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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)

NOTICE OF BOARD MEETING

The board (the “**Board**”) of directors (the “**Director(s)**”) of Xinhua Winshare Publishing and Media Co., Ltd.* (the “**Company**”) hereby announces that a meeting of the Board will be held on Thursday, 29 August 2019 at 10 a.m. at Sichuan Xinhua International Hotel, No. 8 Guzhongshi Street, Chengdu, Sichuan, the People's Republic of China (the “**PRC**”) for the purposes of, among other matters, considering and approving the unaudited interim results of the Company and its subsidiaries for the six months ended 30 June 2019 and its publication and considering the recommendation on payment of an interim dividend, if any.

By Order of the Board

XINHUA WINSHARE PUBLISHING AND MEDIA CO., LTD.*

He Zhiyong

Chairman

Sichuan, the PRC, 14 August 2019

As at the date of this notice, the Board comprises (a) Mr. He Zhiyong, Mr. Chen Yunhua and Mr. Yang Miao as executive Directors; (b) Mr. Luo Jun, Mr. Zhang Peng and Mr. Han Xiaoming as non-executive Directors; and (c) Mr. Chan Yuk Tong, and Ms. Xiao Liping and Mr. Fang Bingxi as independent non-executive Directors.

* *For identification purposes only*