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WIN SHARE

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)

FURTHER ANNOUNCEMENT
CONNECTED TRANSACTION
ACQUISITION OF 97.95% EQUITY INTEREST IN SICHUAN CULTURE COMMUNICATION

Reference is made to the announcement of Xinhua Winshare Publishing and Media Co., Ltd.* (the "**Company**") dated 10 November 2015 (the "**Announcement**") in relation to the acquisition of 97.95% equity interest in Sichuan Culture Communication by the Company. Unless otherwise defined, capitalised terms used herein shall have the same meanings as defined in the Announcement.

This announcement is made by the Company pursuant to Rule 14A.68(5) of the Listing Rules.

The Board wishes to announce that, Sichuan Xinhua Publishing Group was one of the founding members of Sichuan Culture Communication with capital investment of RMB1,530,000 and holding 51% equity interest at its establishment. In May 2009, Sichuan Xinhua Publishing Group acquired 35% equity interest in Sichuan Culture Communication from other shareholders at an acquisition cost of RMB1,078,770 and made a capital injection of RMB11,400,000 to Sichuan Culture Communication. In March 2012, Sichuan Xinhua Publishing Group made a further capital injection of RMB6,123,700 to Sichuan Culture Communication, and as a result, Sichuan Culture Communication became owned as to 97.95% by Sichuan Xinhua Publishing Group.

By order of the Board
XINHUA WINSHARE PUBLISHING AND MEDIA CO., LTD.*
Gong Cimin
Chairman

Sichuan, the PRC, 13 November 2015

As at the date of this announcement, the Board comprises (a) Mr. Gong Cimin, Mr. Luo Long and Mr. Yang Miao as executive Directors; (b) Mr. Luo Jun, Mr. Zhang Peng and Mr. Zhao Junhuai as non-executive Directors; and (c) Mr. Han Liyan, Mr. Mak Wai Ho and Ms. Xiao Liping as independent non-executive Directors.

* *For identification purposes only*