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)

DELAY IN DESPATCH OF CIRCULAR IN RELATION TO RENEWAL OF CONTINUING CONNECTED TRANSACTION

Reference is made to the announcement (the "**Announcement**") of Xinhua Winshare Publishing and Media Co., Ltd.* (the "**Company**") dated 23 November 2015 in relation to, among other things, the Renewed Publications Purchase Agreement entered into between the Company and Winshare Online to renew the terms and conditions of the transactions contemplated thereunder between the Company and Winshare Online, which constitute a continuing connected transaction for the Company under the Listing Rules. Unless otherwise defined herein, capitalised terms used herein shall have the same meanings as those defined in the Announcement.

As stated in the Announcement, a circular (the "**Circular**") containing, among other things, (i) further details of the Renewed Publications Purchase Agreement and the transactions contemplated thereunder; (ii) the recommendation of the Independent Board Committee; and (iii) the advice of the independent financial adviser to the Independent Board Committee and Independent Shareholders and other information required by the Listing Rules will be despatched to the Shareholders as soon as practicable. As additional time is required to prepare and finalise the information for inclusion in the Circular, it is expected that the Circular cannot be despatched within 15 business days after the publication of the Announcement (i.e. on or before 14 December 2015). The expected date of despatch of the Circular will be postponed to a date falling on or before 28 December 2015.

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

Sichuan, the PRC, 14 December 2015

As at the date of this announcement, the Board comprises (a) Mr. Gong Cimin, Mr. Luo Yong 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*