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**winshare** 文軒

## **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)**

### **PROPOSED APPOINTMENT OF EXECUTIVE DIRECTOR; AND APPOINTMENT OF GENERAL MANAGER BY THE BOARD**

Reference is made to the announcement of Xinhua Winshare Publishing and Media Co., Ltd.\* (the “**Company**”) dated 10 February 2026 in relation to the resignation of Mr. Li Qiang as an executive Director and the general manager.

### **PROPOSED APPOINTMENT OF EXECUTIVE DIRECTOR AND APPOINTMENT OF GENERAL MANAGER BY THE BOARD**

The board (the “**Board**”) of directors (the “**Directors**”) of the Company is pleased to announce that, based on the recommendation of substantial shareholders of the Company and the nomination committee (“**Nomination Committee**”) of the Company, and after deliberation of the Board on 10 February 2026, the Board proposed to appoint Mr. Li Kun (“**Mr. Li**”) as an executive Director of the Company. On the same day, the Board appointed Mr. Li as the general manager of the Company.

The biographical details of Mr. Li are set out as follows:

Mr. Li Kun, born in July 1971, is currently the deputy secretary of the party committee and a director of Sichuan Xinhua Publishing and Distribution Group Co., Ltd., and the deputy secretary of the party committee and general manager of the Company. From July 1993 to December 2022, he worked at Sichuan Daily Newspaper Group (the “**Group**”), where he successively served as its chief of the comprehensive management section of the finance department, and deputy director of the business development department; general manager of Sichuan Xin Wen Material Trading Co., Ltd.; director of the finance department of the Group; president and chairman of the editorial committee of Consumer Quality Press; director of the Group office (party committee office, security department), and assistant to the general manager, etc. He temporarily served as deputy general manager of West China Metropolis Daily, deputy chairman of the editorial committee and executive deputy general manager of West China Metropolis Daily. Since October 2012, he served as a member of the party committee and deputy general manager of Sichuan Daily Newspaper Group, and concurrently served as a supervisor of the Company from January 2011 to March 2015. Since December 2022, Mr. Li has been working at Sichuan Xinhua Publishing and Distribution Group Co., Ltd., where he successively served as a member of the party committee and deputy general manager, and deputy secretary of the party committee and a director of Sichuan Xinhua Publishing and Distribution Group Co., Ltd. Since February 2026, he has been serving as the deputy secretary of the party committee and the general manager of the Company. Mr. Li graduated from Southwestern University of Finance and Economics, majoring in accounting, and obtained a bachelor's degree in economics. He is also an accountant and a senior economist.

Save as disclosed above, Mr. Li has confirmed that (i) he does not hold any position in the Company or any other member of the Company; (ii) he did not hold any directorship in other listed companies for the past three years; (iii) he has no relationship with any directors, senior management, substantial or controlling shareholders of the Company; and (iv) he does not hold any interests in the shares of the Company within the meaning of Part XV of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong), and has not been penalised by the China Securities Regulatory Commission and other relevant authorities or disciplined by any stock exchanges.

Save as disclosed herein, the Company considers that there is no information to be disclosed, nor is/was Mr. Li involved in any matters required to be disclosed pursuant to any of the requirements under Rules 13.51(2)(h) to 13.51(2)(v) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Listing Rules**”), and that there are no other matters that need to be brought to the attention of the shareholders of the Company (the “**Shareholders**”). Mr. Li’s term of office as an executive Director of the Company shall commence from the date of his appointment being approved at the extraordinary general meeting of the Company until the date of re-election of the fifth session of the Board of the Company. Mr Li’s term of office as the general manager of the Company shall commence from 10 February 2026 until the date of re-election of the fifth session of the Board of the Company.

Upon the approval of his appointment, Mr. Li will enter into a service contract and other related contract(s) with the Company. Mr. Li will not receive director’s remuneration for his role as an executive Director. Mr. Li’s remuneration as the general manager of the Company will be implemented in accordance with the relevant remuneration management system, and will be disclosed in the annual report. Mr. Li does not have any previous service contracts entered into with the Company in relation to his appointment as an executive Director of the Company.

## **EXTRAORDINARY GENERAL MEETING**

An extraordinary general meeting will be convened to seek the Shareholders' approval for, among other things, the appointment of Mr. Li as an executive Director of the Company.

A circular containing, among other things, (i) the proposed appointment of Mr. Li as an executive Director of the Company; (ii) biographical details and other relevant information of Mr. Li; and (iii) a notice of the extraordinary general meeting, will be despatched to the Shareholders as soon as practicable.

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*