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)

COMPLETION OF THE A SHARE ISSUE

This announcement is made 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).

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, 13 January 2015, 11 July 2016, 19 July 2016 and 26 July 2016 and the circulars of the Company dated 4 February 2013, 21 January 2014, 31 July 2014 and 29 January 2016 in relation to, among others, the proposed 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 Company has completed the A Share Issue. The A Shares of the Company will be listed on the Shanghai Stock Exchange on 8 August 2016. Some important information in respect of the A Share listing is as follows:

Place of listing	:	Shanghai Stock Exchange
Date of listing	:	8 August 2016
Stock abbreviation	:	Xinhua Winshare
Stock code	:	601811
Total number of issued shares of the Company upon the A Share Issue	:	1,233,841,000 shares (comprising 441,937,100 H Shares and 791,903,900 A Shares)

In accordance with the stipulations of the relevant regulatory authorities for the approval of the A Share Issue, all the existing Domestic Shares of the Company issued before the A Share Issue should have been registered with China Securities Depository and Clearing Corporation Limited as restricted circulating A Shares, which save for the lock-up period, shall rank pari passu with other A Shares issued by the Company.

Announcements (only in Chinese) containing details of the A Share Issue and basic information about the Company have also been published on the websites of the Shanghai Stock Exchange (www.sse.com.cn) and the Stock Exchange (www.hkexnews.hk) on 5 August 2016.

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

Sichuan, the PRC, 5 August 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*