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

Reference is made to 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 and the announcement of the Company dated 14 December 2015 in relation to the delay in despatch of Circular (collectively, the "**Announcements**"). Unless otherwise defined, capitalised terms used herein shall have the same meanings as those defined in the Announcements.

As disclosed in the Announcements, it was expected that the Circular will be despatched to the Shareholders on or before 28 December 2015. However, as additional time is required to prepare and finalise the information for inclusion in the Circular, the expected date of despatch of the Circular will be postponed to a date falling on or before 11 January 2016.

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

Sichuan, the PRC, 28 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*