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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 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(2) and Rule 13.10B of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Listing Rules**”) and the Inside Information Provisions under 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. 12 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十二號－新聞出版》), the Company hereby announces the operating statistics of its principal business segments for the first three quarters ended 2021 as follows:

Business Segments	<i>RMB0'000</i>			
	Total fixed price for sales	Turnover	Operating cost	Gross Profit Margin (%)
Publishing Business	–	231,777.37	147,869.41	36.20
Of which: Textbooks and Supplementary Materials	263,792.43	149,029.09	84,099.31	43.57
General Books	210,793.83	54,874.36	40,329.56	26.51
Distribution Business	–	608,854.23	423,477.73	30.45
Of which: Educational Service Business	–	378,019.59	234,596.06	37.94
Of which: Textbooks and Supplementary Materials	364,134.54	346,488.41	208,410.05	39.85
Online Sales Business	327,607.60	167,813.86	144,731.67	13.75
Retail Business	61,266.48	46,975.87	30,896.79	34.23

Descriptions to principal business segments:

The publication segment of the Group covers publishing of publications including books, newspapers and journals, audio-visual products and digital products; provision of printing services and supply of printing materials.

The distribution segment of the Group covers distribution of textbooks and supplementary materials to schools, teachers and students and supply of education informatized and equipment service for secondary and primary schools; retailing, distribution and online sales of publications.

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.*
Luo Yong
Chairman

Sichuan, the PRC, 27 October 2021

As at the date of this announcement, the Board comprises (a) Mr. Luo Yong and Mr. Liu Longzhang as executive Directors; (b) Mr. Dai Weidong, 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 Bingxi as independent non-executive Directors.

* *For identification purposes only*