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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)

FULL IMPLEMENTATION OF THE SPECIAL CAMPAIGN NAMED “ENHANCING QUALITY, INCREASING EFFICIENCY AND EMPHASIZING RETURNS” AND THE PROPOSAL OF THE CASH DIVIDEND DISTRIBUTION FOR THE YEAR 2024 BY THE CONTROLLING SHAREHOLDER

This announcement is made by Xinhua Winshare Publishing and Media Co., Ltd.* (the “**Company**”) on a voluntary basis. This announcement is also published in accordance with Rule 13.10B of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited as the content of it is published on the Shanghai Stock Exchange.

The Company received a letter of “Proposal for Cash Dividend for the Year 2024” from Sichuan Xinhua Publishing and Distribution Group Co., Ltd. (the “**Sichuan Xinhua Publishing and Distribution Group**”), the controlling shareholder of the Company, on 22 January 2025, particulars of which are hereby announced as follows.

Based on the confidence in the Company’s future development prospects, with a view to promote the Company’s active response to the new “National Nine Articles” and the implementation of the special campaign named “Enhancing Quality, Increasing Efficiency and Emphasizing Returns”, to effectively safeguard the interests of investors, and to promote a reasonable return of the Company’s intrinsic value, Sichuan Xinhua Publishing and Distribution Group proposed to distribute a cash dividend of RMB4.1 (tax inclusive) per 10 shares to all shareholders on the basis of the total share capital registered as at the record date for the distribution of dividend for the year 2024 by the Company.

Sichuan Xinhua Publishing and Distribution Group suggested that the Company, based on this, should prepare a proposed plan for profit distribution for the year 2024 to be submitted to the board of directors (the “**Board**”) of the Company and the general meeting for consideration. Sichuan Xinhua Publishing and Distribution Group has undertaken to vote in favor of the resolution when it is considered at the relevant meeting.

On the premise of complying with the relevant laws and regulations and the profit distribution policy set out in the Articles of Association, the Company will continue to maintain continuous and stable dividend distribution, earnestly implement the Listed Companies Regulatory Guidance No. 10 – Market Value Management, and actively carry out market value management, continue to safeguard the interests of its investors so as to allow them to share the achievements of the Company’s quality development. The specific proposed profit distribution plan is subject to the consideration and approval of the Board and the general meeting of the Company for implementation, which is subject to uncertainties.

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, 22 January 2025

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*