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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)

ANNOUNCEMENT ON THE PRINCIPAL OPERATING STATISTICS FOR THE FIRST THREE QUARTERS ENDED 2020

This announcement is made by Xinhua Winshare Publishing and Media Co., Ltd* (the “**Company**”, together with its subsidiaries, the “**Group**”) pursuant to Rule 13.09 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Listing Rules**”) and the requirements of Part XIVA of the Securities and Futures Ordinance (Cap. 571 of the Laws of Hong Kong).

The board of directors of the Company confirm that there are no false representations, misleading statements or material omission in this announcement, and they shall individually and collectively accept responsibility for the truthfulness, accuracy and completeness of the contents herein.

In accordance with the relevant requirements under the Guidelines No.13 of the Shanghai Stock Exchange on Industry Information Disclosure of Listed Companies – Media and Publishing (《上海證券交易所上市公司行業信息披露指引第十三號－新聞出版》), the Company hereby announces the operating statistics of its principal business segments for the first three quarters ended 2020 as follows:

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Business Segments	Total fixed price for sales	Turnover	Operating cost	Gross Profit Margin (%)
Publishing Business	–	203,547.88	127,740.16	37.24
Of which: Textbooks and Supplementary				
Materials	242,973.77	138,395.47	78,079.53	43.58
General Books	146,877.09	42,535.83	30,552.90	28.17
Distribution Business	–	490,951.89	337,511.64	31.25
Of which: Educational Service Business	–	323,393.34	200,098.20	38.13
Of which: Textbooks and				
Supplementary				
Materials	326,613.84	309,366.89	188,742.02	38.99
Online Sales Business	232,497.65	117,739.81	102,838.05	12.66
Retail Business	46,360.23	36,343.01	23,730.49	34.70

Descriptions to principal business segments:

The publishing business covers businesses including publishing of publications like books, journals, audio-visual products and digital products; provision of printing services and supply of printing materials.

The distribution business covers the distribution of textbooks and supplementary materials to schools and students, and the supply of education informatization and equipment services for primary and secondary school; retailing, distribution business and online sales of publications business.

This announcement is published simultaneously in Chinese and English. In the event of any inconsistency between Chinese and English versions, the Chinese version shall prevail.

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

Sichuan, the PRC, 29 October 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*