winshare文轩

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 COMPANY LOGO

The board of directors of Xinhua Winshare Publishing and Media Co., Ltd.* (the "**Company**") announces that, in order to ensure the unity of the Company's brand image, the Company will change its company logo from 16 June 2020. A comparison between the new and old logos of the Company is as follows:

(Old logo)

(New logo)

The new logo will be printed on the relevant corporate documents (including but not limited to financial reports, announcements, circulars and share certificates) of the Company and will be used on the Company's website.

The change of company logo will not affect any rights of the existing shareholders of the Company. Upon the change of company logo, all existing share certificates of the Company in issue printed with the old logo will continue to be good evidence of the ownership of such shares of the Company and can continue to be used for the purposes of trading, settlement, registration and delivery. Therefore, there will be no arrangement for free exchange of existing share certificates for new share certificates printed with the new logo of the Company. The Company will issue the share certificates printed with the new logo once those with the old logo are used up.

By Order of the Board
XINHUA WINSHARE PUBLISHING AND MEDIA CO., LTD.*
He Zhiyong
Chairman

Sichuan, the PRC
16 June 2020

As at the date of this announcement, the Board comprises (a) Mr. He Zhiyong and Mr. Chen Yunhua 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 Binxi as independent non-executive Directors.

* *For identification purposes only*