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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)

CHANGE OF VENUE OF EXTRAORDINARY GENERAL MEETING TO BE HELD ON 23 OCTOBER 2025

References are made to the notice of the extraordinary general meeting (the “**Notice**”) of Xinhua Winshare Publishing and Media Co., Ltd.* (the “**Company**”) dated 2 September 2025, and the proxy form (the “**Proxy Form**”) and reply slip (the “**Reply Slip**”) applicable to the extraordinary general meeting, which were despatched to the shareholders (the “**Shareholders**”) of the Company together with the Notice, in respect of the extraordinary general meeting (the “**EGM**”) of the Company to be held at 9:30 a.m. on Thursday, 23 October 2025, at Xinhua International Hotel, No. 8 Guzhongshi Street, Qingyang District, Chengdu, Sichuan, the PRC. Unless the context otherwise requires, capitalised terms used in this announcement shall have the same meaning as those defined in the Notice.

The board (the “**Board**”) of directors (the “**Directors**”) of the Company hereby announces that, due to changes made to the coordination of the arrangement of meeting and in order to facilitate the attendance of investors, the venue of the EGM will be changed to Xinhua Star Tower A, 238 Sanse Road, Jinjiang District, Chengdu, Sichuan, the PRC. Save for the change of venue of the EGM, all other information and content set out in the Notice, the Proxy Form and the Reply Slip, including the date and time of the EGM, the book closure period for the register of members of the H Share and the resolution to be considered at the EGM, remain unchanged. The Proxy Form and the Reply Slip will remain valid for the purpose of the EGM, and Shareholders who have already submitted the Proxy Form and/or the Reply Slip are not required to resubmit them.

Shareholders who intend to attend the EGM in person are advised to pay attention to the aforesaid change of venue of the EGM.

By Order of the Board
XINHUA WINSHARE PUBLISHING AND MEDIA CO., LTD.*
Chairman
Zhou Qing

Sichuan, the PRC, 13 October 2025

As at the date of this announcement, the Board comprises (a) Mr. Zhou Qing, Mr. Liu Longzhang and Mr. Li Qiang as executive Directors; (b) Mr. Ke Jiming and Ms. Tan Ao as non-executive Directors; and (c) Mr. Lau Tsz Bun, Mr. Deng Fumin and Mr. Han Wenlong as independent non-executive Directors.

* For identification purposes only