

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)

**SUPPLEMENTAL FORM OF PROXY FOR 2020 ANNUAL GENERAL MEETING
TO BE HELD ON 21 MAY 2021 (FOR H SHAREHOLDERS)**

Number of shares to which this supplemental form of proxy relates ^(Note 1)	
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I/We, ^(Note 2) _____

of (address) _____

being the holder(s) of _____ H shares ^(Note 3)
of RMB1.00 each in the share capital of Xinhua Winshare Publishing and Media Co., Ltd.* (the "Company"), hereby appoint the Chairman of the meeting
or ^(Note 4) _____

of (address) _____

as my/our proxy(ies) to attend the 2020 annual general meeting (the "2020 AGM") of the Company to be held at 10:00 a.m. on Friday, 21 May 2021 at Xinhua International Hotel, No.8 Guzhongshi Street, Qingyang District, Chengdu, Sichuan, the People's Republic of China (the "PRC") or any adjournment thereof and to vote at such meeting or at any adjournment thereof in respect of the resolutions set out in the supplemental notice of 2020 AGM as hereunder indicated on behalf of me/us, or if no such indication is given, as my/our proxy(ies) thinks fit.

	ORDINARY RESOLUTIONS	FOR ^(Note 5)	AGAINST ^(Note 5)	ABSTAIN ^(Note 5)
7.	To consider and approve the election of Mr. Luo Yong as an executive Director of the Company for a term commencing upon the conclusion of the 2020 AGM and expiring upon the expiration of the fourth session of the Board.			
8.	To consider and approve the election of Mr. Liu Longzhang as an executive Director of the Company for a term commencing upon the conclusion of the 2020 AGM and expiring upon the expiration of the fourth session of the Board.			
9.	To consider and approve the election of Mr. Dai Weidong as a non-executive Director of the Company for a term commencing upon the conclusion of the 2020 AGM and expiring upon the expiration of the fourth session of the Board.			

Dated this _____ day of _____ 2021

Signature(s) _____ ^(Note 6)

Notes:

- Please insert the number of shares of the Company registered in your name(s) to which this supplemental form of proxy relates. If a number is inserted, this supplemental form of proxy will be deemed to relate only to those shares. If no number is inserted, the supplemental form of proxy will be deemed to relate to all shares of the Company registered in your name(s) (whether alone or jointly with others).
- Please insert the full name(s) and address(es) as registered in the H share register of members of the Company in **BLOCK LETTERS**.
- Please insert the number of shares of the Company registered in your name(s).
- If any proxy other than the Chairman of the meeting of the Company is preferred, please strike out the words "the Chairman of the meeting or" and insert the name of the proxy desired in the space provided. A shareholder may appoint one or more proxies to attend and vote on his/her behalf. A proxy need not be a shareholder of the Company. Any alteration made to this supplemental form of proxy must be initialled by the person who signs it.
- Important: If you wish to vote for any resolution, please put a tick in the box marked "FOR" or insert the number of shares held by you. If you wish to vote against any resolution, please put a tick in the box marked "AGAINST" or insert the number of shares held by you. If you wish to cast a vote of abstention in respect of any resolution, please put a tick in the box marked "ABSTAIN" or insert the number of shares held by you. If no direction is given, your proxy may vote as he/she thinks fit.
- This supplemental form of proxy must be signed by you or your attorney duly authorized in writing or, in the case of a corporation, must be either executed under its common seal or under the hand of its director or attorney or other officer duly authorized. In case of joint holders, this supplemental form of proxy must be signed by the shareholder whose name stands first in the register of members of the Company.
- If an attending shareholder or proxy casts a vote of abstention or abstains from voting in respect of a resolution, the Share(s) represented by that shareholder or proxy will be regarded as valid votes when the Company counts the votes with respect to that resolution.
- To be valid, this supplemental form of proxy and, if such proxy is signed by a person on behalf of the appointer pursuant to a power of attorney or other authority, a notarially certified copy of that power of attorney or other authority must be delivered to the Company's H shares registrar, Computershare Hong Kong Investor Services Limited at 17M Floor, Hopewell Centre, 183 Queen's Road East, Wanchai, Hong Kong no later than 24 hours before the time appointed for the holding of the 2020 AGM (i.e. 10:00 a.m. on Thursday, 20 May 2021) or no later than 24 hours before the time for the holding of any adjournment thereof or no later than 24 hours before the time appointed for taking the poll.
- In the case of joint holders of shares of the Company, any one of such holders may vote at the 2020 AGM either in person or by proxy in respect of such shares as if he/she was solely entitled thereto. However, if more than one of such joint holders are present at the 2020 AGM in person or by proxy, then one of such holders whose name stands first in the register of members of the Company shall alone be entitled to vote. In the event that a shareholder appoints more than one proxy to attend the 2020 AGM, such proxies may only exercise their voting rights in a poll.
- This is the supplemental form of proxy which should be read in conjunction with the form of proxy published on the website of The Stock Exchange of Hong Kong Limited and the website of the Company on **31 March 2021**.
- The Company adopts the cumulative voting method to elect Directors (including executive Directors and non-executive Directors) at the 2020 AGM.

Cumulative voting method

When adopting the cumulative voting method for the election of Directors proposed in Resolutions 7, 8 and 9, each Share held by a Shareholder shall have the same number of voting rights as the number of Directors to be elected. A Shareholder may exercise his/her voting rights by splitting his/her votes evenly for each of the candidates for directorship corresponding to the number of Shares he/she holds; or by casting all his/her voting rights represented by each Share held by him/her corresponding to the number of Directors to be elected for a particular candidate for directorship; or by casting a portion of his/her votes represented by each Share held by him/her corresponding to the number of Directors to be elected for a certain number of candidates for directorship.

For example, under the cumulative voting method, the maximum number of valid voting rights that a Shareholder is entitled to cast are calculated on the basis of the total number of Shares held by such Shareholder times the number of Directors to be elected (3 persons). If such Shareholder holds 100 Shares, the maximum number of valid voting rights he can cast = 100 (the number of Shares held by him/her) x 3 = 300. The Shareholder could use his/her discretion to cast 300 votes evenly among 3 candidates, or to place all his/her votes on one particular candidate, or to split his/her votes to a number of candidates.

Where the total number of votes cast by a Shareholder for one or several of the candidate(s) for directorship is in excess of the number of voting rights represented by the total number of Shares held by him/her, the votes cast by the Shareholder shall be invalid, and the Shareholder shall be deemed to have waived his/her voting rights. Where the total number of votes cast for one or several candidate(s) for directorship by a Shareholder is less than the number of voting rights represented by the total number of Shares held by such Shareholder, the votes cast by the Shareholder shall be valid, and the voting rights represented by the shortfall between the votes actually cast and the votes which the Shareholder is entitled to cast shall be deemed to have been waived by the Shareholder.

Such resolution is passed when the number of votes cast in favour exceeds half of the number of voting Shares (on the basis of non-cumulative number of Shares) held by the Shareholders (including their proxies) attending the 2020 AGM.