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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)

**(I) POLL RESULTS OF THE EXTRAORDINARY GENERAL MEETING
HELD ON 11 MARCH 2026;
(II) CHANGE OF MEMBER OF THE BOARD; AND
(III) CHANGE OF MEMBER OF BOARD COMMITTEES**

References are made to (i) the announcement dated 10 February 2026 in relation to, among other things, the proposed appointment of executive Director; and (ii) the circular dated 12 February 2026 (the “**Circular**”) in relation to, among other things, the proposed appointment of executive Director and the notice of extraordinary general meeting of Xinhua Winshare Publishing and Media Co., Ltd.* (the “**Company**”). Unless the context otherwise requires, capitalized terms used in this announcement shall have the same meaning as those defined in the Circular.

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

I. POLL RESULTS OF EGM

The extraordinary general meeting (the “**EGM**”) of the Company was held at Xinhua Star Tower A, No. 238 Sanshe Road, Jinjiang District, Chengdu, Sichuan, the PRC at 9:30 a.m. on Wednesday, 11 March 2026.

Shareholders holding a total of 1,233,841,000 Shares, representing 100% of the total issued share capital of the Company, were entitled to attend and vote on the resolution proposed at the EGM (the “**EGM Resolution**”). There were no restrictions on any Shareholder casting votes on the EGM Resolution at the EGM. No Shareholder was required to abstain from voting on the EGM Resolution. There was no Share entitling the holder to attend and vote only against the EGM Resolution.

Shareholders and proxies who attended the EGM held a total of 914,458,369 Shares carrying voting rights of the Company, representing 74.114766% of the total number of Shares carrying voting rights of the Company. The EGM Resolution was put to vote by way of poll. On-site voting and online voting (for A Shares only) were both adopted at the EGM. The voting was in compliance with the relevant requirements of the Company Law of the People's Republic of China and the Articles of Association.

| | |
|--|-------------|
| 1. Number of Shareholders (including their proxies) who attended the EGM | 246 |
| Of which: Number of A Shareholders (including their proxies) | 245 |
| Number of H Shareholders (including their proxies) | 1 |
| 2. Total number of Shares carrying voting rights held by Shareholders (including their proxies) who attended the EGM (shares) | 914,458,369 |
| Of which: Total number of Shares carrying voting rights held by A Shareholders (including their proxies) (shares) | 688,692,325 |
| Total number of Shares carrying voting rights held by H Shareholders (including their proxies) (shares) | 225,766,044 |
| 3. Percentage of the number of Shares carrying voting rights held by Shareholders (including their proxies) who attended the EGM relative to the total number of Shares carrying voting rights of the Company (%) | 74.114766 |
| Of which: Percentage of the Shares held by A Shareholders (including their proxies) relative to the total number of Shares (%) | 55.816943 |
| Percentage of the Shares held by H Shareholders (including their proxies) relative to the total number of Shares (%) | 18.297823 |

Note: Shareholders who attended the EGM include Shareholders attending the on-site meeting and A Shareholders attending the meeting through online voting.

The EGM was chaired by Mr. Zhou Qing, the Chairman of the Company. 6 out of the existing 7 Directors of the Company attended the EGM, while Director Ms. Tan Ao was unable to attend the EGM due to other business commitments. The secretary of the Board and certain members of senior management of the Company also attended the EGM.

The poll results in respect of the EGM Resolution passed at the EGM were as follows:

| Ordinary resolution | Category of Shareholders | Voting rights of all Shareholders who attended | For | | Against | | Abstain | |
|---|--------------------------|--|------------------------|----------------|------------------------|----------------|------------------------|----------------|
| | | Number of Shares represented | Number of Shares voted | Percentage (%) | Number of Shares voted | Percentage (%) | Number of Shares voted | Percentage (%) |
| 1. To consider and approve the election of Mr. Li Kun as an executive Director of the Company for a term commencing from the date of approval of his appointment at the EGM until the date of re-election of the fifth session of the Board of the Company. | A Shareholders | 688,692,325 | 687,806,525 | 99.871379 | 809,500 | 0.117542 | 76,300 | 0.011079 |
| | H Shareholders | 225,766,044 | 224,355,603 | 99.375264 | 1,410,441 | 0.624736 | 0 | 0.000000 |
| | Total | 914,458,369 | 912,162,128 | 99.748896 | 2,219,941 | 0.242760 | 76,300 | 0.008344 |
| As more than 50% of the votes were cast in favor of the resolution, the resolution was duly passed as an ordinary resolution. | | | | | | | | |

Computershare Hong Kong Investor Services Limited, the Company's H Share Registrar, in conjunction with Beijing Guantao (Chengdu) Law Firm, the Company's PRC legal adviser, acted as scrutineers for the vote-taking at the EGM.

II. CHANGE OF MEMBER OF THE BOARD

At the EGM, the above ordinary resolution numbered 1 was duly passed. Accordingly, Mr. Li Kun ("Mr. Li") was formally elected by the Shareholders as an executive Director of the Company. The term of office of Mr. Li shall commence immediately after the conclusion of the EGM until the date of re-election of the fifth session of the Board of the Company. Mr. Li has entered into a director service contract with the Company. Mr. Li will not receive any director's remuneration for serving 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. The biographical details of Mr. Li are set out as follows:

Mr. Li Kun, aged 54, 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, executive Director 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, and since March 2026, he has been serving as an executive Director 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 SFO, and has not been penalized by the CSRC 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 Listing Rules, and that there are no other matters that need to be brought to the attention of the Shareholders.

III. CHANGE OF MEMBER OF BOARD COMMITTEES

The Board is pleased to announce that, after the above-mentioned change to the member of the Board, the positions held by each Board member in the Board committees are set out in the table below:

| Directors \ Committees | Strategy and Investment Planning Committee | Nomination Committee | Remuneration and Review Committee | Audit Committee |
|--------------------------------------|---|-----------------------------|--|------------------------|
| Mr. Zhou Qing | Chairman | | | |
| Mr. Liu Longzhang | | | Member | |
| Mr. Li Kun | Member | | | |
| Mr. Ke Jiming | | | | Member |
| Ms. Tan Ao | | Member | | |
| Mr. Lau Tsz Bun | | | Member | Chairman |
| Mr. Deng Fumin | | Chairman | | Member |
| Mr. Han Wenlong | | Member | Chairman | |

By Order of the Board
XINHUA WINSHARE PUBLISHING AND MEDIA CO., LTD.*
Chairman
Zhou Qing

Sichuan, the PRC, 11 March 2026

As at the date of this announcement, the Board comprises (a) Mr. Zhou Qing, Mr. Liu Longzhang and Mr. Li Kun 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