500,590,036.14
Long-term prepaid expenses	19,520,108.70	21,063,047.60
Deferred income tax assets	11,674,788.33	11,674,788.33
Other non-current assets	109,813,352.57	109,813,352.57
<b>Total non-current assets</b>	<b>6,127,489,830.86</b>	<b>5,636,729,678.50</b>
<b>Total assets</b>	<b>14,274,798,345.24</b>	<b>13,287,712,452.79</b>

Item	31 March 2019	31 December 2018
<b>Current liabilities:</b>		
Notes payable and accounts payable	3,931,136,663.13	3,620,513,916.23
Employee benefits payable	136,838,581.12	338,084,927.10
Taxes payable	33,796,940.54	48,138,758.54
Other payables	283,703,808.09	286,639,643.77
Contract liabilities	364,304,855.43	338,681,880.89
Non-current liabilities due within one year	72,459,074.08	–
Other current liabilities	173,639,994.63	147,256,743.30
<b>Total current liabilities</b>	<b>4,995,879,917.02</b>	<b>4,779,315,869.83</b>
<b>Non-current liabilities:</b>		
Leased liabilities	275,489,774.17	–
Deferred income	69,182,229.38	70,210,541.84
Deferred income tax liabilities	23,200,590.95	32,156,680.02
<b>Total non-current liabilities</b>	<b>367,872,594.50</b>	<b>102,367,221.86</b>
<b>Total liabilities</b>	<b>5,363,752,511.52</b>	<b>4,881,683,091.69</b>
<b>Owners' equity (or shareholders' equity):</b>		
Paid-in capital (or share capital)	1,233,841,000.00	1,233,841,000.00
Capital reserves	2,587,524,766.32	2,572,524,766.32
Other comprehensive income	1,285,324,341.95	1,021,506,867.83
Surplus reserves	711,068,358.95	711,068,358.95
Undistributed profits	3,158,176,846.83	2,941,622,541.24
Total equity attributable to owners (or shareholders) of the parent	8,975,935,314.05	8,480,563,534.34
Minority interest	(64,889,480.33)	(74,534,173.24)
<b>Total owners' equity (or shareholders' equity)</b>	<b>8,911,045,833.72</b>	<b>8,406,029,361.10</b>
<b>Total liabilities and owners' equity (or shareholders' equity)</b>	<b>14,274,798,345.24</b>	<b>13,287,712,452.79</b>

Legal Representative of the  
Company: He Zhiyong

Person-in-charge of accounting  
affairs: Zhu Zaixiang

Person-in-charge of the accounting  
department: Wu Sufang

**BALANCE SHEET OF THE PARENT**

31 March 2019

*RMB*

<b>Item</b>	<b>31 March 2019</b>	<b>31 December 2018</b>
<b>Current assets:</b>		
Cash and bank balances	1,810,857,526.01	1,747,274,865.08
Held-for-trading financial assets	1,243,491,197.37	1,260,641,274.52
Notes receivable and accounts receivable	1,196,873,919.76	952,202,293.41
Including: Accounts receivable	1,196,873,919.76	952,202,293.41
Prepayments	17,266,000.26	14,540,721.77
Other receivables	557,893,425.10	785,461,799.31
Including: Interest receivable	1,153,091.76	326,203.09
Dividend receivable	–	280,000,000.00
Inventories	683,873,316.21	461,402,357.67
Other current assets	65,464,070.03	33,369,425.01
<b>Total current assets</b>	<b>5,575,719,454.74</b>	<b>5,254,892,736.77</b>
<b>Non-current assets:</b>		
Long-term receivables	73,442,797.27	117,235,224.30
Long-term equity investments	3,479,437,054.18	3,481,334,206.35
Other equity instruments investments	1,714,366,400.00	1,450,835,200.00
Other non-current financial assets	94,837,468.07	94,837,468.07
Investment properties	20,563,651.79	20,788,699.30
Fixed assets	835,199,697.67	845,414,947.25
Construction in progress	675,081,594.62	667,163,884.76
Right-of-use assets	341,337,312.45	–
Intangible assets	144,699,964.72	143,191,480.50
Development expenditures	2,415,999.94	–
Long-term prepaid expenses	15,055,107.61	17,116,365.91
Other non-current assets	527,718,628.58	552,718,628.57
<b>Total non-current assets</b>	<b>7,924,155,676.90</b>	<b>7,390,636,105.01</b>
<b>Total assets</b>	<b>13,499,875,131.64</b>	<b>12,645,528,841.78</b>

Item	31 March 2019	31 December 2018
<b>Current liabilities:</b>		
Notes payable and accounts payable	3,751,661,564.97	3,596,410,411.15
Contract liabilities	259,338,532.39	251,659,068.56
Employee benefits payable	69,062,097.04	213,806,252.35
Taxes payable	18,505,945.46	18,328,608.19
Other payables	602,455,279.66	489,001,781.64
Non-current liabilities due within one year	69,730,603.64	–
Other current liabilities	41,446,863.93	18,023,264.95
<b>Total current liabilities</b>	<b>4,812,200,887.09</b>	<b>4,587,229,386.84</b>
<b>Non-current liabilities:</b>		
Leased liabilities	274,657,263.35	–
Deferred income	10,213,864.81	10,841,255.11
<b>Total non-current liabilities</b>	<b>284,871,128.16</b>	<b>10,841,255.11</b>
<b>Total liabilities</b>	<b>5,097,072,015.25</b>	<b>4,598,070,641.95</b>
<b>Owners' equity (or shareholders' equity):</b>		
Paid-in capital (or share capital)	1,233,841,000.00	1,233,841,000.00
Capital reserves	2,631,057,328.10	2,631,057,328.10
Other comprehensive income	1,286,639,406.10	1,023,108,206.10
Surplus reserves	710,233,608.82	710,233,608.82
Undistributed profits	2,541,031,773.37	2,449,218,056.81
<b>Total owners' equity (or shareholders' equity)</b>	<b>8,402,803,116.39</b>	<b>8,047,458,199.83</b>
<b>Total liabilities and owners' equity (or shareholders' equity)</b>	<b>13,499,875,131.64</b>	<b>12,645,528,841.78</b>
Legal Representative of the Company: He Zhiyong	Person-in-charge of accounting affairs: Zhu Zaixiang	Person-in-charge of the accounting department: Wu Sufang

## CONSOLIDATED INCOME STATEMENT

From January to March 2019

*RMB*

Item	First quarter of 2019	First quarter of 2018
<b>I. Total operating income</b>	<b>1,709,289,039.03</b>	<b>1,584,603,344.86</b>
Including: Operating income	1,709,289,039.03	1,584,603,344.86
<b>II. Total operating cost</b>	<b>1,502,186,358.20</b>	<b>1,422,240,766.06</b>
Including: Operating cost	1,011,853,020.04	989,194,384.02
Taxes and surcharges	4,287,194.16	5,616,971.06
Selling expenses	219,644,938.12	191,060,374.50
Administrative expenses	238,713,711.50	214,882,945.86
R&D expenses	592,063.18	776,200.64
Finance cost	(1,356,596.50)	(5,508,100.42)
Including: Interest income	6,375,044.37	6,661,807.54
Asset impairment loss	12,123,126.02	12,190,302.86
Credit impairment loss	16,328,901.68	14,027,687.54
Add: Other gains	33,054,581.75	4,372,994.92
Investment gain (loss expressed with “-”)	(10,539,621.21)	7,281,777.67
Including: Gain from investment in associates and joint ventures	(18,033,650.55)	358,741.48
Gain on fair value change (loss expressed with “-”)	(16,681,410.43)	(10,279.16)
Gain on disposal of assets (loss expressed with “-”)	2,423,608.92	(21,307.08)
<b>III. Operating profit (loss expressed with “-”)</b>	<b>215,359,839.86</b>	<b>173,985,765.15</b>
Add: Non-operating income	297,768.61	700,602.24
Less: Non-operating expenses	3,064,409.44	1,609,972.69
<b>IV. Total profit (total loss expressed with “-”)</b>	<b>212,593,199.03</b>	<b>173,076,394.70</b>
Less: Income tax expenses	(8,605,799.47)	635,333.15

Item	First quarter of 2019	First quarter of 2018
<b>V. Net profit (net loss expressed with “-”)</b>	<b>221,198,998.50</b>	<b>172,441,061.55</b>
(I) Classified by continuing operations		
1. Net profit from continuing operations (net loss expressed with “-”)	221,198,998.50	172,441,061.55
(II) Classified by ownership		
1. Net profit attributable to shareholders of the parent (net loss expressed with “-”)	216,554,305.59	178,405,094.29
2. Profit or loss attributable to minority shareholders (net loss expressed with “-”)	4,644,692.91	(5,964,032.74)
<b>VI. Other comprehensive income after tax, net</b>	<b>263,817,474.12</b>	<b>470,187,069.03</b>
Other comprehensive income after tax attributable to owners of the parent, net	263,817,474.12	470,187,069.03
(I) Other comprehensive income that cannot be reclassified to profit or loss	263,817,474.12	470,187,069.03
1. Fair value change of other equity instrument investments	263,817,474.12	470,187,069.03
<b>VII. Total comprehensive income</b>	<b>485,016,472.62</b>	<b>642,628,130.58</b>
Total comprehensive income attributable to owners of the parent	480,371,779.71	648,592,163.32
Total comprehensive income attributable to minority shareholders	4,644,692.91	(5,964,032.74)
<b>VIII. Earnings per share:</b>		
(I) Basic earnings per share (RMB/share)	0.18	0.14
(II) Diluted earnings per share (RMB/share)	N/A	N/A
Legal Representative of the Company: He Zhiyong	Person-in-charge of accounting affairs: Zhu Zaixiang	Person-in-charge of the accounting department: Wu Sufang

## INCOME STATEMENT OF THE PARENT

From January to March 2019

*RMB*

Item	First quarter of 2019	First quarter of 2018
<b>I. Operating income</b>	<b>1,082,285,122.30</b>	<b>1,242,383,014.69</b>
Less: Operating cost	643,915,035.09	843,778,929.38
Taxes and surcharges	95,378.19	310,211.52
Selling expenses	159,378,926.30	132,118,620.36
Administrative expenses	183,039,506.36	153,062,189.52
Finance cost	2,241,813.43	(3,467,853.95)
Including: Interest expense	1,496,741.51	-
Interest income	3,559,680.33	4,172,137.87
Asset impairment loss	5,827,252.61	8,939,572.17
Credit impairment loss	14,992,326.19	7,266,754.19
Add: Other gains	630,946.59	464,700.61
Investment gain (loss expressed with “-”)	5,999,534.65	8,790,938.73
Including: Gain from investment in associates and joint ventures	(1,897,152.17)	1,959,609.93
Gain on fair value change (loss expressed with “-”)	12,834,130.03	(10,279.16)
Gain on disposal of assets (loss expressed with “-”)	2,446,091.96	11,057.69
<b>II. Operating profit (loss expressed with “-”)</b>	<b>94,705,587.36</b>	<b>109,631,009.37</b>
Add: Non-operating income	145,598.79	28,739.69
Less: Non-operating expenses	3,037,469.59	1,600,526.72
<b>III. Total profit (total loss expressed with “-”)</b>	<b>91,813,716.56</b>	<b>108,059,222.34</b>
<b>IV. Net profit (net loss expressed with “-”)</b>	<b>91,813,716.56</b>	<b>108,059,222.34</b>
(I) Net profit from continuing operations (net loss expressed with “-”)	91,813,716.56	108,059,222.34
<b>V. Other comprehensive income after tax, net</b>	<b>263,531,200.00</b>	<b>497,364,800.00</b>
(I) Other comprehensive income that cannot be reclassified to profit or loss	263,531,200.00	497,364,800.00
1. Fair value change of other equity instrument investments	263,531,200.00	497,364,800.00
<b>VI. Total comprehensive income</b>	<b>355,344,916.56</b>	<b>605,424,022.34</b>
<b>VII. Earnings per share:</b>		
(I) Basic earnings per share (RMB/share)	0.07	0.09
(II) Diluted earnings per share (RMB/share)	N/A	N/A

Legal Representative of the Company: He Zhiyong	Person-in-charge of accounting affairs: Zhu Zaixiang	Person-in-charge of the accounting department: Wu Sufang
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## CONSOLIDATED CASH FLOW STATEMENT

From January to March 2019

*RMB*

Item	First quarter of 2019	First quarter of 2018
<b>I. Cash flows from operating activities:</b>		
Cash receipts from sale of goods and renderings of services	1,562,125,735.59	1,388,992,214.66
Cash receipts from tax refund	34,923,421.57	367,910.15
Other cash receipts relating to operating activities	45,003,793.03	40,709,223.74
<b>Sub-total of cash inflows from operating activities</b>	<b>1,642,052,950.19</b>	<b>1,430,069,348.55</b>
Cash paid for goods purchased and services rendered	1,073,651,798.84	906,120,564.26
Cash paid to and on behalf of employees	412,726,801.39	382,544,248.63
Payments of taxes	27,564,660.11	33,572,084.53
Other cash payments relating to operating activities	223,652,538.84	261,021,251.57
<b>Sub-total of cash outflows from operating activities</b>	<b>1,737,595,799.18</b>	<b>1,583,258,148.99</b>
<b>Net cash flow from operating activities</b>	<b>(95,542,848.99)</b>	<b>(153,188,800.44)</b>
<b>II. Cash flows from investing activities:</b>		
Cash receipts from disposal of investments	473,702,643.00	477,989,639.86
Cash receipts from investment gain	8,283,077.38	7,191,696.34
Net cash received from disposal of fixed assets, intangible assets and other long-term assets	7,456,074.40	16,961.50
Net cash receipts from disposals of subsidiaries and other operating units	-	389,334.87
Other cash receipts relating to investing activities	1,130,044.19	15,703,462.05
<b>Sub-total of cash inflows from investing activities</b>	<b>490,571,838.97</b>	<b>501,291,094.62</b>
Cash paid to acquire fixed assets, intangible assets and other long-term assets	25,589,575.82	18,904,918.01
Cash paid to acquire investments	445,097,928.44	610,138,091.48
<b>Sub-total of cash outflows from investing activities</b>	<b>470,687,504.26</b>	<b>629,043,009.49</b>
<b>Net cash flow from investing activities</b>	<b>19,884,334.71</b>	<b>(127,751,914.87)</b>
<b>III. Cash flows from financing activities:</b>		
Cash paid for dividends, profits distribution or interest repayment	-	202,228.29
Including: Dividend and profit paid by subsidiaries to minority shareholders	-	202,228.29
<b>Sub-total of cash outflows from financing activities</b>	<b>-</b>	<b>202,228.29</b>
<b>Net cash flow from financing activities</b>	<b>-</b>	<b>(202,228.29)</b>
<b>IV. Net increase in cash and cash equivalents</b>	<b>(75,658,514.28)</b>	<b>(281,142,943.60)</b>
Add: Opening balance of cash and cash equivalents	2,576,699,731.25	1,825,572,649.15
<b>V. Closing balance of cash and cash equivalents</b>	<b>2,501,041,216.97</b>	<b>1,544,429,705.55</b>

Legal Representative of the Company: He Zhiyong	Person-in-charge of accounting affairs: Zhu Zaixiang	Person-in-charge of the accounting department: Wu Sufang
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## CASH FLOW STATEMENT OF THE PARENT

From January to March 2019

RMB

Item	First quarter of 2019	First quarter of 2018
<b>I. Cash flows from operating activities:</b>		
Cash receipts from sale of goods and renderings of services	968,290,329.16	1,030,949,980.47
Other cash receipts relating to operating activities	12,602,906.25	15,142,736.64
<b>Sub-total of cash inflows from operating activities</b>	<b>980,893,235.41</b>	<b>1,046,092,717.11</b>
Cash paid for goods purchased and services rendered	557,054,434.07	645,055,638.92
Cash paid to and on behalf of employees	284,499,587.20	257,213,654.50
Payments of taxes	555,379.00	618,134.43
Other cash payments relating to operating activities	172,133,491.84	157,982,827.09
<b>Sub-total of cash outflows from operating activities</b>	<b>1,014,242,892.11</b>	<b>1,060,870,254.94</b>
<b>Net cash flow from operating activities</b>	<b>(33,349,656.70)</b>	<b>(14,777,537.83)</b>
<b>II. Cash flows from investing activities:</b>		
Cash receipts from disposal of investments	390,234,193.11	485,525,055.42
Cash receipts from investment gain	8,230,002.93	7,099,216.79
Net cash received from disposal of fixed assets, intangible assets and other long-term assets	3,827,895.00	11,305.00
Other cash receipts relating to investing activities	73,000,000.00	41,500,000.00
<b>Sub-total of cash inflows from investing activities</b>	<b>475,292,091.04</b>	<b>534,135,577.21</b>
Cash paid to acquire fixed assets, intangible assets and other long-term assets	18,251,844.97	17,839,817.58
Cash paid to acquire investments	360,107,928.44	570,138,091.48
Net cash paid for acquisition of subsidiaries and other operating units	–	119,235,854.11
<b>Sub-total of cash outflows from investing activities</b>	<b>378,359,773.41</b>	<b>707,213,763.17</b>
<b>Net cash flow from investing activities</b>	<b>96,932,317.63</b>	<b>(173,078,185.96)</b>
<b>III. Net increase in cash and cash equivalents</b>	<b>63,582,660.93</b>	<b>(187,855,723.79)</b>
Add: Opening balance of cash and cash equivalents	1,747,274,865.08	1,105,004,995.34
<b>IV. Closing balance of cash and cash equivalents</b>	<b>1,810,857,526.01</b>	<b>917,149,271.55</b>

Legal Representative of the Company: He Zhiyong      Person-in-charge of accounting affairs: Zhu Zaixiang      Person-in-charge of the accounting department: Wu Sufang

- 4.2 Adjustment to the relevant items in the financial statements at the beginning of the year of initial implementation upon initial implementation of the New Financial Instrument Standard, New Revenue Standard and New Lease Standard

### CONSOLIDATED BALANCE SHEET

*RMB*

Item	31 December 2018	1 January 2019	Adjustment
Right-of-use assets	–	362,503,310.53	362,503,310.53
Non-current liabilities due within one year	–	72,407,947.56	72,407,947.56
Leased liabilities	–	290,095,362.97	290,095,362.97

Explanation on adjustment of each item:

The Group has adopted the New Lease Standard since 1 January 2019, effects of implementation of the New Lease Standard on relevant items and amounts of consolidated balance sheet are as above.

### BALANCE SHEET OF THE PARENT

*RMB*

Item	31 December 2018	1 January 2019	Adjustment
Right-of-use assets	–	358,276,951.58	358,276,951.58
Non-current liabilities due within one year	–	69,675,477.12	69,675,477.12
Leased liabilities	–	288,601,474.46	288,601,474.46

Explanation on adjustment of each item:

The Group has adopted the New Lease Standard since 1 January 2019, effects of implementation of the New Lease Standard on relevant items and amounts of balance sheet of the parent are as above.

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

Sichuan, the PRC  
 29 April 2019

*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