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)

2017 THIRD 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**" or the "**Parent Company**" or "**Xinhua Winshare**") is pleased to announce the unaudited results of the Company and its subsidiaries (collectively the "**Group**") for the third quarter ended 30 September 2017. 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 are jointly and severally responsible for the liabilities of the Company.

1.2 Save as Mr. Luo Yong (Executive Director) who appointed Mr. Zhang Peng, the non-executive Director of the Company, as proxy to vote on his behalf due to other business commitments, other Directors attended the Board meeting held on 30 October 2017 at which this quarterly report was considered and approved.

1.3 He Zhiyong, the head of the Company, Zhu Zaixiang, the person-in-charge of accounting affairs, and Wu Sufang, the person-in-charge of the accounting department (Accounting Officer), warrant the truthfulness, accuracy and completeness of the financial statements in the quarterly report.

1.4 The third quarterly report of the Company is unaudited.

II. Corporate Information

2.1 Major financial data

Unit and Currency: RMB

	As at the end of the reporting period	As at the end of last year	Change (%)
Total assets	12,353,143,711.52	12,255,176,609.39	0.80
Net assets attributable to shareholders of the listed company	7,913,375,995.62	8,335,690,360.52	-5.07

	From the beginning of the year to the end of the reporting period (January – September)	From the beginning to the end of the reporting period of last year (January – September)	Change (%)
Net cash flow from operating activities	96,813,857.81	129,462,668.32	-25.22

	From the beginning of the year to the end of the reporting period (January – September)	From the beginning to the end of the reporting period of last year (January – September)	Change (%)
Operating income	5,013,012,933.20	4,350,665,866.89	15.22
Net profit attributable to shareholders of the listed company	675,726,117.42	481,232,195.01	40.42
Net profit attributable to shareholders of the listed company after deducting non-recurring gains and losses	494,363,703.63	457,477,566.13	8.06
Weighted average return on net assets (%)	8.27	6.49	Increase of 1.78 percentage points
Basic earnings per share (RMB/share)	0.55	0.42	30.95
Diluted earnings per share (RMB/share)	0.55	0.42	30.95

Items and amounts of extraordinary gains or losses

√Applicable ☐Not applicable

Unit and Currency: RMB

Item	Amount for the period (July – September)	Amount for the beginning of the year to the end of the reporting period (January – September)	Note
Gain or loss on disposal of non-current assets	33,779,573.25	166,835,331.70	Mainly attributable to net gain on disposal of long-term equity investments
Government subsidies (except for government subsidies which are closely related to the corporate business and entitled in standard amounts or quantities in conformity with the uniform standards of the State) attributable to gains or losses for the period	7,943,666.96	16,876,799.22	
Gain and loss arising from changes in fair value of trading financial assets and trading financial liabilities and investment gains received from disposal of trading financial assets, trading financial liabilities and available-for-sale financial assets (except for those related to effective hedging businesses under ordinary business scope of the Company)	3,645,251.05	15,812,808.63	
Gain or loss received from external custodian loans	–	1,180,018.10	
Other non-operating income and expenses apart from the above items	-2,777,974.68	-18,744,518.36	
Effect of minority interests (after tax)	-317,265.38	-539,895.15	
Effect of income tax	-12,275.40	-58,130.35	
Total	**42,260,975.80**	**181,362,413.79**	

Note: Winshare Investment Co., Ltd., a subsidiary of the Company is principally engaged in investment. Its investment gains received from holding available-for-sale financial assets and disposal of available-for-sale financial assets are not accounted for as non-recurring gain and loss. Such investment gains during the current period amounted to RMB5,544,467.73 and RMB593,810.70, respectively.

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)	34,031

Shareholding of top ten shareholders

Name of shareholders (in full)	Shareholding as at the period end	Percentage (%)	Restricted shareholding	Pledged or locked-up Status	Pledged or locked-up Number	Nature of shareholders
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 Limited	417,818,938	33.86	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	Pledged	53,336,000	Domestic non-state-owned legal person
Sichuan Publication Group Co., Ltd.* (四川出版集團有限責任公司)	31,029,893	2.51	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	5,000,000	0.41	0	Unknown		Unknown
Vanguard Investment Australia Ltd. – Vanguard Emerging Market Stock Index Fund (Exchange)	1,796,153	0.15	0	Nil		Unknown
SUEN SHUK MING	1,000,000	0.08	0	Unknown		Unknown
Account No. 2 of the National Council for Social Security Fund (全國社會保障基金理事會轉持二戶)	725,809	0.06	0	Nil		Unknown

Shareholding of top ten unrestricted shareholders

Name of shareholders	Number of unrestricted tradable shares held	Class of shares and number	
		Class	Number
Hong Kong Securities Clearing Company Limited	417,818,938	Overseas listed foreign shares	417,818,938
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)	31,029,893	RMB ordinary shares	30,572,893
		Overseas listed foreign shares	457,000
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	5,000,000	Overseas listed foreign shares	5,000,000
Vanguard Investment Australia Ltd. – Vanguard Emerging Market Stock Index Fund (Exchange)	1,796,153	RMB ordinary shares	1,796,153
SUEN SHUK MING	1,000,000	Overseas listed foreign shares	1,000,000
Account No. 2 of the National Council for Social Security Fund (全國社會保障基金理事會轉持二戶)	725,809	RMB ordinary shares	725,809
China Construction Bank Corporation-Invesco Great Wall Quantization Selected Stock Securities Investment Fund (中國建設銀行股份有限公司－景順長城量化精選股票型證券投資基金)	441,000	RMB ordinary shares	441,000
Shareholders above with related party relationship or acting in concert	There is no related party relationship between shareholders of state-owned shares and shareholders of state-owned legal person shares in the above. Apart from that, it is not aware that there are any shareholders above with related party relationship or acting in concert.		
Holders of preference shares with restored voting rights and their shareholdings	Not applicable		

2.3 Total number of and top ten holders of preference shares and their unrestricted shareholdings as at the end of the reporting period

□ Applicable √ Not applicable

III. Material Matters

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

√ Applicable ☐ Not applicable

Analysis on significant changes in balance-sheet items

Unit and Currency: RMB

Item	Ending balance of the reporting period	Opening balance of the year	Change (%)	Main reasons for changes
Notes receivable	6,891,635.00	2,170,000.00	217.59	Mainly due to the increase in the balance settled with bank acceptance bills as a result of development of logistic business with third parties during the current period
Trade receivables	1,187,522,216.47	801,178,862.51	48.22	Mainly due to (i) the concentrated collection of receivables from group-buying business through retail channels at the end of the year; (ii) on the other hand, due to the increase in receivables as a result of expanded sale volume of education informationalised service business, general books publication business, materials supply businesses and online sales business
Prepayments	152,599,488.74	92,509,488.32	64.96	Mainly due to the increase in payments prepaid for awarded projects in respect of education informationalised service business
Interests receivable	6,675,460.98	714,789.56	833.91	Mainly due to the increase in interests arising from outstanding time bank deposits of the Company
Other receivables	130,255,509.07	70,041,693.67	85.97	Mainly due to the increase in the balance of performance bonds and others of education informationalised service and education equipment businesses
Inventories	2,046,092,968.69	1,512,550,560.26	35.27	Mainly due to (i) the increase in total amount of projects in respect of education informationalised service business and education equipment business which have been implemented but not inspected; (ii) the increase in stock-up as a result of expanded sale volume of general books publication business and online sales business

Item	Ending balance of the reporting period	Opening balance of the year	Change (%)	Main reasons for changes
Non-current assets due within one year	–	120,000,000.00	-100.00	Due to the recovery of entrusted loan, which was provided by the Company to Sichuan Wenxuan Zhuotai Investment Co., Ltd. *(四川文軒卓泰投資有限公司) ("**Sichuan Wenzhuo**"), in February 2017
Long-term equity investments	287,037,706.51	685,192,748.42	-58.11	Mainly due to the transfer of equity interest in Sichuan Wenzhuo, a joint venture, Chengdu Xinhui Industrial Co., Ltd.* (成都鑫匯實業有限公司) ("**Chengdu Xinhui**"), an associate and 85% equity interest held in Beijing Huaying Winshare Movie & TV Culture Co., Ltd.* (北京華影文軒影視文化有限公司) ("**Huaying Winshare**"), a subsidiary during the current period
Development expenses	37,097,127.94	10,944,702.55	238.95	Mainly due to the increase in R&D expenses in respect of education informationalised service business
Long-term deferred expenses	20,839,736.90	14,846,016.36	40.37	Mainly due to the increase in expenses for decoration of physical bookstores
Notes payable	6,890,177.00	12,584,784.00	-45.25	Mainly due to the repayment of partial notes payable at the beginning of the year due during the current period
Taxes payable	52,554,204.67	38,956,867.75	34.90	Mainly due to the increase in balance of value-added tax payable by Sichuan Education Publishing House Co., Ltd., a subsidiary, at the end of the period
Dividends payable	202,228.29	132,581,130.00	-99.85	Mainly due to the distribution of dividend payable at the beginning of the year during the current period
Other comprehensive income	1,365,111,512.86	2,045,820,792.23	-33.27	Mainly due to the fair value change in shares of Anhui Xinhua media Co., Ltd.* (安徽新華傳媒股份有限公司) ("**Wan Xin Media**") held by the Company
Minority interest	-74,368,979.71	-41,213,009.74	-80.45	Mainly due to the acquisition of 35% of minority interest in Sichuan Xinhua Colour Printing Co., Ltd.* (四川新華彩色印務有限公司) ("**Xinhua Colour Printing**"), a subsidiary, during the current period

Analysis on significant changes in income-statement items

Unit and Currency: RMB

Item	Amount for the beginning of the year to the end of the reporting period (January – September)	Amount for the beginning to the end of the reporting period of last year (January – September)	Change (%)	Main reasons for changes
Taxes and levies	20,961,436.32	8,483,531.80	147.08	In accordance with the Notice on MoF Publishing the Rules of Value-added Tax Accounting Treatment (Cai Kuai [2016] No.22), land use tax, property tax, travel tax, stamp duty and disabled person security fund shall be adjusted to present as "Taxes and levies" from "Administrative expenses" from 1 May 2016
Finance cost	-17,653,442.96	-6,087,207.93	-190.01	Mainly due to the increase in interest income of bank deposits of the Company during the current period
Investment income	247,090,600.96	42,650,056.46	479.34	Mainly due to the larger amount of net incomes arising from disposal of equity interest in Sichuan Wenzhuo, a joint venture, Chengdu Xinhui, an associate and 85% equity interest held in Huaying Winshare, a subsidiary, during the current period
Other income	49,978,219.10	–	–	The government subsidy relating to the daily operating activities of the Company has been adjusted to account for as "Other incomes" from "Non-operating income" since 1 January 2017 pursuant to the revised Accounting Standard for Business Enterprises 16 – Government Subsidy, resulting in the data being not comparable with that for the same period of last year

Item	Amount for the beginning of the year to the end of the reporting period (January – September)	Amount for the beginning to the end of the reporting period of last year (January – September)	Change (%)	Main reasons for changes
Non-operating income	2,952,168.25	70,494,057.96	-95.81	The government subsidy relating to the daily operating activities of the Company has been adjusted to account for as "Other incomes" from "Non-operating income" since 1 January 2017 pursuant to the revised Accounting Standard for Business Enterprises 16 – Government Subsidy, resulting in the data being not comparable with that for the same period of last year
Non-operating expenses	20,686,943.68	9,895,949.58	109.04	Mainly due to the increase in expenses for donation of the Company during the current period
Income tax expenses	644,409.37	4,524,956.70	-85.76	Mainly due to the settlement of tax on compensation for demolishment by Sichuan Xinhua Printing Co., Ltd.* (四川新華印刷有限責任公司), a subsidiary, during the corresponding period of last year
Gain/loss on fair value movement for available-for-sale financial assets	-680,709,279.37	-348,831,904.10	-95.14	Mainly due to the change in market value of shares of Wan Xin Media held by the Company

Analysis on significant changes in cash-flow statement items

Unit and Currency: RMB

Item	Amount for the beginning of the year to the end of the reporting period (January – September)	Amount for the beginning of last year to the end of the reporting period (January – September)	Change (%)	Main reasons for changes
Other cash receipts relating to operating activities	129,434,115.56	96,756,023.35	33.77	Mainly due to the increase in temporary receipt during the current period
Cash paid for goods purchased and services received	3,857,506,948.36	2,763,684,503.26	39.58	Mainly due to the increase in purchase payments with growth in education service and online sales business during the current period
Cash received from sale of investments	2,078,315,386.94	898,311,301.80	131.36	Mainly due to the year-on-year increase in the recovery of principal from principal-guaranteed wealth management products and larger amount for the sale of investments in the equity interest in Sichuan Wenzhuo, a joint venture, and Chengdu Xinhui, an associate, during the current period
Cash receipts from investment income	78,209,242.91	52,848,720.44	47.99	Mainly due to the year-on-year increase in the gains from wealth management products and the receipt of dividend from Wan Xin Media, during the current period
Net cash received from disposal of fixed assets, intangible assets and other long-term assets	1,182,576.37	2,150,326.80	-45.00	Mainly due to the decrease in amount of disposal of fixed assets during the current period as compared to the corresponding period of last year
Net cash received from disposal of subsidiaries and other operating units	199,958,056.98	–	–	Due to the incomes arising from disposal of equity interest in Sichuan Wenzhuo, a joint venture and Chengdu Xinhui, an associate and the larger amount for net cash inflow from the transfer of 85% equity interest in Huaying Winshare, a subsidiary, during the current period

Item	Amount for the beginning of the year to the end of the reporting period (January – September)	Amount for the beginning of last year to the end of the reporting period (January – September)	Change (%)	Main reasons for changes
Net cash paid for acquisition of subsidiaries and other operating units	7,150,000.00	20,240,000.00	-64.67	Mainly due to the capital contribution of RMB20 million in CITIC Buyout Fund pursuant to the agreement by the Company in the same period of last year
Other cash payments relating to investing activities	40,530,969.55	103,359,909.06	-60.79	Mainly due to the larger amount for addition to fixed deposits in the same period of last year
Cash receipts from capital contributions	–	657,055,200.00	-100.00	Mainly due to the receipt of raised funds from issuance of A shares by the Company in the same period of last year
Other cash receipts relating to financing activities	1,050,000.00	25,012,050.26	-95.80	Mainly due to the receipt of a relatively larger amount of assets-related government subsidy in the same period of last year
Cash paid for dividend, profit appropriation or interest	502,733,430.00	130,966.60	383,763.85	Due to the distribution of dividends declared by the Company during the current period
Other cash payments relating to financing activities	69,271,000.00	–	–	Due to the payment for acquisition of 35% minority interest in Xinhua Colour Printing, a subsidiary, during the current period

3.2 Progress in respect to material matters and analysis of the related effects and solutions

☐ Applicable √ Not applicable

3.3 Undertakings due but not completely performed during the reporting period

☐ Applicable √ Not applicable

3.4 Warning of projection on cumulative net profit for the period from the beginning of the year to the end of the next reporting period to be at a loss or expected to have material changes as compared to the corresponding period of prior year and its explanation

☐ Applicable √ Not applicable

IV. Appendix

4.1 Financial statements

Consolidated Balance Sheet
30 September 2017

Prepared by: Xinhua Winshare Publishing and Media Co., Ltd.

Unit and Currency: RMB Audit status: Unaudited

Item	Ending balance of the period	Opening balance of the year
Current assets:		
Cash and bank balances	1,956,738,014.35	1,695,414,090.58
Financial assets at fair value through profit or loss	109,073.53	–
Notes receivable	6,891,635.00	2,170,000.00
Accounts receivable	1,187,522,216.47	801,178,862.51
Prepayments	152,599,488.74	92,509,488.32
Interests receivable	6,675,460.98	714,789.56
Other receivables	130,255,509.07	70,041,693.67
Inventories	2,046,092,968.69	1,512,550,560.26
Non-current assets due within one year	–	120,000,000.00
Other current assets	875,151,535.73	974,629,765.89
Total current assets	**6,362,035,902.56**	**5,269,209,250.79**
Non-current assets:		
Available-for-sale financial assets	2,262,829,144.06	2,933,130,717.43
Long-term receivables	106,425,966.35	134,581,582.86
Long-term equity investments	287,037,706.51	685,192,748.42
Investment properties	74,173,572.95	68,671,687.82
Fixed assets	1,304,831,098.37	1,358,740,899.48
Construction in progress	593,062,595.39	460,203,701.05
Intangible assets	372,938,998.65	397,038,235.41
Development expenses	37,097,127.94	10,944,702.55
Goodwill	500,590,036.14	500,590,036.14
Long-term deferred expenses	20,839,736.90	14,846,016.36
Deferred tax assets	9,042,781.81	8,828,117.50
Other non-current assets	422,239,043.89	413,198,913.58
Total non-current assets	**5,991,107,808.96**	**6,985,967,358.60**
Total assets	**12,353,143,711.52**	**12,255,176,609.39**

Item	Ending balance of the period	Opening balance of the year
Current liabilities:		
Notes payable	6,890,177.00	12,584,784.00
Accounts payable	3,391,854,549.34	2,715,003,443.35
Advances	295,044,858.93	309,946,513.41
Employee benefits payable	252,476,271.24	251,796,187.52
Taxes payable	52,554,204.67	38,956,867.75
Dividends payable	202,228.29	132,581,130.00
Other payables	297,532,021.71	270,461,490.08
Other current liabilities	107,250,987.88	108,411,050.48
Total current liabilities	**4,403,805,299.06**	**3,839,741,466.59**
Non-current liabilities:		
Deferred income	80,146,246.18	87,235,679.55
Deferred tax liabilities	30,185,150.37	33,722,112.47
Total non-current liabilities	**110,331,396.55**	**120,957,792.02**
Total liabilities	**4,514,136,695.61**	**3,960,699,258.61**
Owners' equity:		
Share capital	1,233,841,000.00	1,233,841,000.00
Capital reserve	2,572,288,627.16	2,619,467,530.11
Other comprehensive income	1,365,111,512.86	2,045,820,792.23
Surplus reserves	539,564,967.34	539,564,967.34
Undistributed profits	2,202,569,888.26	1,896,996,070.84
Total equity attributable to shareholders of the parent company	7,913,375,995.62	8,335,690,360.52
Minority interest	-74,368,979.71	-41,213,009.74
Total owners' equity	**7,839,007,015.91**	**8,294,477,350.78**
Total liabilities and owners' equity	**12,353,143,711.52**	**12,255,176,609.39**

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 Company
30 September 2017

Prepared by: Xinhua Winshare Publishing and Media Co., Ltd.

Unit and Currency: RMB Audit status: Unaudited

Item	Ending balance of the period	Opening balance of the year
Current assets:		
Cash and bank balances	1,508,946,879.82	945,896,827.77
Financial assets at fair value through profit or loss	109,073.53	–
Accounts receivable	891,846,989.86	698,485,863.00
Prepayments	75,065,249.26	26,361,875.41
Interest receivable	6,675,460.98	561,664.56
Dividends receivable	–	500,000,000.00
Other receivables	495,932,089.06	307,839,677.58
Inventories	1,868,011,151.61	1,293,976,637.90
Non-current assets due within one year	–	120,000,000.00
Other current assets	1,075,592,152.81	1,180,378,562.32
Total current assets	**5,922,179,046.93**	**5,073,501,108.54**
Non-current assets:		
Available-for-sale financial assets	1,862,011,867.61	2,532,897,201.83
Long-term receivables	15,532,475.66	18,651,257.27
Long-term equity investments	2,778,224,058.22	3,195,235,150.48
Investment properties	21,913,936.83	22,589,079.35
Fixed assets	849,642,941.88	876,560,378.24
Construction in progress	590,344,760.76	458,006,194.05
Intangible assets	143,369,838.74	147,303,378.74
Long-term deferred expenses	14,167,542.94	10,708,031.71
Other non-current assets	751,181,619.91	647,141,489.58
Total non-current assets	**7,026,389,042.55**	**7,909,092,161.25**
Total assets	**12,948,568,089.48**	**12,982,593,269.79**
Current liabilities:		
Accounts payable	4,564,180,286.94	3,890,288,128.50
Payments received in advance	193,172,004.52	212,138,836.31
Employee benefits payable	170,769,808.42	170,916,466.43
Taxes payable	23,979,968.75	18,469,206.69
Dividends payable	–	132,581,130.00
Other payables	496,195,502.97	466,514,633.95
Other current liabilities	17,049,611.19	13,804,757.04
Total current liabilities	**5,465,347,182.79**	**4,904,713,158.92**

Item	Ending balance of the period	Opening balance of the year
Non-current liabilities:		
Deferred income	17,357,281.10	18,927,806.35
Total non-current liabilities	**17,357,281.10**	**18,927,806.35**
Total liabilities	**5,482,704,463.89**	**4,923,640,965.27**
Owners' equity:		
Share capital	1,233,841,000.00	1,233,841,000.00
Capital reserve	2,583,472,180.97	2,630,651,083.92
Other comprehensive income	1,336,588,436.83	2,008,398,036.83
Surplus reserves	538,730,217.21	538,730,217.21
Undistributed profit	1,773,231,790.58	1,647,331,966.56
Total owners' equity	**7,465,863,625.59**	**8,058,952,304.52**
Total liabilities and owners' equity	**12,948,568,089.48**	**12,982,593,269.79**

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 September 2017

Prepared by: Xinhua Winshare Publishing and Media Co., Ltd.

Unit and Currency: RMB   Audit status: Unaudited

Item		Amount for the period (July – September)	Amount for the previous period (July – September)	Amount for the beginning of the year to the end of the reporting period (January – September)	Amount for the beginning to the end of the reporting period of last year (January – September)
I.	**Total operating income**	**1,826,997,685.99**	**1,630,288,138.23**	**5,013,012,933.20**	**4,350,665,866.89**
	Including: Operating income	1,826,997,685.99	1,630,288,138.23	5,013,012,933.20	4,350,665,866.89
II.	**Total operating costs**	**1,698,338,482.95**	**1,507,651,042.70**	**4,626,906,864.84**	**3,976,068,924.77**
	Including: Operating costs	1,253,262,060.46	1,056,260,947.83	3,279,674,293.30	2,661,541,224.68
	Taxes and levies	4,702,848.40	4,111,732.83	20,961,436.32	8,483,531.80
	Selling expenses	178,231,707.25	165,471,155.46	593,229,414.30	560,344,534.50
	Administrative expenses	279,402,532.87	280,692,923.13	710,023,974.84	705,998,862.71
	Finance expenses	-8,551,351.87	-1,834,122.37	-17,653,442.96	-6,087,207.93
	Loss on impairment of assets	-8,709,314.16	2,948,405.82	40,671,189.04	45,787,979.01
	Add: Gains on fair value changes (loss expressed with "-")	42,785.60	–	68,769.17	–
	Investment income (loss expressed with "-")	44,715,520.12	2,002,740.98	247,090,600.96	42,650,056.46
	Including: Income from investment in associates and joint ventures	2,984,191.28	-284,214.28	5,057,908.90	-1,124,657.45
	Other income	7,862,451.67	–	49,978,219.10	–
III.	**Operating profit (loss expressed with "-")**	**181,279,960.43**	**124,639,836.51**	**683,243,657.59**	**417,246,998.58**
	Add: Non-operating income	1,163,854.93	14,574,023.74	2,952,168.25	70,494,057.96
	Including: Income from disposal of non-current assets	222,917.79	16,299.58	305,324.14	367,567.10
	Less: Non-operating expenses	2,976,572.42	3,770,025.31	20,686,943.68	9,895,949.58
	Including: Loss from disposal of non-current assets	61,519.65	11,207.63	99,440.26	1,120,112.95
IV.	**Total profit (total loss expressed with "-")**	**179,467,242.94**	**135,443,834.94**	**665,508,882.16**	**477,845,106.96**
	Less: Income tax expenses	-58,034.80	-248,991.30	644,409.37	4,524,956.70
V.	**Net profit (net loss expressed with "-")**	**179,525,277.74**	**135,692,826.24**	**664,864,472.79**	**473,320,150.26**
	Net profit attributable to shareholders of the Company	177,801,215.16	131,208,839.01	675,726,117.42	481,232,195.01
	Profit and loss attributable to minority shareholders	1,724,062.58	4,483,987.23	-10,861,644.63	-7,912,044.75

Item	Amount for the period (July – September)	Amount for the previous period (July – September)	Amount for the beginning of the year to the end of the reporting period (January – September)	Amount for the beginning to the end of the reporting period of last year (January – September)
VI. Other comprehensive income after tax, net	**-211,335,858.33**	**247,162,990.62**	**-680,709,279.37**	**-348,831,904.10**
Other comprehensive income after tax attributable to owners of the parent company, net	-211,335,858.33	247,162,990.62	-680,709,279.37	-348,831,904.10
Other comprehensive income that will be reclassified to profit and loss in subsequent periods	-211,335,858.33	247,162,990.62	-680,709,279.37	-348,831,904.10
Gain/loss on fair value movement for available-for sale financial assets	-211,335,858.33	247,162,990.62	-680,709,279.37	-348,831,904.10
VII. Total comprehensive income	**-31,810,580.59**	**382,855,816.86**	**-15,844,806.58**	**124,488,246.16**
Total comprehensive income attributable to owners of the parent Company	-33,534,643.17	378,371,829.63	-4,983,161.95	132,400,290.91
Total comprehensive income attributable to minority interest	1,724,062.58	4,483,987.23	-10,861,644.63	-7,912,044.75
VIII. Earnings per share:				
(I) Basic earnings per share (RMB/share)	0.14	0.11	0.55	0.42
(II) diluted earnings per share (RMB/share)	0.14	0.11	0.55	0.42

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 Company

From January to September 2017

Prepared by: Xinhua Winshare Publishing and Media Co., Ltd.

Unit and Currency: RMB Audit status: Unaudited

Item	Amount for the period (July – September)	Amount for the previous period (July – September)	Amount for the beginning of the year to the end of the reporting period (January – September)	Amount for the beginning to the end of the reporting period of last year (January – September)
I. Operating income	**1,469,778,746.45**	**1,286,691,530.22**	**4,000,041,054.01**	**3,572,671,390.56**
Less: Operating costs	1,117,033,122.72	953,243,457.81	2,810,196,520.56	2,475,014,962.41
Taxes and levies	588,179.06	29,765.29	7,410,831.10	614,580.43
Selling expenses	166,778,125.41	146,869,408.38	467,838,187.52	397,151,410.18
Administrative expenses	175,760,491.20	178,199,663.80	498,988,904.90	494,641,256.53
Finance expenses	-4,309,021.03	-1,226,721.11	-11,696,175.64	-2,812,365.57
Loss on impairment of assets	-8,740,017.77	1,630,759.29	13,452,441.76	27,732,657.40
Add: Gains on fair value changes (loss expressed with "-")	42,785.60	–	68,769.17	–
Investment income (loss expressed with "-")	-5,248,410.33	1,633,809.05	304,874,922.11	36,809,066.87
Including: Income from investment in associates and joint ventures	3,963,820.03	347,204.78	8,386,008.10	974,389.60
Other income	589,474.87	–	1,570,525.25	–
II. Operating profit (loss expressed with "-")	**18,051,717.00**	**9,579,005.81**	**520,364,560.34**	**217,137,956.05**
Add: Non-operating income	1,021,191.43	891,320.97	2,041,074.40	9,963,078.12
Including: Income from disposal of non-current assets	45,854.87	13,947.29	111,972.24	59,544.05
Less: Non-operating expenses	2,749,637.70	3,721,821.92	19,814,689.62	8,296,258.54
Including: Loss from disposal of non-current assets	29,102.59	8,953.31	35,135.74	9,456.66
III. Total profit (total loss expressed with "-")	**16,323,270.73**	**6,748,504.86**	**502,590,945.12**	**218,804,775.63**
IV. Net profit (net loss expressed with "-")	**16,323,270.73**	**6,748,504.86**	**502,590,945.12**	**218,804,775.63**

Item	Amount for the period (July – September)	Amount for the previous period (July – September)	Amount for the beginning of the year to the end of the reporting period (January – September)	Amount for the beginning to the end of the reporting period of last year (January – September)
V. Other comprehensive income after tax, net	**-204,409,600.00**	**249,280,000.00**	**-671,809,600.00**	**-326,560,027.98**
Other comprehensive income that will be reclassified to profit and loss in subsequent periods	-204,409,600.00	249,280,000.00	-671,809,600.00	-326,560,027.98
Gain/loss on fair value movement for available-for sale financial assets	-204,409,600.00	249,280,000.00	-671,809,600.00	-326,560,027.98
VI. Total comprehensive income	**-188,086,329.27**	**256,028,504.86**	**-169,218,654.88**	**-107,755,252.35**
VII. Earnings per share:				
(I) Basic earnings per share (RMB/share)	0.01	0.01	0.41	0.19
(II) diluted earnings per share (RMB/share)	0.01	0.01	0.41	0.19

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 Cash Flow Statement
From January to September 2017

Prepared by: Xinhua Winshare Publishing and Media Co., Ltd.

Unit and Currency: RMB Audit status: Unaudited

Item	**Amount for the beginning of the year to the end of the reporting period (January – September)**	**Amount for the beginning to the end of the reporting period of last year (January – September)**
I. Cash flows from operating activities:		
Cash receipts from sale of goods and rendering of services	5,114,671,180.94	4,124,198,633.07
Cash received from tax refund	28,597,506.51	36,050,189.17
Other cash receipts relating to operating activities	129,434,869.42	96,756,023.35
Sub-total of cash inflows from operating activities	5,272,703,556.87	4,257,004,845.59
Cash paid for goods purchased and services received	3,857,506,948.36	2,763,684,503.26
Cash paid to and on behalf of employees	651,398,003.92	631,550,120.19
Payments of taxes	100,110,556.68	105,344,265.09
Other cash payments relating to operating activities	566,874,190.10	626,963,288.73
Sub-total of cash outflows from operating activities	5,175,889,699.06	4,127,542,177.27
Net cash flow from operating activities	96,813,857.81	129,462,668.32
II. Cash flows from investing activities:		
Cash receipts from disposal of investments	2,078,315,386.94	898,311,301.80
Cash receipts from investment income	78,209,242.91	52,848,720.44
Net cash received from disposal of fixed assets, intangible assets and other long-term assets	1,182,576.37	2,150,326.80
Net cash received from disposal of subsidiaries and other operating units	199,958,056.98	–
Other cash receipts relating to investing activities	155,352,459.49	120,840,900.22
Sub-total of cash inflows from investing activities	2,513,017,722.69	1,074,151,249.26
Cash paid to acquire fixed assets, intangible assets and other long-term assets	185,781,208.02	205,052,826.95
Cash paid to acquire investments	1,550,520,878.42	1,486,824,992.74
Net cash paid for acquisition of subsidiaries and other operating units	7,150,000.00	20,240,000.00
Other cash payments relating to investing activities	40,530,969.55	103,359,909.06
Sub-total of cash outflows from investing activities	1,783,983,055.99	1,815,477,728.75
Net cash flow from investment activities	729,034,666.70	-741,326,479.49

Item	Amount for the beginning of the year to the end of the reporting period (January – September)	Amount for the beginning to the end of the reporting period of last year (January – September)
III. Cash flows from financing activities:		
Cash receipts from receiving investments	–	657,055,200.00
Including: Cash received by subsidiaries from receiving minority investment	–	7,500,000.00
Other cash receipts relating to financing activities	1,050,000.00	25,012,050.26
Sub-total of cash inflows from financing activities	1,050,000.00	682,067,250.26
Cash paid for dividend, profit appropriation or interest	502,733,430.00	130,966.60
Including: Dividends and profits paid to minority shareholders by subsidiaries	–	130,966.60
Cash paid for other financing activities	69,271,000.00	–
Sub-total of cash outflows from financing activities	572,004,430.00	130,966.60
Net cash flow from financing activities	-570,954,430.00	681,936,283.66
IV. Effect of change in foreign exchange rate on cash and cash equivalents		
V. Net increase in cash and cash equivalents	**254,894,094.51**	**70,072,472.49**
Add: Opening balance of cash and cash equivalents	1,634,167,257.70	1,824,358,247.63
VI. Closing balance of cash and cash equivalents	**1,889,061,352.21**	**1,894,430,720.12**

Legal Representative of the Company: He Zhiyong

Person-in-charge of accounting affairs: Zhu Zaixiang

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

Cash Flow Statement of the Parent Company
From January to September 2017

Prepared by: Xinhua Winshare Publishing and Media Co., Ltd.

Unit and Currency: RMB Audit status: Unaudited

Item	Amount for the beginning of the year to the end of the reporting period (January – September)	Amount for the beginning to the end of the reporting period of last year (January – September)
I. Cash flows from operating activities:		
Cash receipts from sale of goods and rendering of services	4,042,772,800.37	3,350,281,855.01
Other cash receipts relating to operating activities	78,628,084.67	24,942,087.98
Sub-total of cash inflows from operating activities	4,121,400,885.04	3,375,223,942.99
Cash paid for goods purchased and services received	2,557,292,947.76	2,063,345,449.70
Cash paid to and on behalf of employees	419,723,704.38	419,516,810.69
Payments of taxes	33,824,913.71	11,053,147.70
Other cash payments relating to operating activities	502,151,526.57	474,472,614.31
Sub-total of cash outflows from operating activities	3,512,993,092.42	2,968,388,022.40
Net cash flow from operating activities	608,407,792.62	406,835,920.59
II. Cash flows from investing activities:		
Cash receipts from disposal of investments	1,675,384,657.53	390,000,000.00
Cash receipts from investment income	81,452,930.07	84,889,378.42
Net cash received from disposal of fixed assets, intangible assets and other long-term assets	517,939.49	456,593.11
Net cash received from disposal of subsidiaries and other operating units	357,607,830.78	64,260.00
Other cash receipts relating to investing activities	151,463,944.57	43,644,745.28
Sub-total of cash inflows from investing activities	2,266,427,302.44	519,054,976.81
Cash paid to acquire fixed assets, intangible assets and other long-term assets	163,035,437.49	186,002,044.36
Cash paid to acquire investments	1,242,252,550.14	800,000,000.00
Net cash paid for acquisition of subsidiaries and other operating units	13,900,000.00	52,500,000.00
Other cash payments relating to investing activities	265,910,969.55	271,751,995.28
Sub-total of cash outflows from investing activities	1,685,098,957.18	1,310,254,039.64
Net cash flow from investment activities	581,328,345.26	-791,199,062.83

Item	Amount for the beginning of the year to the end of the reporting period (January – September)	Amount for the beginning to the end of the reporting period of last year (January – September)
III. Cash flows from financing activities:		
Cash receipts from receiving investments	–	649,555,200.00
Other cash receipts relating to financing activities	–	17,000,000.00
Sub-total of cash inflows from financing activities	–	666,555,200.00
Cash paid for repayment of debts	55,000,000.00	–
Cash paid for dividend, profit appropriation or interest	502,733,430.00	–
Cash paid for other financing activities	69,271,000.00	–
Sub-total of cash outflows from financing activities	627,004,430.00	–
Net cash flow from financing activities	-627,004,430.00	666,555,200.00
IV. Effect of change in foreign exchange rate on cash and cash equivalents		
V. Net increase in cash and cash equivalents	**562,731,707.88**	**282,192,057.76**
Add: Opening balance of cash and cash equivalents	915,684,202.39	1,125,067,860.80
VI. Closing balance of cash and cash equivalents	**1,478,415,910.27**	**1,407,259,918.56**

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 Audit Report

☐ Applicable √ Not applicable

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

Sichuan, the PRC, 30 October 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. Chan Yuk Tong, Ms. Xiao Liping and Mr. Fang Bingxi as independent non-executive directors.

* *For identification purposes only*