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)

REPLY SLIP FOR THE 2016 ANNUAL GENERAL MEETING (For H Shareholders)

To: Xinhua Winshare Publishing and Media Co., Ltd.* (the "**Company**")

Name(s) and registered address(es) of shareholder(s)*(Note 1)*: ____________________

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Number of shares held: __________ H shares of RMB1.00 each in the share capital of the Company.

I/We intend to attend or appoint a proxy or proxies to attend the annual general meeting (the "**AGM**") of the Company to be held at Sichuan Xinhua International Hotel, No. 8 Guzhongshi Street, Qingyang District, Chengdu, Sichuan, the People's Republic of China (the "**PRC**") at 10 a.m. on Thursday, 25 May 2017.

Date: ____________________ Signature of shareholder(s): ____________________

Name of shareholder(s): ____________________

Notes:

1. Please insert full name(s) and registered address(es) (as shown in the register of members of H shares of the Company) in **BLOCK LETTERS**.

2. This completed and signed reply slip should be delivered by hand or by post to the Company's Hong Kong H share registrar, Computershare Hong Kong Investor Services Limited, at 17M Floor, Hopewell Centre, 183 Queen's Road East, Wanchai, Hong Kong no later than 4:30 p.m. on Thursday, 4 May 2017. In order to qualify the H shareholders to attend and vote at the AGM, all transfer documents accompanied by the relevant share certificate(s) must be delivered to the Company's Hong Kong H share registrar, Computershare Hong Kong Investor Services Limited, at Shops 1712-1716, 17th Floor, Hopewell Centre, 183 Queen's Road East, Wanchai, Hong Kong for registration no later than 4:30 p.m. on Monday, 24 April 2017.

* *For identification purposes only*