WIN SHARE

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)**

# CSRC APPROVAL OF A SHARE ISSUE

References are made to the announcements of Xinhua Winshare Publishing and Media Co., Ltd.* (the "**Company**") dated 28 December 2012, 16 January 2013, 23 September 2013, 5 May 2014, 10 July 2014 and 13 January 2015 and the circulars of the Company dated 5 February 2013, 21 January 2014, 31 July 2014, 19 January 2015 and 29 January 2016 which are in relation to the A Share Issue. Unless otherwise specified, capitalised terms used herein shall have the same meanings as those defined in the circular of the Company dated 29 January 2016.

The Board is pleased to announce that the CSRC notified the Company formally in writing on 8 July 2016 and announced on the same date that the A Share Issue has been approved. The A Share Issue with a valid period of 12 months from the date of approval will issue not more than 98,710,000 A Shares.

The Company will keep the Shareholders and potential investors informed of any further development in relation to the A Share Issue in accordance with the Listing Rules.

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

Sichuan, the PRC, 11 July 2016

*As at the date of this announcement, the Board comprises (a) Mr. He Zhiyong, Mr. Luo Yong and Mr. Yang Miao as executive Directors; (b) Mr. Luo Jun, Mr. Zhang Peng and Mr. Zhao Junhuai as non-executive Directors; and (c) Mr. Han Liyan, Mr. Chan Yuk Tong and Ms. Xiao Liping as independent non-executive Directors.*

* *For identification purpose only*