



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 EXTRAORDINARY GENERAL MEETING TO BE HELD ON 21 DECEMBER 2017 (FOR H SHAREHOLDERS)

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

Name(s) and registered address(es) of shareholder(s)^(Note 1): _____

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 extraordinary general meeting (the “EGM”) of the Company to be held at the Company at No. 6 Wenxuan Road, Rong Bei Shang Mao Avenue, Jinniu District, Chengdu, Sichuan, the People's Republic of China (the “PRC”) at 10:00 a.m. on Thursday, 21 December 2017 or any adjournment thereof.

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, 30 November 2017. In order to qualify the H shareholders to attend and vote at the EGM, 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, 20 November 2017.

* For identification purposes only