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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)

## ANNOUNCEMENT ON THE PRINCIPAL OPERATING STATISTICS FOR THE FIRST QUARTER IN 2021

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 quarter in 2021 as follows:

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<b>Business Segments</b>	<b>Total fixed price for sales</b>	<b>Turnover</b>	<b>Operating cost</b>	<b>Gross Profit Margin (%)</b>
Publishing Business	–	87,608.24	52,653.50	39.90
Of which: Textbooks and Supplementary Materials	116,078.75	65,259.63	35,473.40	45.64
General Books	50,828.16	15,143.69	11,182.66	26.16
Distribution Business	–	169,067.50	116,972.65	30.81
Of which: Educational Service Business	–	100,577.37	62,983.44	37.38
Of which: Textbooks and Supplementary Materials	103,168.64	96,126.20	59,327.12	38.28
Online Sales Business	93,038.20	48,655.68	40,629.19	16.50
Retail Business	18,475.04	14,178.27	8,441.77	40.46

Descriptions to principal business segments:

The publishing business covers businesses including publishing of publications like books, newspapers and 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, teachers and students, and the supply of education informatization and equipment service 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 April 2021

*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*