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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)

RESIGNATION OF EXECUTIVE DIRECTOR AND GENERAL MANAGER

The board (the “**Board**”) of directors (the “**Directors**”) of Xinhua Winshare Publishing and Media Co., Ltd.* (the “**Company**”) announces that the Company received a resignation letter from Mr. Li Qiang (“**Mr. Li**”) on 10 February 2026. Mr. Li has tendered his resignation as an executive Director of the Company due to work adjustment and his other commitments which require more of his time, with effect from the date of this announcement. Mr. Li has also resigned his position as a member of the Strategy and Investment Planning Committee of the Board of the Company and the general manager of the Company at the same time.

Mr. Li confirmed that, as at the date of this announcement, he has no disagreement with the Board and the management of the Company, nor is there any matter in relation to his resignation as an executive Director of the Company and other positions that needs to be brought to the attention of The Stock Exchange of Hong Kong Limited and the shareholders of the Company.

The Board would like to take this opportunity to express its sincere gratitude to Mr. Li for his significant contribution to the development of the Company during his tenure of office in the Company.

By Order of the Board

XINHUA WINSHARE PUBLISHING AND MEDIA CO., LTD.*

Chairman

Zhou Qing

Sichuan, the PRC, 10 February 2026

As at the date of this announcement, the Board comprises (a) Mr. Zhou Qing and Mr. Liu Longzhang 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*