

**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)

**REPLY SLIP FOR THE 2020 ANNUAL GENERAL MEETING TO BE HELD ON 21 MAY 2021  
(For H Shareholders)**

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

Name(s) and registered address(es) of shareholder(s)<sup>(Note 1)</sup>: \_\_\_\_\_

Number of shares held: \_\_\_\_\_ 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 2020 annual general meeting (the “2020 AGM”) or any adjournment thereof of the Company to be held at Xinhua International Hotel, No. 8 Guzhongshi Street, Qingyang District, Chengdu, Sichuan, the People’s Republic of China (the “PRC”) at 10:00 a.m. on Friday, 21 May 2021.

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 Friday, 30 April 2021. In order for the H shareholders to qualify for attending and voting at the AGM, 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 17M Floor, Hopewell Centre, 183 Queen’s Road East, Wanchai, Hong Kong for registration no later than 4:30 p.m. on Tuesday, 20 April 2021.

\* For identification purposes only