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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)

NOTICE OF BOARD MEETING

The board (the “**Board**”) of directors (the “**Director(s)**”) of Xinhua Winshare Publishing and Media Co., Ltd.* (the “**Company**”) hereby announces that a meeting of the Board will be held on Wednesday, 28 March 2018 at 9:30 a.m. at Sichuan Xinhua International Hotel, No. 8 Guzhongshi Street, Qingyang District, Chengdu, Sichuan, the People's Republic of China (the “**PRC**”) for the purposes of, among other matters, considering and approving the annual results of the Company and its subsidiaries for the year ended 31 December 2017 and its publication and considering the recommendation on payment of a final dividend, if any.

By Order of the Board

XINHUA WINSHARE PUBLISHING AND MEDIA CO., LTD.*

He Zhiyong

Chairman

Sichuan, the PRC, 14 March 2018

As at the date of this notice, the Board comprises (a) Mr. He Zhiyong, Mr. Chen Yunhua 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*