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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)

VOLUNTARY ANNOUNCEMENT COMPLETION OF THE FREE TRANSFER OF STATE-OWNED EQUITY INTEREST BY THE CONTROLLING SHAREHOLDER

This announcement is made by the Board on a voluntary basis.

Reference is made to the announcement by Xinhua Winshare Publishing and Media Co., Ltd.* (the “**Company**”) dated 14 June 2024 (the “**Announcement**”) in relation to matters relating to the free transfer of state-owned equity interest by the controlling shareholder. Unless the context otherwise requires, capitalized terms used herein shall have the same meanings as those defined in the Announcement.

The Company was notified by the controlling shareholder Sichuan Xinhua Publishing and Distribution Group and Sichuan Cultural Investment Group on 25 December 2024 that the free transfer was completed on 24 December 2024.

The following table sets forth a summary of the shareholding structure of the Company as of the date of this announcement:

Class of shares/Name of shareholder	Number of shares	Approximate percentage of the total issued share capital of the Company (Note 3)
A Shares	791,903,900	64.1820%
Including		
(i) Sichuan Xinhua Publishing and Distribution Group	400,843,465	32.4874%
(ii) Sichuan Cultural Investment Group	222,539,005	18.0363%
(iii) Other shareholders of the Company	168,521,430	13.6583%

Class of shares/Name of shareholder	Number of shares	Approximate percentage of the total issued share capital of the Company (Note 3)
H Shares	441,937,100	35.8180%
Including		
(i) Sichuan Xinhua Publishing and Distribution Group (Note 1)	90,780,000	7.3575%
(ii) Sichuan Cultural Investment Group (Note 2)	6,396,000	0.5184%
(iii) Other shareholders of the Company	344,761,100	27.9421%
Total issued shares	<u>1,233,841,000</u>	<u>100%</u>

Notes:

1. A total of 90,780,000 H Shares of the Company are held by Sichuan Xinhua Publishing and Distribution Group, directly and through its subsidiary.
2. 6,396,000 H Shares of the Company are held by Sichuan Cultural Investment Group through its subsidiary.
3. The approximate percentage of the total issued share capital of the Company is calculated based on the 1,233,841,000 shares issued by the Company as at the date of this announcement, and any discrepancies are due to rounding.

Shareholders and investors are reminded to exercise caution in dealing in the shares of the Company.

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

Sichuan, the PRC, 25 December 2024

As at the date of this announcement, the Board comprises (a) Mr. Zhou Qing, Mr. Liu Longzhang and Mr. Li Qiang as executive Directors; (b) Mr. Dai Weidong, 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*