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 EXTRAORDINARY GENERAL MEETING TO BE HELD ON 25 AUGUST 2022

(For H Shareholders)

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

Name(s) and registered address(es) of shareholder(s)*(Note 1)*: ____________________________________

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 extraordinary general meeting (the "**EGM**") 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 9:30 a.m. on Thursday, 25 August 2022.

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 Thursday, 4 August 2022. In order for the H shareholders to qualify for attending and voting at the EGM, 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 Monday, 25 July 2022.

* *For identification purposes only*