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winshare 文軒

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)

**VOLUNTARY ANNOUNCEMENT
ANNOUNCEMENT ON THE CHANGES IN THE NAME AND BUSINESS
SCOPE OF THE CONTROLLING SHAREHOLDER**

This announcement is made by the board (the “**Board**”) of directors (the “**Director(s)**”) of Xinhua Winshare Publishing and Media Co., Ltd.* (the “**Company**”, together with its subsidiaries, the “**Group**”) on a voluntary basis.

The Company recently received a notice from its controlling shareholder, formerly known as Sichuan Xinhua Publishing Group Co., Ltd.* (四川新華發行集團有限公司), and was informed that upon approval by the Administration for Market Regulation of Sichuan Province, it completed the registration of changes in its corporate name and business scope on 13 August 2020 (the “**Change**”), which took effect from 13 August 2020, and its basic information after the Change is as follows:

Name:	Sichuan Xinhua Publishing and Distribution Group Co., Ltd.* (四川新華出版發行集團有限公司)
Unified social information code:	915100007089237087
Legal representative:	Luo Yong
Registered capital:	RMB593.822 million
Business nature:	limited liability company (solely owned legal person invested in or controlled by a non-natural person)
Address:	Floor 10, No. 86 Section One, People's South Road, Qingyang District, Chengdu City
Date of incorporation:	20 December 2000
Operating period:	20 December 2000 to continuous
Business scope:	publishing business management services; film and television program production and distribution; software development, digital content services; real estate industry; project investment (no illegal fund-raising, absorbing public funds and other financial activities); leasing industry; conference and exhibition services; intellectual property services; commodity wholesale and retail; entertainment industry; accommodation and catering industry. (The items above do not include items subject to prior approvals. Post-approval items can be operated upon obtaining licences or papers for approval.) (Items subject to prior approvals according to laws and regulations can only be operated upon obtaining approvals from the relevant authorities.)

The Change does not involve any changes in the Company's controlling shareholder. Sichuan Xinhua Publishing and Distribution Group Co., Ltd. is still a controlling shareholder of the Company.

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

Sichuan, the PRC, 14 August 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, and Ms. Xiao Liping and Mr. Fang Bingxi as independent non-executive Directors.

* *For identification purposes only*