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)

POLL RESULTS OF THE ANNUAL GENERAL MEETING HELD ON 17 MAY 2016

Reference is made to the 2015 annual results announcement of Xinhua Winshare Publishing and Media Co., Ltd.* (the "**Company**") dated 29 March 2016 (the "**Results Announcement**") and the notice of 2015 annual general meeting of the Company (the "**AGM Notice**") dated 1 April 2016. Unless the context otherwise requires, capitalized terms used herein shall have the same meanings as those defined in the AGM Notice.

The Board confirms that there are no false representations, misleading statements or material omission in this announcement, and they will individually and collectively accept responsibility for the truthfulness, accuracy and completeness of the contents herein.

2015 ANNUAL GENERAL MEETING

The 2015 annual general meeting of the Company (the "**AGM**") was held at Sichuan Xinhua International Hotel, No. 8 Guzhongshi Street, Chengdu, Sichuan, the People's Republic of China (the "**PRC**") at 9:30 a.m. on Tuesday, 17 May 2016. The convening of the AGM was in accordance with the Company Law of the PRC and the articles of association of the Company (the "**Articles of Association**").

As at the date of the AGM, the total number of issued shares of the Company (the "**Share(s)**") is 1,135,131,000 Shares, all of which entitle the holders to attend and vote for or against the resolutions put forward at the AGM (the "**AGM Resolutions**") based on their shareholdings. Shareholders holding an aggregate of 858,491,617 voting Shares, representing approximately 75.62930% of the total number of issued Shares, attended the AGM either in person or by proxy. No shareholder was required to abstain from voting on any of the AGM Resolutions. There was no Share entitling the holder to attend and vote only against the AGM Resolutions. All the AGM Resolutions at the AGM were put to vote by way of poll. Computershare Hong Kong Investor Services Limited, the Company's H share registrar in Hong Kong, was appointed as the scrutineer for the purpose of vote-taking of the poll at the AGM.

The poll results in respect of the AGM Resolutions were as follows:

ORDINARY RESOLUTIONS		NO. OF VOTES (%)	
		FOR	AGAINST
1.	To consider and approve the report of the Board of the Company for the year ended 31 December 2015.	848,588,617 98.86155%	9,772,000 1.13845%
As more than 50% of the votes were cast in favour of the resolution, the resolution was duly passed as an ordinary resolution.			
2.	To consider and approve the report of the supervisory committee of the Company for the year ended 31 December 2015.	848,588,617 98.86155%	9,772,000 1.13845%
As more than 50% of the votes were cast in favour of the resolution, the resolution was duly passed as an ordinary resolution.			
3.	To consider and approve the audited financial statements and the report of the independent auditors of the Company for the year ended 31 December 2015.	848,588,617 98.86155%	9,772,000 1.13845%
As more than 50% of the votes were cast in favour of the resolution, the resolution was duly passed as an ordinary resolution.			
4.	To consider and approve the re-appointment of Deloitte Touche Tohmatsu and Deloitte Touche Tohmatsu CPA Ltd. (special general partnership) as the international and PRC auditors of the Company for the year 2016 respectively with a term from after the AGM and ending at the conclusion of the next annual general meeting of the Company, and to authorise the Board to fix their remunerations.	847,853,617 98.76085%	10,638,000 1.23915%
As more than 50% of the votes were cast in favour of the resolution, the resolution was duly passed as an ordinary resolution.			

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

Sichuan, the PRC, 17 May 2016

As at the date of this announcement, the Board comprises (a) Mr. He Zhiyong, 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. Chan Yuk Tong and Ms. Xiao Liping as independent non-executive Directors.

* *For identification purposes only*