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)

CHANGE OF VENUE OF EXTRAORDINARY GENERAL MEETING

References are made to (i) the notice of the extraordinary general meeting (the "**Notice**") of Xinhua Winshare Publishing and Media Co., Ltd.* (the "**Company**") dated 29 May 2017; (ii) the circular of the Company dated 29 May 2017 (the "**Circular**"); and (iii) the proxy form (the "**Proxy Form**") and reply slip (the "**Reply Slip**") of the Company regarding the extraordinary general meeting of the Company (the "**EGM**") to be held at 10:00 a.m. on Thursday, 13 July 2017. Unless otherwise defined, capitalised terms used in this announcement shall have the same meaning as those defined in the Circular.

The EGM was initially scheduled to be held at Sichuan Xinhua International Hotel, No.8 Guzhongshi Street, Qingyang District, Chengdu, Sichuan, the PRC.

The Board hereby announces that the venue of the EGM has been changed to Xinhua Hotel, No. 29 Jianghan Road, Xinhua Street, Qingyang District, Chengdu, Sichuan, the PRC.

Save for the change of venue of the EGM, all other information set out in the Circular, the Notice, the Proxy Form and the Reply Slip remains unchanged. The Proxy Form and the Reply Slip will remain valid for the purpose of the EGM. Shareholders who intend to attend the EGM are advised to pay attention to the aforesaid change of venue.

By order of the Board
Xinhua Winshare Publishing and Media Co., Ltd.*
He Zhiyong
Chairman

Sichuan, the PRC, 28 June 2017

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. Han Xiaoming as non-executive Directors; and (c) Mr. Han Liyan, Mr. Chan Yuk Tong and Ms. Xiao Liping as independent non-executive Directors.

* *For identification purposes only*