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winshare 文軒

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)

2025 INTERIM RESULTS ANNOUNCEMENT

The board (the “**Board**”) of directors (the “**Director(s)**”) of Xinhua Winshare Publishing and Media Co., Ltd.* (新華文軒出版傳媒股份有限公司) (the “**Company**”) is pleased to announce the unaudited consolidated results of the Company and its subsidiaries (collectively the “**Group**”) for the six months ended 30 June 2025 (the “**Period**” or “**Current Period**”) prepared in accordance with the relevant requirements of the Rules Governing the Listing of Securities (the “**Listing Rules**”) on The Stock Exchange of Hong Kong Limited (the “**Stock Exchange**”), together with the comparative figures for the corresponding period of 2024 (the “**Same Period of Last Year**”).

CONSOLIDATED BALANCE SHEET

As at 30 June 2025

		<i>RMB</i>	
Item	Notes	30 June 2025 (Unaudited)	31 December 2024 (Audited)
Assets			
Current Assets:			
Cash and bank balances	5	9,218,486,224.10	9,179,678,124.68
Held-for-trading financial assets		38,588.12	60,122.67
Notes receivable		–	933,791.30
Accounts receivable	6	1,715,621,727.96	1,526,810,256.53
Financing receivables		12,315,749.24	15,232,141.87
Prepayments		92,211,362.91	64,815,102.00
Other receivables		272,642,132.02	261,437,606.97
Including: Dividends receivable		83,852,000.00	1,578,000.00
Inventories	7	2,403,626,591.70	2,422,588,723.48
Contract assets		11,176,898.51	5,584,567.76
Non-current assets due within one year		37,129,860.39	49,263,308.47
Other current assets		68,714,312.00	77,116,925.26
Total Current Assets		13,831,963,446.95	13,603,520,670.99

Item	Notes	30 June 2025 (Unaudited)	31 December 2024 (Audited)
Non-current Assets:			
Long-term receivables	8	25,181,655.22	39,192,878.89
Long-term equity investments	9	821,556,725.57	806,322,100.70
Other equity instrument investment	10	2,459,666,593.81	2,284,471,141.07
Other non-current financial assets	11	444,476,195.46	422,828,090.06
Investment properties		76,819,420.73	76,601,687.11
Fixed assets	12	2,323,313,702.84	2,359,715,499.52
Construction in progress		82,938,607.52	73,670,872.15
Right-of-use assets		366,181,153.81	234,572,966.34
Intangible assets		320,569,759.43	336,018,285.26
Development cost		6,575,706.77	3,745,447.13
Goodwill	13	622,652,907.24	622,652,907.24
Long-term prepaid expenses		26,651,544.00	26,459,764.43
Deferred income tax assets		7,216,320.41	7,215,301.85
Other non-current assets		2,146,523,233.04	2,001,715,747.53
Total Non-current Assets		9,730,323,525.85	9,295,182,689.28
TOTAL ASSETS		23,562,286,972.80	22,898,703,360.27
Liabilities and shareholders' equity			
Current Liabilities:			
Short-term borrowings		10,000,000.00	10,000,000.00
Notes payable		73,800.00	4,486,667.50
Accounts payable	14	5,473,912,834.32	5,453,032,475.59
Advance receipts		1,912,069.75	1,662,994.41
Contract liabilities	15	584,451,858.75	603,867,865.69
Employee benefits payable		738,665,959.09	908,819,864.44
Taxes payable		24,939,247.31	42,024,302.50
Other payables	16	480,994,484.41	308,454,407.85
Including: Dividends payable		181,194,211.00	–
Non-current liabilities due within one year		82,030,271.59	76,862,500.83
Other current liabilities		161,944,221.76	184,325,801.95
Total Current Liabilities		7,558,924,746.98	7,593,536,880.76

Item	<i>Notes</i>	30 June 2025 (Unaudited)	31 December 2024 (Audited)
Non-current Liabilities:			
Lease liabilities		304,897,700.10	179,938,995.53
Deferred income		54,214,950.11	53,436,961.20
Deferred income tax liabilities		67,514,586.46	64,861,474.37
Total Non-current Liabilities		<u>426,627,236.67</u>	<u>298,237,431.10</u>
TOTAL LIABILITIES		<u>7,985,551,983.65</u>	<u>7,891,774,311.86</u>
Shareholders' Equity:			
Share capital	17	1,233,841,000.00	1,233,841,000.00
Capital reserve		2,524,643,969.45	2,524,643,969.45
Other comprehensive income	25	2,031,229,172.65	1,855,336,515.47
Surplus reserve		1,431,148,312.43	1,431,148,312.43
Undistributed profits	18	7,911,908,935.00	7,561,485,821.67
Total Shareholder's Equity Attributable to the Parent Company		<u>15,132,771,389.53</u>	<u>14,606,455,619.02</u>
Non-controlling Interests		<u>443,963,599.62</u>	<u>400,473,429.39</u>
TOTAL SHAREHOLDERS' EQUITY		<u>15,576,734,989.15</u>	<u>15,006,929,048.41</u>
TOTAL LIABILITIES AND SHAREHOLDERS' EQUITY		<u>23,562,286,972.80</u>	<u>22,898,703,360.27</u>

CONSOLIDATED INCOME STATEMENT

For the six months ended 30 June 2025

RMB

Item	Notes	For the period from 1 January to 30 June 2025 (Unaudited)	For the period from 1 January to 30 June 2024 (Unaudited)
I. Operating income	19	5,527,429,426.93	5,787,816,275.71
Less: Operating costs	19	3,368,865,598.71	3,562,042,236.10
Taxes and surcharges		24,256,777.88	25,551,756.04
Selling expenses		698,894,015.13	715,635,380.70
Administrative expenses		748,557,863.43	749,109,877.40
Research and development expenditure		14,110,458.81	9,364,568.90
Finance expenses		(69,213,459.70)	(85,134,627.74)
Including: Interest expense		7,772,317.93	6,676,754.64
Interest income		77,881,033.30	96,383,472.12
Add: Other income		48,168,005.53	30,047,532.36
Investment income	20	102,176,132.12	122,750,749.47
Including: Income from investments in associates and joint ventures		18,119,131.91	9,268,834.02
Gains (losses) from changes in fair values	22	10,859,065.07	(36,709,633.98)
Gains (losses) on credit impairment	23	48,695,138.39	(46,035,808.57)
Impairment gains (losses) of assets Gains (losses) from disposal of assets		(41,270,639.32)	(21,027,688.19)
of assets		(174,288.09)	1,128,329.57
II. Operating profit		910,411,586.37	861,400,564.97
Add: Non-operating income		2,923,519.65	1,050,289.04
Less: Non-operating expenses		5,862,111.54	14,181,642.72
III. Total profit		907,472,994.48	848,269,211.29
Less: Income tax expenses	24	7,438,067.33	95,920,622.56

Item	<i>Notes</i>	For the period from 1 January to 30 June 2025 (Unaudited)	For the period from 1 January to 30 June 2024 (Unaudited)
IV. Net profit		900,034,927.15	752,348,588.73
(I) Categorized by the nature of continuing operation:			
1. Net profit from continuing operations		900,034,927.15	752,348,588.73
(II) Categorized by ownership:			
1. Net profit attributable to shareholders of the parent company		856,544,756.92	715,785,632.02
2. Profit or loss attributable to non-controlling interests		43,490,170.23	36,562,956.71
V. Other comprehensive income, net of tax	<i>25</i>	175,645,823.59	264,840,893.92
(I) Other comprehensive income attributable to shareholders of the parent company, net of tax	<i>25</i>	175,645,823.59	264,840,893.92
1. Other comprehensive income not reclassified to profit or loss	<i>25</i>	175,645,823.59	264,840,893.92
(1) Changes in other equity instrument investment at fair value		175,645,823.59	264,840,893.92
VI. Total comprehensive income		1,075,680,750.74	1,017,189,482.65
(I) Total comprehensive income attributable to shareholders of the parent company		1,032,190,580.51	980,626,525.94
(II) Total comprehensive income attributable to non-controlling shareholders		43,490,170.23	36,562,956.71
VII. Earnings per share:			
(I) Basic earnings per share (RMB/share)		0.69	0.58
(II) Diluted earnings per share (RMB/share)		0.69	0.58

CONSOLIDATED CASH FLOW STATEMENT

For the six months ended 30 June 2025

RMB

Item	For the period from 1 January to 30 June 2025 (Unaudited)	For the period from 1 January to 30 June 2024 (Unaudited)
I. Cash Flows from Operating Activities:		
Cash receipts from the sale of goods and the rendering of services	5,643,552,191.71	5,651,423,761.49
Receipts of tax refunds	130,410,433.07	345,661.34
Other cash receipts relating to operating activities	92,977,338.71	124,546,020.34
Sub-total of cash inflows from operating activities	5,866,939,963.49	5,776,315,443.17
Cash payments for goods purchased and services received	3,590,126,575.09	3,573,152,395.16
Cash payments to and on behalf of employees	1,194,072,523.09	1,207,126,877.24
Payments of various types of taxes	88,806,329.48	152,493,658.24
Other cash payments relating to operating activities	373,204,642.79	463,705,155.43
Sub-total of cash outflows from operating activities	5,246,210,070.45	5,396,478,086.07
Net Cash Flow from Operating Activities	620,729,893.04	379,837,357.10
II. Cash Flows from Investing Activities:		
Cash receipts from recovery of investments	29,237,196.19	913,990.81
Cash receipts from investment income	9,885,092.44	36,052,500.00
Net cash receipts from disposals of fixed assets, intangible assets and other long-term assets	4,868,546.63	1,984,932.52
Other cash receipts relating to investing activities	60,000,000.00	300,000,000.00
Sub-total of cash inflows from investing activities	103,990,835.26	338,951,423.33
Cash payments to acquire or construct fixed assets, intangible assets and other long-term assets	58,510,167.00	51,536,468.46
Cash payments to acquire investments	50,132,664.02	211,558,436.79
Other cash payments relating to investing activities	748,741,826.49	810,000,000.00
Sub-total of cash outflows from investing activities	857,384,657.51	1,073,094,905.25
Net Cash Flow from Investing Activities	(753,393,822.25)	(734,143,481.92)

Item	For the period from 1 January to 30 June 2025 (Unaudited)	For the period from 1 January to 30 June 2024 (Unaudited)
III. Cash Flows from Financing Activities:		
Cash payments for distribution of dividends, profit or settlement of interest expenses	324,851,098.98	539,028,314.99
Other cash payments relating to financing activities	52,767,334.80	40,143,238.36
Sub-total of cash outflows from financing activities	377,618,433.78	579,171,553.35
Net Cash Flow from Financing Activities	(377,618,433.78)	(579,171,553.35)
IV. Net Increase (Decrease) in Cash and Cash Equivalents		
Add: Opening balance of cash and cash equivalents	(510,282,362.99)	(933,477,678.17)
	8,962,582,856.29	9,078,342,824.79
V. Closing Balance of Cash and Cash Equivalents	8,452,300,493.30	8,144,865,146.62

NOTES TO THE CONSOLIDATED FINANCIAL STATEMENTS

FOR THE SIX MONTHS ENDED 30 JUNE 2025

1. BASIC INFORMATION ABOUT THE COMPANY

The Company was registered at Sichuan Administration for Industry and Commerce on 11 June 2005 with the share capital of RMB733,370,000.00.

The Company publicly offered 401,761,000 shares of overseas listed foreign shares (“**H Shares**”) (including over-allotment) in Hong Kong and was listed on the Stock Exchange on 30 May 2007. Upon completion of issuance, the share capital of the Company was changed to RMB1,135,131,000.00.

As approved by Reply on Approval of IPO of Xinhua Winshare Publishing and Media Co., Ltd. (Zheng Jian Xu Ke [2016] No.1544) issued by China Securities Regulatory Commission, the Company publicly offered 98,710,000 shares of RMB ordinary share (“**A Shares**”) to the public on 8 August 2016 and was listed on the Shanghai Stock Exchange. Upon the completion of IPO, the share capital of the Company was changed to RMB1,233,841,000.00.

The legal representative of the Company is Mr. Zhou Qing. The registered address of the Company is Unit 1, Block 1, No. 238, Sanshe Road, Jinjiang District, Chengdu, Sichuan Province. The headquarters of the Company is located at Unit 1, Block 1, No. 238, Sanshe Road, Jinjiang District, Chengdu, Sichuan Province.

The Group is actually engaged in: sales of books, newspapers, journals, electronic publications; wholesale of audio-visual products (for exclusive purpose of chain store); manufacture of electronic publications and audiovisual products; production of audio tapes, video tapes; logistics; printing of publications, printed matters of package and decoration and other print matters; plate-leased printing and supply of textbooks; investments in publications and assets management; leasing of properties; business services; wholesale and retail of goods; import and export business; education ancillary services; and catering business.

The parent company of the Company is Sichuan Xinhua Publishing and Distribution Group Co., Ltd. (“**Xinhua Publishing and Distribution Group**”). The Company is ultimately and de facto controlled by the State-owned Assets Supervision and Administration Commission of Sichuan Province.

2. BASIS OF PREPARATION OF FINANCIAL STATEMENTS

Basis of preparation

The Group has adopted the Accounting Standards for Business Enterprises and relevant regulations issued by the Ministry of Finance. In addition, the Group has disclosed relevant financial information in accordance with Information Disclosure and Presentation Rules for Companies Offering Securities to the Public No. 15 – General Provisions on Financial Reporting (Revised in 2023), Hong Kong Companies Ordinance and Listing Rules.

Going concern

The Group assessed its ability to continue as a going concern for the 12 months subsequent to 30 June 2025, and found no events or circumstances that may cast significant doubts upon it. Hence the financial statements have been prepared on a going concern basis.

3. TAX INCENTIVES AND OFFICIAL APPROVALS

Enterprise income tax

In accordance with the Announcement on Tax Policies for the Transformation of Operating Cultural Institutions into Enterprises of Cultural System Reform (Announcement of the Ministry of Finance, State Administration of Taxation and Publicity Department No. 20 of 2024) issued by the Ministry of Finance, State Administration of Taxation and Publicity Department of the Communist Party of China (“**Publicity Department**”), the Company and its subsidiaries, Beijing Shuchuan Xinhua Bookstore Book Distribution Co., Ltd., Sichuan Xinhua Online Network Co., Ltd., Sichuan Winshare Cultural Communication Co., Ltd. and the Company’s fourteen publishing units enjoyed enterprise income tax exemption from the registration date of transformation until 31 December 2027.

In accordance with the Notice on the Continuous Implementation of Several Tax Policies for the Transformation of Operating Cultural Institutions into Enterprises of Cultural System Reform (Announcement of the Ministry of Finance, State Administration of Taxation and Publicity Department No. 71 of 2023), the Announcement on the List of the First Batch of State-transformed Cultural Enterprises (Liang Cai Fa Shui [2021] No. 4) and the Announcement on Tax Policies for the Transformation of Operating Cultural Institutions into Enterprises of Cultural System Reform (Announcement of the Ministry of Finance, State Administration of Taxation and Publicity Department No. 20 of 2024) issued by the Ministry of Finance, State Administration of Taxation and Publicity Department, Liangshanzhou Xinhua Bookstore Co., Ltd. (“**Liangshanzhou Xinhua Bookstore**”), a subsidiary of the Company, was entitled to the enterprise income tax exemption policy from 1 January 2021 to 31 December 2027.

In accordance with the Announcement on Renewing the Enterprise Income Tax Policy for Great Western Development (Announcement of the Ministry of Finance, State Administration of Taxation and National Development and Reform Commission No. 23 of 2020) issued by the Ministry of Finance, the State Administration of Taxation, and the National Development and Reform Commission, the Company and some of its subsidiaries were included in encouraged industries in Western China, which were subject to enterprise income tax calculated at the rate of 15% of the assessable income.

Value-added tax

Pursuant to Notice on Renewing the Implementation of Promoting Cultural Value-added Tax Preferential Policies (Announcement of Ministry of Finance and the State Administration of Taxation No. 60 of 2023) issued by the Ministry of Finance and the State Administration of Taxation, for the period from 1 January 2024 to 31 December 2027, the Group’s publications of newspapers and journals published for children and the elderly, textbooks for students in primary and secondary schools and publications for ethnic minorities were entitled to preferential policy of 100% reimbursement of value-added tax during publishing phase; apart from the above publications that were entitled to preferential policy of 100% reimbursement of value-added tax, other publications such as books, journals, audio-visual products and electronic publications were entitled to preferential policy of 50% reimbursement of value-added tax during publishing phase; and the book wholesale and retail business was entitled to exemption from value-added tax.

4. CHANGES IN SIGNIFICANT ACCOUNTING POLICIES

During the six months ended 30 June 2025, the Group had no changes in significant accounting policies and accounting estimates.

5. CASH AND BANK BALANCES

RMB

Item	30 June 2025 (Unaudited)			31 December 2024 (Audited)		
	Amounts of the original currencies	Exchange rate	Amount in RMB	Amounts of the original currencies	Exchange rate	Amount in RMB
Cash on hand:						
RMB	99,147.05	1.0000	99,147.05	202,669.04	1.0000	202,669.04
Bank balances:						
RMB (Note 1)	9,182,126,351.24	1.0000	9,182,126,351.24	9,133,000,046.19	1.0000	9,133,000,046.19
USD	19,578.05	7.1586	140,151.43	19,573.09	7.1884	140,699.20
EUR	–	–	–	68.69	7.5257	516.94
HKD	73,148.14	0.9119	66,707.45	73,144.44	0.9260	67,734.67
Other currency funds:						
RMB (Note 2)	36,053,866.93	1.0000	36,053,866.93	46,266,458.64	1.0000	46,266,458.64
Total			9,218,486,224.10			9,179,678,124.68

Note 1: On 30 June 2025, the bank balances include 3-month above time deposits amounting to RMB6,260,239,136.98 (31 December 2024: RMB4,874,193,671.25). The management held the term deposits for the Period with the intention of flexible arrangement of funds and withdrew funds at any time depending on the capital needs. The bank balances include time deposits with a term exceeding 3 months and maturing within 1 year, which the management intended to hold to maturity with a principal of RMB685,000,000.00, and accrued interest calculated based on the effective interest rate method of RMB49,973,316.30.

Note 2: On 30 June 2025, other currency funds include the balances with Alipay App account, WeChat App account, E-commerce platform online store account and securities account of RMB4,841,452.43 (31 December 2024: RMB6,066,712.58), and restricted currency funds of RMB31,212,414.50 (31 December 2024: RMB40,199,746.06). At the end of the Period, the Group's cash and bank balances with restricted ownership consist of (1) security deposit for the issuance of bank acceptance bills of RMB22,140.00; (2) security deposit placed in bank for the issuance of guarantee letter of RMB3,804,229.95; (3) security deposit for travel service quality of Sichuan Winshare Xingzhi Study Tour Travel Agency Co., Ltd., a subsidiary of the Company, of RMB1,100,000.00; (4) special fund for housing reform and housing repair of RMB25,069,760.55; and (5) bank deposits frozen as a result of the litigation of the Company of RMB1,216,284.00.

6. ACCOUNTS RECEIVABLE

(1) Disclosure by aging

	<i>RMB</i>	
Aging	Carrying balance as at 30 June 2025 (Unaudited)	Carrying balance as at 31 December 2024 (Audited)
Within 1 year	1,475,306,976.10	1,322,268,524.78
More than 1 year but not exceeding 2 years	307,542,172.25	340,665,693.99
More than 2 years but not exceeding 3 years	185,568,599.64	300,967,987.68
More than 3 years	565,865,196.65	425,031,451.14
Subtotal	2,534,282,944.64	2,388,933,657.59
Less: Provision for credit loss	818,661,216.68	862,123,401.06
Total	1,715,621,727.96	1,526,810,256.53

The aging analysis of accounts receivable above is based on the date on which the customer gains control over the relevant goods or services.

(2) Disclosure by provision method of credit loss*RMB*

Category	30 June 2025 (unaudited)				31 December 2024 (audited)				
	Carrying amount		Credit loss provision		Carrying amount		Credit loss provision		
	Amount	Percentage (%)	Amount	Provision percentage (%)	Amount	Percentage (%)	Amount	Provision percentage (%)	
Provision for credit loss on an individual basis	463,496,392.12	18.29	241,874,624.96	52.18	460,346,993.09	19.27	242,157,920.27	52.60	218,189,072.82
Provision for credit loss on a collective basis	2,070,786,552.52	81.71	576,786,591.72	27.85	1,928,586,664.50	80.73	619,965,480.79	32.15	1,308,621,183.71
Total	2,534,282,944.64	100.00	818,661,216.68		2,388,933,657.59	100.00	862,123,401.06		1,526,810,256.53

Provision for credit loss on an individual basis*RMB*

Name of entity	30 June 2025 (unaudited)				31 December 2024 (audited)			
	Carrying balance	Provision for credit loss	Provision percentage (%)	Reason for provision	Carrying amount	Provision percentage (%)	Amount	Reason for provision
Customer A	136,915,740.31	123,421,945.66	90.14	Poor solvency				
Customer D	79,297,275.50	10,633,764.64	13.41	Slow recovery speed				
Others	247,283,376.31	107,818,914.66	43.60	Slow recovery speed, etc.				
Total	463,496,392.12	241,874,624.96	52.18					

Provision for credit loss on a collective basis

As part of the Group's credit risk management, the Group uses an impairment matrix to determine the expected credit losses of accounts receivable formed by various businesses based on the aging of accounts receivable. These businesses involve a large number of small customers with the same risk characteristics, and the aging information can reflect the solvency of such customers as the accounts receivable fall due.

RMB

	30 June 2025 (unaudited)			
Aging	Carrying balance	Provision for credit loss	Provision percentage (%)	Carrying value
Within 1 year	1,414,879,690.62	97,640,401.42	6.90	1,317,239,289.20
More than 1 year but not exceeding 2 years	256,500,895.17	97,916,827.57	38.17	158,584,067.60
More than 2 years but not exceeding 3 years	123,294,487.35	108,693,480.70	88.16	14,601,006.65
More than 3 years	276,111,479.38	272,535,882.03	98.71	3,575,597.35
Total	2,070,786,552.52	576,786,591.72	27.85	1,493,999,960.80

(3) Credit loss provision made or reversed in the Period

The credit loss provision made for the Current Period was RMB11,555,826.07, and the credit loss provision reversed was RMB54,872,983.22.

(4) Accounts receivable actually written off for the Period

Accounts receivable written off for the Current Period amounted to RMB145,027.23.

(5) Top five debtors with the largest balances of accounts receivable at the end of the Period

RMB

Name of entity	Balance of accounts receivable as at 30 June 2025 (Unaudited)	Balance of contract assets as at 30 June 2025 (Unaudited)	Closing balance of accounts receivable and contract assets as at 30 June 2025 (Unaudited)	As a percentage of the total balance of accounts receivable and contract assets (%)	Balance of bad debt provision as at 30 June 2025 (Unaudited)
Customer A	136,915,740.31	670,000.00	137,585,740.31	5.41	123,421,945.66
Customer D	79,297,275.50	–	79,297,275.50	3.12	10,633,764.64
Customer B	75,696,274.19	–	75,696,274.19	2.97	1,922,922.42
Customer E	41,293,002.40	–	41,293,002.40	1.62	31,980,367.49
Customer O	29,103,522.64	–	29,103,522.64	1.14	14,047,293.35
Total	362,305,815.04	670,000.00	362,975,815.04	14.26	182,006,293.56

The total transaction volume between the above-mentioned customers and the Group in the period from 1 January to 30 June 2025 accounted for less than 1% of the Group's operating income.

7. INVENTORIES

(1) Categories of inventories

Item	30 June 2025 (Unaudited)			31 December 2024 (Audited)			RMB
	Book balance	Provision for decline in value	Carrying amount	Book balance	Provision for decline in value	Carrying amount	
Goods on hand	2,520,402,162.84	262,121,951.47	2,258,280,211.37	2,450,567,885.32	224,290,040.35	2,226,277,844.97	
Work-in-progress	125,288,295.65	–	125,288,295.65	167,871,078.11	–	167,871,078.11	
Raw materials	23,546,750.19	3,488,665.51	20,058,084.68	31,926,748.45	3,486,948.05	28,439,800.40	
Total	2,669,237,208.68	265,610,616.98	2,403,626,591.70	2,650,365,711.88	227,776,988.40	2,422,588,723.48	

There were no inventories pledged as at the end of the Period.

(2) Provision for decline in value of inventories

Category of inventories	1 January 2025	Provision for the current period	Reversal or reallocation	Write-off for the current period	Other decreases	30 June 2025 (Unaudited)	RMB
Goods on hand	224,290,040.35	40,257,470.98	158,830.56	2,266,729.30	–	262,121,951.47	
Raw materials	3,486,948.05	1,717.46	–	–	–	3,488,665.51	
Total	227,776,988.40	40,259,188.44	158,830.56	2,266,729.30	–	265,610,616.98	

Provision for decline in value of inventories on a collective basis

RMB

Name of group	30 June 2025 (Unaudited)			31 December 2024 (Audited)		
	Carrying balance	Provision for decline in value	Provision percentage (%)	Carrying balance	Provision for decline in value	Provision percentage (%)
Goods on hand – General books	2,081,819,233.93	161,839,130.79	7.77	1,859,579,869.21	139,478,045.50	7.50
Goods on hand – Textbooks	276,128,191.75	50,880,903.78	18.43	445,352,428.98	35,581,319.76	7.99
Goods on hand – Paper	54,650,871.07	2,983,770.82	5.46	28,917,136.02	2,983,770.82	10.32
Goods on hand – Others	107,803,866.09	46,418,146.08	43.06	116,718,451.11	46,246,904.27	39.62
Work-in-progress	125,288,295.65	–	–	167,871,078.11	–	–
Raw materials	23,546,750.19	3,488,665.51	14.82	31,926,748.45	3,486,948.05	10.92
Total	2,669,237,208.68	265,610,616.98		2,650,365,711.88	227,776,988.40	

8. LONG-TERM RECEIVABLES

(1) Details of long-term receivables

RMB

Item	30 June 2025 (Unaudited)		31 December 2024 (Audited)		Range of discount rate
	Book balance	Provision for impairment	Book balance	Provision for impairment	
Goods sold by instalments (<i>Note</i>)	64,366,836.91	2,055,321.30	91,589,834.55	3,133,647.19	3.10% – 4.75%
Less: Long-term receivables included in non-current assets due within one year	38,419,105.76	1,289,245.37	51,068,383.73	1,805,075.26	3.10% – 4.75%
Net	25,947,731.15	766,075.93	40,521,450.82	1,328,571.93	

Note: Receivables of goods sold by instalments are the Group's receivables for education informatization and equipment business, which shall be collected by instalments in accordance with the contract. The agreed period in the contract is 2-5 years and the Group has discounted the instalments at a discount rate of 3.10%-4.75% (31 December 2024: 3.45%-5%).

(2) Details of provision for credit loss

The credit loss provision made for the Current Period was RMB960,632.94, and the credit loss provision reversed was RMB2,038,958.83.

9. LONG-TERM EQUITY INVESTMENTS

(1) Summary of long-term equity investments:

Item	<i>RMB</i>	
	30 June 2025 (Unaudited)	31 December 2024 (Audited)
Book balance of long-term equity investments	828,204,071.14	812,969,446.27
Less: Provision for impairment of long-term equity investments	6,647,345.57	6,647,345.57
Carrying amount of long-term equity investments	821,556,725.57	806,322,100.70

(2) Details of long-term equity investments are as follows:

RMB

Investee	Changes for the Period							Closing balance of provision for impairment			
	1 January 2025	Addition in investment	Reduction in investment	Investment gain or loss recognized under equity method	Adjustment of other comprehensive income	Changes in other equity	Distribution of cash dividends or profits declared		Provision for impairment loss	Others	30 June 2025 (Unaudited)
I. Joint Ventures											
Hainan Publishing House Co., Ltd.	338,049,693.49	-	-	10,544,453.22	-	-	-	-	-	348,594,146.71	-
Sichuan Fudou Technology Co., Ltd. ("Fudou Technology")	-	-	-	-	-	-	-	-	-	-	-
Sanya Xuan Cai Private Equity Venture Capital Fund Management Co., Ltd. ("Sanya Xuancai") (Note 1)	3,101,274.50	-	-	(229,823.80)	-	-	-	-	-	2,871,450.70	-
Subtotal	341,150,967.99	-	-	10,314,629.42	-	-	-	-	-	351,465,597.41	-
II. Associates											
Sichuan Wenbao Supply Chain Technology Co., Ltd. (former name: Sichuan Winshare BLOGIS Supply Chain Co., Ltd., "Wenbao Company") (Note 2)	47,158,237.70	-	-	80,930.99	-	-	-	-	-	47,239,168.69	-
The Commercial Press (Chengdu) Co., Ltd. Ren Min Eastern (Beijing) Book Industry Co., Ltd.	3,809,064.08	-	-	(25,624.41)	-	-	-	-	-	3,783,439.67	-
Guizhou Xinhua Winshare Book Audio-Visual Product Chainstore Co., Ltd. ("Guizhou Winshare")	7,454,138.93	-	-	(600,914.98)	-	-	-	-	-	6,853,223.95	-
Ming Bo Education Technology Holdings Co., Ltd.	-	-	-	-	-	-	-	-	-	-	-
Sichuan Centennial Preschool Educational Management Co., Ltd.	9,490,019.84	-	-	1,052,261.74	-	-	-	-	-	10,542,281.58	-
Chengdu Devuan Gewu Private Equity Fund Management Co., Ltd. (former name: Chengdu Winshare Venture Capital Investment Fund Management Co., Ltd.)	5,758,067.40	-	-	(85,604.81)	-	-	-	-	-	5,672,462.59	1,604,619.30
Sichuan Education and Science Forum Magazine Press Co., Ltd.	21,138,361.87	-	-	(829,771.44)	-	-	-	-	-	20,308,590.43	-
Fuzhou Winshare Technology Partnership (Limited Partnership) ("Fuzhou Winshare") (Note 3)	1,538,064.81	-	-	42,354.59	-	-	-	-	-	1,580,419.40	-
Subtotal	3,173,672.33	-	-	(1,399.52)	-	-	(2,884,507.04)	-	-	287,765.77	-

Changes for the Period

Investee	Changes for the Period							Closing balance of provision for impairment			
	1 January 2025	Addition in investment	Reduction in investment	Investment gain or loss recognized under equity method	Adjustment of other comprehensive income	Changes in other equity	Distribution of cash dividends or profits declared		Provision for impairment loss	Others	30 June 2025 (Unaudited)
Sichuan Jiaoyang Sihuo Film Co., Ltd. Xinhua Yingxuan (Beijing) Screen Culture Co., Ltd. ("Xinhua Yingxuan") Tianjin Tianxi Zhongda Cultural Development Co., Ltd. ("Tianxi Zhongda") (Note 4)	125,591.57	-	-	-	-	-	-	-	-	125,591.57	-
Huaxuan Yinshi (Beijing) Cultural Communication Co., Ltd. ("Huaxuan Yinshi") (Note 5)	23,656,205.62	-	-	1,693,721.07	-	-	-	-	-	25,349,926.69	-
Hainan Phoenix Xinhua Publishing and Distribution Co., Ltd. ("Hainan Phoenix") (Note 6)	545,255.24	-	-	(244,143.14)	-	-	-	-	-	301,112.10	-
Sichuan Cuiya Education Technology Co., Ltd. ("Cuiya Education") (Note 7)	330,601,966.38	-	-	6,613,903.17	-	-	-	-	-	337,215,869.55	-
Sichuan Digital World Culture Technology Co., Ltd. ("Digital World") (Note 8)	96,870.47	-	-	21,262.81	-	-	-	-	-	118,133.28	-
	10,625,616.47	-	-	87,526.42	-	-	-	-	-	10,713,142.89	-
Subtotal	465,171,132.71	-	-	7,804,502.49	-	-	(2,884,507.04)	-	-	470,091,128.16	6,647,345.57
Total	806,322,100.70	-	-	18,119,131.91	-	-	(2,884,507.04)	-	-	821,556,725.57	6,647,345.57

- Note 1:* According to the articles of association of Sanya Xuancai, Winshare Investment Co., Ltd. (“**Winshare Investment**”), a subsidiary of the Company, has 40% of the voting rights in the shareholders’ meeting and the other two shareholders will enjoy 30% of the voting rights respectively. Resolutions of annual financial budget plans, final accounting plan, profit distribution and make up losses plans made by the shareholders’ meeting of Sanya Xuancai shall be approved by over 75% of the votes from the shareholders. Therefore, Winshare Investment and the other two shareholders have joint control over Sanya Xuancai which is a joint venture of the Group.
- Note 2:* In June 2017, Sichuan Xinhua Winshare Logistics Co., Ltd. (“**Winshare Logistics**”), a subsidiary of the Company, entered into an investment agreement with BLOGIS Holdings Limited and Chengdu Longchuang Investment Management Center (Limited Partnership) to jointly establish Wenbao Company with a shareholding proportion of 45%, 40% and 15%, respectively. On 20 April 2023, Winshare Logistics transferred 45% of the equity interests in Wenbao Company it held to the Company at RMB46,234,600.00. According to the latest articles of association of Wenbao Company, the resolutions of Wenbao Company on the events such as annual financial budget plan, final accounting plan, profit distribution and making up losses plans etc. must be approved by the shareholders representing more than 50% of the voting power. Therefore, Wenbao Company is an associate of the Group.
- Note 3:* As a limited partner, Winshare Investment, a subsidiary of the Company, contributed 56.34% of the total subscribed capital to Fuzhou Winshare. According to the partnership agreement of Fuzhou Winshare, the investment decision-making committee is responsible for the decision of fund projects. Winshare Investment holds 25% of the voting rights in the investment decision-making committee, by which it can exert significant influence on Fuzhou Winshare. Therefore, Fuzhou Winshare is an associate of the Group.
- Note 4:* In July 2019, Sichuan Tiandi Publishing House Co., Ltd., a subsidiary of the Company, and Shanghai Ximalaya Network Technology Co., Ltd. (“**Shanghai Ximalaya**”) entered into an investment agreement, jointly establishing Tianxi Zhongda, with a shareholding proportion of 40% and 60% respectively. In 2020, Shanghai Ximalaya transferred 5% of the equity interests of Tianxi Zhongda it held to Huang Wenhua. In June 2021, Shanghai Ximalaya transferred 55% of the equity interests of Tianxi Zhongda it held to Shanghai Xizhao Network Technology Co., Ltd. According to the latest articles of association of Tianxi Zhongda, the resolutions of Tianxi Zhongda on the events such as annual financial budget plan, final accounting plan, profit distribution and making up losses plans etc. must be approved by the shareholders representing more than 50% of the voting power. Therefore, Tianxi Zhongda is an associate of the Group.
- Note 5:* In August 2019, the Company entered into an investment agreement with Beijing Guoling Smart Health and Elderly Care Industry Development Centre and Fenglinhong (Beijing) Cultural Communication Co., Ltd., jointly establishing Huaxuan Yinshi, with a shareholding proportion of 40%, 30% and 30% respectively. According to the articles of association, the resolutions of Huaxuan Yinshi on the events such as annual financial budget plan, final accounting plan, profit distribution and making up losses plans etc. must be approved by the shareholders representing more than 50% of the voting power. Therefore, Huaxuan Yinshi is an associate of the Group.
- Note 6:* On 30 December 2020, Hainan Xinhua Bookstore Group Co., Ltd. transferred 25% equity interests in Hainan Phoenix to the Company by way of transfer under an agreement. According to the articles of association of Hainan Phoenix, the Company has appointed two directors to Hainan Phoenix and is able to exercise significant influence over Hainan Phoenix. Therefore, Hainan Phoenix is an associate of the Group.

Note 7: On 14 July 2021, the Company entered into an investment agreement with Sichuan Magic Cloud Technology Co., Ltd., Sichuan Daily Newspaper Network Media Development Company Limited, Sichuan Lianxiang Future Technology Partnership (Limited Partnership), Sichuan Cable Radio and Television Network Co., Ltd. and Sichuan Rennixue Education Technology Co., Ltd., jointly establishing Cuiya Education, with a shareholding proportion of 18%, 34%, 18%, 15%, 11% and 4% respectively. According to the articles of association of Cuiya Education, the Company has appointed one director to Cuiya Education. The chairman of the board of directors shall be recommended by the Company and elected and removed by more than half of the directors of the board of directors. As the Company is able to exercise significant influence over Cuiya Education, Cuiya Education is an associate of the Group.

Note 8: On 12 March 2023, Sichuan Digital Publishing Co., Ltd., a subsidiary of the Company, and Sichuan New Media Group Co., Ltd. jointly established Digital World, with the shareholding ratios of the two parties being 49% and 51%, respectively. According to the articles of association of Digital World, the Group appoints a director to Digital World, and can exert significant influence on Digital World. Therefore, Digital World is an associate of the Group.

(3) Details of unrecognized investment losses are as follows:

RMB

Item	30 June 2025 (Unaudited)		31 December 2024 (Audited)	
	Unrecognized investment losses for the Period	Accumulated unrecognized investment losses	Unrecognized investment losses for the prior year	Accumulated unrecognized investment losses
Guizhou Winshare	–	5,557,990.70	–	5,557,990.70
Fudou Technology	139,101.01	4,520,834.37	273,977.79	4,381,733.36
Cuiya Education	–	–	(2,737.51)	–
Xinhua Yingxuan	763,623.72	31,879,595.22	14,996,970.24	31,115,971.50
Total	902,724.73	41,958,420.29	15,268,210.52	41,055,695.56

10. OTHER EQUITY INSTRUMENT INVESTMENTS

(1) Details of other equity instruments investments

Item	Changes in the current period						Accumulated gain included in other comprehensive income	Accumulated loss included in other comprehensive income	Reason for FVTOCI designation		
	Balance as at 1 January 2025	Increase in investment	Decrease in investment	Gain included in other comprehensive income for the current period	Loss included in other comprehensive income for the current period	Others				Balance as at 30 June 2025 (Unaudited)	Dividend income recognized in the current period
Anhui Xinhua Media Co., Ltd. ("Wan Xin Media")	914,857,600.00	-	-	-	63,566,400.00	-	851,291,200.00	12,464,000.00	664,875,872.00	-	The investment is not held for the purpose of selling it in the near term for short-term gains.
Jiangsu Hagong Intelligent Robot Co., Ltd. ("HGZN")	438,147.26	-	454,445.38	16,298.12	-	-	-	-	-	-	The investment is not held for the purpose of selling it in the near term for short-term gains.
Bank of Chengde Co., Ltd. ("Bank of Chengde")	1,368,800,000.00	-	-	239,200,000.00	-	-	1,608,000,000.00	71,280,000.00	1,368,000,000.00	-	The investment is not held for the purpose of selling it in the near term for short-term gains.
Others	375,393.81	-	-	-	-	-	375,393.81	5,585.40	-	1,646,699.35	
Total	2,284,471,141.07	-	454,445.38	239,216,298.12	63,566,400.00	-	2,459,666,593.81	83,749,585.40	2,032,875,872.00	1,646,699.35	

(2) Information on the derecognition of HGZN in the current period:

Item	Accumulated gains transferred to retained earnings due to derecognition	Accumulated losses transferred to retained earnings due to derecognition	Reason for derecognition
HGZN	-	246,833.59	Exit according to the target situation

11. OTHER NON-CURRENT FINANCIAL ASSETS

	<i>RMB</i>	
Item	30 June 2025 (Unaudited)	31 December 2024 (Audited)
CITIC Buyout Investment Fund (Shenzhen) Partnership (Limited Partnership) (“ CITIC Buyout ”) (Note 1)	50,245,142.70	54,735,996.10
Winshare Hengxin (Shenzhen) Equity Investment Fund Partnership (Limited Partnership) (“ Winshare Hengxin ”) (Note 2)	13,930,352.24	37,271,655.94
Qingdao Goldstone Zhixin Investment Center (Limited Partnership) (“ Qingdao Goldstone ”) (Note 3)	110,359.16	110,225.19
Ningbo Meishan Free Trade Port Winshare Dingsheng Equity Investment Partnership (Limited Partnership) (Note 4)	75,410,057.53	77,397,665.02
Xinhua Internet E-commerce Co., Ltd. (“ Xinhua Internet ”) (Note 5)	1,055,422.24	1,055,422.24
Sichuan Culture Investment Jinwen Equity Investment Fund Partnership (Limited Partnership) (Note 6)	39,877,936.13	39,898,387.42
Goldstone Growth Equity Investment (Hangzhou) Partnership (Limited Partnership) (Note 7)	51,559,200.90	31,263,184.99
CICC Qichen Phase II (Wuxi) Emerging Industry Equity Investment Fund Partnership (Limited Partnership) (“ CICC Qichen ”) (Note 8)	147,786,077.33	119,730,029.16
Sinopec Marketing Co., Ltd. (“ Sinopec Marketing Company ”) (Note 9)	64,501,647.23	61,365,524.00
Total	444,476,195.46	422,828,090.06

Note 1: Losses from changes in fair values for the current period were RMB1,379,732.29 (prior period: losses of RMB14,268,909.56), and the recovery of the exit money due to liquidation of investment project totaled RMB3,111,121.11 (prior period: RMB356,071.40).

Note 2: Gains from changes in fair values for the current period were RMB10,342,081.40 (prior period: losses of RMB17,478,615.49), and the recovery of the exit money due to liquidation of investment project totaled RMB33,683,385.10 (prior period: RMB0).

Note 3: The fund was in liquidation. In 2023, the fund transferred the equity interest it held in Sinopec Marketing Company to Winshare Investment. Gains from changes in fair values for the current period were RMB133.97 (prior period: losses of RMB183,612.75).

Note 4: Gains from changes in fair values for the current period were RMB421,697.58 (prior period: losses of RMB2,863,874.03), and the recovery of the exit money due to liquidation of investment project totaled RMB2,409,305.07 (prior period: RMB0).

Note 5: In November 2020, the Company entered into an investment agreement with Xinhua Bookstore Headquarters Co., Ltd. and Wan Xin Media to make an investment of RMB3,000,000.00 in Xinhua Internet. The shareholding of the Company was 1.39%.

Note 6: Losses from changes in fair values for the current period were RMB20,451.29 (prior period: losses of RMB21,356.38).

Note 7: In the current period, gains from changes in fair values for the current period were RMB296,015.91 (prior period: gains of RMB52,880.45), and increase in investment was RMB20,000,000.00 (prior period: RMB0).

Note 8: In the current period, losses from changes in fair value were RMB1,943,951.83 (prior period: losses of RMB1,947,859.64), increase in investment was RMB30,000,000.00 (prior period: RMB0), the recovery of investment amounted to RMB0 (prior period: RMB1,092,357.55), and the dividends received amounted to RMB0 (prior period: RMB695,043.37).

Note 9: Gains from changes in fair values for the current period were RMB3,136,123.23 (prior period: RMB0).

12. FIXED ASSETS

(1) Fixed assets

Item					<i>RMB</i>
	Buildings	Machinery and equipment	Electronic equipment and others	Transportation vehicles	Total
Cost as at 30 June 2025 (Unaudited)	3,110,784,791.69	398,779,803.63	218,286,317.02	124,115,017.66	3,851,965,930.00
Accumulated depreciation as at 30 June 2025 (Unaudited)	977,061,014.40	286,594,429.17	175,035,415.20	89,945,371.87	1,528,636,230.64
Impairment provision for fixed assets as at 30 June 2025 (Unaudited)	15,996.52	-	-	-	15,996.52
Carrying amount as at 30 June 2025 (Unaudited)	2,133,707,780.77	112,185,374.46	43,250,901.82	34,169,645.79	2,323,313,702.84

(2) As at the end of the Current Period, fixed assets of which certificates of title have not been obtained amounted to RMB131,083,095.29 in aggregate, and fixed assets of which certificates of title have not been obtained had no significant impact on the Group's operations.

(3) There were no temporary idle fixed assets included in the Group's major operational fixed assets at the end of the Current Period.

13. GOODWILL

(1) Cost of goodwill

Name of the investee or item resulting in goodwill				<i>RMB</i>
	1 January 2025	Increase in the current period Incurred by business combination	Decrease in the current period Changes in scope of consolidation	30 June 2025 (Unaudited)
Acquisitions of fifteen publishing companies	500,571,581.14	-	-	500,571,581.14
Acquisition of Liangshanzhou Xinhua Bookstore	122,081,326.10	-	-	122,081,326.10
Others	544,629.46	-	-	544,629.46
Total	623,197,536.70	-	-	623,197,536.70

(2) Provision for impairment of goodwill

RMB

Name of the investee or item resulting in goodwill	1 January 2025	Increase in the current period Incurred by business combination	Decrease in the current period Changes in scope of consolidation	30 June 2025 (Unaudited)
Acquisitions of fifteen publishing companies	–	–	–	–
Acquisition of Liangshanzhou Xinhua Bookstore	–	–	–	–
Others	544,629.46	–	–	544,629.46
Total	544,629.46	–	–	544,629.46

(3) Information related to the asset group or asset group combination where goodwill is located

Name	Composition and basis of asset group or asset group combination	Business segment and basis	Consistent with previous year
Three of the fifteen publishing companies	The Group acquired fifteen publishing companies on 31 August 2010, resulting in goodwill of RMB500,571,581.14, which was allocated to the relevant asset group, namely three of the fifteen publishing companies in the publication segment.	The business type is publishing business, so it belongs to the publication segment.	Yes
Liangshanzhou Xinhua Bookstore	The Group acquired Liangshanzhou Xinhua Bookstore on 31 December 2022, resulting in goodwill of RMB122,081,326.10, which was allocated to the relevant asset group, namely Liangshanzhou Xinhua Bookstore.	The business type is textbooks and supplementary materials distribution and general books sale business, so it belongs to the distribution segment.	Yes
Others	N/A	N/A	Yes

14. ACCOUNTS PAYABLE

Details of aging analysis of accounts payable are as follows:

	<i>RMB</i>	
Item	30 June 2025 (Unaudited)	31 December 2024 (Audited)
Within 1 year	4,286,355,711.22	4,281,192,649.53
More than 1 year but not exceeding 2 years	504,870,601.96	529,920,928.25
More than 2 years but not exceeding 3 years	176,544,946.69	186,994,251.27
More than 3 years	506,141,574.45	454,924,646.54
Total	5,473,912,834.32	5,453,032,475.59

The above aging analysis of accounts payable is carried out based on the time of purchasing goods or receiving services. Accounts payable aged more than one year are mainly payments due to the suppliers.

15. CONTRACT LIABILITIES

(1) Presentation of contract liabilities:

Item	RMB	
	30 June 2025 (Unaudited)	31 December 2024 (Audited)
Advanced receipts for sold goods	583,425,020.82	603,137,849.05
Membership card points	1,026,837.93	730,016.64
Total	584,451,858.75	603,867,865.69

(2) The important contract liabilities aged over 1 year were mainly pre-stored recharge cards amounted to RMB338,051,906.01.

(3) The significant changes in the balance of the Group's contract liabilities this year were as follows:

Item	RMB	
	Balance of changes (Unaudited)	Reason for change
Advanced receipts for sold goods	-165,375,324.58	Revenue recognized for the amount included in the opening carrying amount of contract liabilities
Advanced receipts for sold goods	145,662,496.35	Amount increased due to cash received

(4) Analysis on contract liabilities

The Group's receipts in advance for goods sold are mainly advanced receipts from books sold to customers such as students and presale of book purchase cards in retail stores, and these transaction funds are recognized as contract liabilities upon receipt. For advanced receipts from book sales, revenue is recognized upon transfer of control of related goods to customers.

The Group's retail stores adopt a reward policy of membership loyalty cards for customers. For customers with consumption points reaching a certain level, points can be converted into cash for purchase in the retail stores. The Group allocates sale consideration to the sold goods and issued points in accordance with the respective stand-alone selling prices. Sale consideration allocated to reward points is recognized as contract liabilities, and as revenue upon redemption.

16. OTHER PAYABLES

(1) Total other payables

	<i>RMB</i>	
Item	30 June 2025 (Unaudited)	31 December 2024 (Audited)
Dividend payables	181,194,211.00	–
Other payables	299,800,273.41	308,454,407.85
Total	480,994,484.41	308,454,407.85

(2) Dividend payables

	<i>RMB</i>	
Item	30 June 2025 (Unaudited)	31 December 2024 (Audited)
Dividend payables – H Shareholders	181,194,211.00	–
Total	181,194,211.00	–

(3) Other payables by nature of payments

	<i>RMB</i>	
Item	30 June 2025 (Unaudited)	31 December 2024 (Audited)
Amounts due to related parties	6,017,240.15	5,828,100.16
Security deposit/deposit/quality warranty/ performance security	72,036,774.00	74,788,528.47
Construction and infrastructure construction expenses	37,202,094.01	41,613,253.23
Amounts due to/from other entities	2,790,331.90	4,193,341.42
Others	181,753,833.35	182,031,184.57
Total	299,800,273.41	308,454,407.85

Other payables aged more than one year are mainly security deposit and deposit.

17. SHARE CAPITAL

RMB

Item	1 January 2025	Changes for the Period				Subtotal	30 June 2025 (Unaudited)
		Issue of new shares	Bonus issue	Capitalization of surplus reserve	Others		
Total number of shares	1,233,841,000.00	-	-	-	-	-	1,233,841,000.00

18. UNDISTRIBUTED PROFITS

RMB

Item	30 June 2025 (Unaudited)	31 December 2024	Proportion of appropriation or distribution
Undistributed profits at the beginning of the period/year	7,561,485,821.67	6,881,030,888.86	
Add: Net profit attributable to shareholders of the parent company for the period/year	856,544,756.92	1,544,856,196.33	
Other equity instrument investment previously recorded in other comprehensive income transferred to retained earnings for the current period	(246,833.59)	-	
Less: Appropriation to statutory surplus reserve	-	136,435,073.52	(1)
Dividends payable on ordinary shares	505,874,810.00	727,966,190.00	(2)
Undistributed profits at the end of the period/year	7,911,908,935.00	7,561,485,821.67	(3)

(1) Appropriation to statutory surplus reserve

According to the Articles of Association, the Company is required to transfer 10% of its net profit to the statutory surplus reserve. The transfer may be ceased if the balance of the statutory surplus reserve has reached 50% of the Company's registered capital. The statutory surplus reserve can be used to offset the loss of the Company, expanding production and operation or transferring to paid-in capital, but the retained statutory surplus reserve shall not be lower than 25% of the registered capital.

(2) Cash dividends approved at shareholders' meeting

On 20 May 2025, the resolution regarding the Company's 2024 Annual Profit Distribution Proposal was approved at 2024 annual general meeting of the Company. The profit distribution was based on the Company's total share capital of 1,233,841,000 shares before the implementation of the proposal. The cash dividend per share was RMB0.41 (tax-inclusive).

(3) Appropriation to surplus reserve by subsidiaries

At the end of the current period, the balance of the Group's undistributed profits included appropriation to surplus reserve by subsidiaries amounting to RMB182,982,907.55 (31 December 2024: RMB182,982,907.55).

19. OPERATING INCOME AND OPERATING COSTS

(1) Classification

Item	<i>RMB</i>	
	For the period from 1 January to 30 June 2025 (Unaudited)	For the period from 1 January to 30 June 2024 (Unaudited)
Principal operating income	5,439,042,898.58	5,708,283,455.50
Other operating income (<i>Note 1</i>)	88,386,528.35	79,532,820.21
Total operating income	5,527,429,426.93	5,787,816,275.71
Principal operating cost	3,353,937,901.50	3,554,773,609.97
Other operating cost	14,927,697.21	7,268,626.13
Total operating costs	3,368,865,598.71	3,562,042,236.10

Note 1: Included in other operating income was net income from concessionaire sales of RMB13,541,800.04. Among which, revenue from concessionaire sales was RMB103,776,249.68 and cost from concessionaire sales was RMB90,234,449.64 (for the period from 1 January to 30 June 2024: net income from concessionaire sales of RMB13,263,788.62. Among which, revenue from concessionaire sales was RMB93,014,222.15 and cost from concessionaire sales was RMB79,750,433.53).

(2) Details of income from contracts:*RMB*

Product	Principal operating income		Principal operating costs	
	For the period from 1 January to 30 June 2025 (Unaudited)	For the period from 1 January to 30 June 2024 (Unaudited)	For the period from 1 January to 30 June 2025 (Unaudited)	For the period from 1 January to 30 June 2024 (Unaudited)
I. Publication segment				
Textbooks and supplementary materials	649,368,813.52	571,986,860.56	356,616,773.57	328,407,318.58
General book	460,921,431.75	496,655,976.41	352,089,913.10	368,200,746.38
Printing and supplies	109,187,085.91	107,483,622.93	90,438,387.38	89,600,963.55
Newspapers and journals	21,916,429.82	27,178,733.23	13,074,629.36	15,293,536.70
Others	38,498,832.54	8,317,538.36	30,737,445.56	4,521,873.76
Subtotal	1,279,892,593.54	1,211,622,731.49	842,957,148.97	806,024,438.97
II. Distribution segment				
Textbooks and supplementary materials	1,916,414,493.72	2,262,673,037.52	1,179,309,545.70	1,374,393,457.35
General book	2,804,387,769.51	2,647,793,258.31	1,989,758,835.27	1,922,372,786.47
Education informatization and others	143,024,639.12	241,910,547.98	118,327,914.19	191,704,835.58
Subtotal	4,863,826,902.35	5,152,376,843.81	3,287,396,295.16	3,488,471,079.40
III. Others	206,104,572.74	182,953,577.12	174,085,258.33	159,623,102.23
Less: Inter-segment elimination	910,781,170.05	838,669,696.92	950,500,800.96	899,345,010.63
Total	5,439,042,898.58	5,708,283,455.50	3,353,937,901.50	3,554,773,609.97

Division of publication segment and distribution segment and other details are set out in Note 21.

(3) Details of performance obligation

Item	Time of obligation performance	Important payment term	Nature of goods transferred as committed by the Company	Main responsible person?	Amounts borne by the Company that are expected to be returned to customers	Types of quality assurance provided by the Company and related obligation
Sales of books and printing supplies	At the time of delivery	Nil	Self-owned, stenciling-rent or outsourcing	Yes	–	Providing guarantee-type quality assurance does not form a separate performance obligation
Education informatization and equipment business	At the time of delivery	2-5 years by installments	Self-developed or outsourcing	Yes	–	Providing guarantee-type quality assurance does not form a separate performance obligation

In addition to the education informatization and equipment business, the Group's principal operating income mainly comes from the sales of general books and textbooks and supplementary materials, sales of printing and supplies, etc. The Group, as the main responsible person, performs the performance business at the time of delivery. The contracts do not contain important payment terms and important amounts expected to be returned to customers, and providing guarantee-type quality assurance does not form a separate performance obligation.

For revenue from the education informatization and equipment business, the Group, as the main responsible person, performs the performance business at the time of delivery. The contracts stipulate that payments shall be collected in installments over 2-5 years. The contracts do not contain important amounts expected to be returned to customers, and providing guarantee-type quality assurance does not form a separate performance obligation.

The Group has adopted a simplified practical expedient for service contracts originally expected to have a contract term of no more than one year, and therefore the information disclosed above does not include the transaction price allocated to the remaining performance obligations under such contracts.

20. INVESTMENT INCOME

Item	<i>RMB</i>	
	For the period from 1 January to 30 June 2025 (Unaudited)	For the period from 1 January to 30 June 2024 (Unaudited)
Income from long-term equity investments under equity method	18,119,131.91	9,268,834.02
Investment income during the holding of other non-current financial assets	–	3,529,234.40
Dividend income during the holding of other equity instrument investments	83,749,585.40	109,759,200.00
Investment income from disposal of held-for-trading financial assets	307,414.81	193,481.05
Total	102,176,132.12	122,750,749.47

21. SEGMENT REPORTING

Based on the Group's internal organization structure, management requirements and internal reporting system, the operations of the Group are classified into two reporting segments, namely publication segment and distribution segment. The reporting segments are determined based on the Group's business type. The Group's management periodically evaluates the operating results of these reporting segments to make decisions about resources to be allocated to the segments and assess their performance.

Major products and services delivered or provided by each of the reporting segments of the Group are:

Publication segment: Publishing of publications like books, journals, audio-visual products and digital products; provision of printing services and supply of printing materials;

Distribution segment: Distribution of textbooks to schools, teachers and students and supply of education informatization and equipment service for secondary and primary schools; retailing, distribution and online sales of publications.

Other segment of the Group covers provision of capital operations, logistic service, etc. However, these operating businesses do not separately satisfy the definition of reporting segment. The relevant financial information of such operating businesses is consolidated and presented as "others" in the following table.

Segment reporting information is disclosed in accordance with the accounting policies and measurement criteria adopted by each segment when reporting to management. The accounting policies and measurement criteria are consistent with the accounting and measurement criteria in the preparation of the financial statements.

(1) Segment reporting information

For the period from 1 January to 30 June 2025 (Unaudited)

	Publication segment	Distribution segment	Others	Unallocated items	Inter-segment eliminations	Total
Principal operating income	1,279,892,593.54	4,863,826,902.35	206,104,572.74	-	(910,781,170.05)	5,439,042,898.58
Principal operating costs	842,957,148.97	3,287,396,295.16	174,085,258.33	-	(950,500,800.96)	3,353,937,901.50
Total assets	<u>7,410,682,023.88</u>	<u>16,202,889,648.83</u>	<u>1,161,046,691.72</u>	<u>2,571,148,165.26</u>	<u>(3,783,479,556.89)</u>	<u>23,562,286,972.80</u>
Total liabilities	<u>1,605,485,126.04</u>	<u>9,255,602,015.17</u>	<u>525,948,773.31</u>	<u>263,001,271.18</u>	<u>(3,664,485,202.05)</u>	<u>7,985,551,983.65</u>

RMB

For the period from 1 January to 30 June 2024 (Unaudited)

	Publication segment	Distribution segment	Others	Unallocated items	Inter-segment eliminations	Total
Principal operating income	1,211,622,731.49	5,152,376,843.81	182,953,577.12	-	(838,669,696.92)	5,708,283,455.50
Principal operating costs	806,024,438.97	3,488,471,079.40	159,623,102.23	-	(899,345,010.63)	3,554,773,609.97
Total assets	<u>7,177,142,074.53</u>	<u>15,052,884,594.13</u>	<u>1,138,945,662.81</u>	<u>2,246,233,862.05</u>	<u>(3,722,857,210.58)</u>	<u>21,892,348,982.94</u>
Total liabilities	<u>1,511,869,813.37</u>	<u>9,087,581,966.02</u>	<u>518,534,019.60</u>	<u>437,169,352.75</u>	<u>(3,600,615,422.56)</u>	<u>7,954,539,729.18</u>

RMB

(2) External revenue by geographical area of source and non-current assets by geographical location

More than 99% of the Group's income is sourced from the PRC customers and most of the Group's assets are located in the PRC. Therefore, the regional data are not disclosed.

(3) Concentration on major customers

The Group's revenue from its single largest customer for the current period is RMB495,320,447.10 (Same Period of Last Year: RMB488,936,362.74), which is attributable to the distribution segment. The Group has no external customer from which the sales amount accounts for 10% or more of the total revenue for the current period and the Same Period of Last Year.

Inter-segment transfers are measured on the basis of prices negotiated between different segment entities. Segment revenue and segment expenses are determined on the basis of actual revenue and expenses of each segment. Segment assets and liabilities are allocated according to the attributable assets employed by a segment in its operating activities and the attributable liabilities resulting from the operating activities of a segment.

22. GAINS (LOSSES) FROM FAIR VALUE CHANGE

	<i>RMB</i>	
	For the period from 1 January to 30 June 2025 (Unaudited)	For the period from 1 January to 30 June 2024 (Unaudited)
Source of gains from fair value change		
Financial assets at FVTPL	10,859,065.07	(36,709,633.98)
Including: Other non-current financial assets	10,851,916.68	(36,711,347.40)
Held-for-trading financial assets	7,148.39	1,713.42
Total	10,859,065.07	(36,709,633.98)

23. GAINS (LOSSES) ON CREDIT IMPAIRMENT

	<i>RMB</i>	
	For the period from 1 January to 30 June 2025 (Unaudited)	For the period from 1 January to 30 June 2024 (Unaudited)
Item		
Credit impairment losses of accounts receivable	43,317,157.15	(24,460,963.40)
Bad debt losses of other receivables	4,299,655.35	4,031,274.36
Bad debt losses of long-term receivables	1,078,325.89	(25,606,119.53)
Total	48,695,138.39	(46,035,808.57)

24. INCOME TAX EXPENSES

	<i>RMB</i>	
Item	For the period from 1 January to 30 June 2025 (Unaudited)	For the period from 1 January to 30 June 2024 (Unaudited)
Current income tax calculated according to tax laws and relevant requirements	4,743,460.25	121,636,058.97
Tax filing differences	7,793.58	954,164.35
Deferred income tax expenses	2,686,813.50	(26,669,600.76)
Total	7,438,067.33	95,920,622.56

Reconciliation of income tax expenses to the accounting profit is as follows:

	<i>RMB</i>	
Item	For the period from 1 January to 30 June 2025 (Unaudited)	For the period from 1 January to 30 June 2024 (Unaudited)
Accounting profit	907,472,994.48	848,269,211.29
Income tax expenses calculated at 25%	226,868,248.62	212,067,302.82
Tax concessions	(199,460,909.88)	(108,774,182.03)
Effect of expenses that are not deductible for tax purposes	2,107,199.13	3,101,063.79
Effect of tax-free income	(21,713,780.28)	(17,261,445.61)
Effect of utilization of deductible losses for which no deferred income tax asset was recognized in the prior period	(1,256,816.57)	(1,639,982.45)
Effect of utilization of deductible temporary differences for which no deferred income tax asset was recognized in the prior period	(3,555,204.18)	(3,832,031.81)
Effect of deductible temporary differences or deductible losses for which no deferred income tax asset was recognized during the current period	4,441,536.91	10,566,490.97
Tax filing differences	7,793.58	954,164.35
Tax effect of tax rate adjustment on the balance of deferred tax assets at the beginning of the period	-	739,242.53
Total	7,438,067.33	95,920,622.56

25. OTHER COMPREHENSIVE INCOME

RMB

Item	1 January 2025	Changes for the current period					30 June 2025 (Unaudited)
		Amount before income tax for the current period	Less: Amount previously recorded in other comprehensive income transferred to retained earnings for the current period	Less: Income tax expenses	Post-tax amount attributable to the owner of the parent	Post-tax amount attributable to the non-controlling shareholders	
Changes in fair value of other equity instrument investments	1,855,336,515.47	175,649,898.12	(246,833.59)	4,074.53	175,892,657.18	-	2,031,229,172.65

26. CALCULATION PROCESS OF BASIC EARNINGS PER SHARE

For the purpose of calculating basic earnings per share, net profit for the current period attributable to ordinary shareholders is as follows:

RMB

	For the period from 1 January to 30 June 2025 (Unaudited)	For the period from 1 January to 30 June 2024 (Unaudited)
Net profit for the current period attributable to ordinary shareholders	856,544,756.92	715,785,632.02
Including: Net profit from continuing operations	856,544,756.92	715,785,632.02

For the purpose of calculating basic earnings per share, the denominator is the weighted average number of outstanding ordinary shares and its calculation process is as follows:

Number of shares

	For the period from 1 January to 30 June 2025 (Unaudited)	For the period from 1 January to 30 June 2024 (Unaudited)
Number of ordinary shares outstanding at the beginning of the period	1,233,841,000.00	1,233,841,000.00
Weighted number of ordinary shares outstanding at the end of the period	1,233,841,000.00	1,233,841,000.00

Earnings per share:

	<i>RMB</i>	
	For the period from 1 January to 30 June 2025 (Unaudited)	For the period from 1 January to 30 June 2024 (Unaudited)
Net profit for the current period attributable to ordinary shareholders divided by weighted number of ordinary shares outstanding at the end of period	0.69	0.58
Net profit for the current period attributable to ordinary shareholders and attributable to continuing operation divided by weighted number of ordinary shares outstanding at the end of period	0.69	0.58

The Company has no dilutive potential ordinary shares.

26. EVENTS AFTER THE BALANCE SHEET DATE

At the board meeting held on 27 August 2025, the resolution regarding the interim profit distribution for 2025 was passed where the undistributed profit for the 2025 interim period was distributed at the price of RMB0.19 (tax inclusive) per share and the proposed dividend amounted to RMB234,429,790.00 (tax inclusive). The resolution shall take effect upon obtaining approval at the extraordinary general meeting for 2025 (“EGM”) to be held on 23 October 2025.

MANAGEMENT DISCUSSION AND ANALYSIS

(I) BUSINESS REVIEW

INDUSTRY OVERVIEW

2025 marks the final year of the “14th Five-Year Plan”. The central and local governments continue to unleash the effectiveness of their policies, leveraging multiple dimensions to promote high-quality development of the cultural industry. In terms of increased fiscal investment, the General Office of the State Council issued the Several Economic Policies on Promoting High-Quality Cultural Development, which for the first time proposed “establishing and improving a fiscal investment mechanism commensurate with the development of a culturally strong nation and national financial resources”. In terms of promoting national reading, “national reading” was included in the Government Work Report for the twelfth time, evolving from the initial “promoting national reading” to “deepening national reading activities”. In the meantime, the National Press and Publication Administration released the Regulations on Promoting National Reading (Draft for Comment) for public comment. In terms of regulating market order, the General Offices of the CPC Central Committee and the State Council issued the Opinions on Improving the Price Governance Mechanism, creating an opportunity to regulate pricing behavior in the book market. In terms of boosting cultural consumption, the General Office of the State Council issued measures such as the Several Measures on Further Cultivating New Growth Points to Boost Cultural Tourism Consumption. At the same time, various regions were implementing different measures to fully stimulate the vitality of the cultural consumption market. The CPC Sichuan Provincial Committee adopted the Decision on Promoting the Deep Integration and Development of Culture and Tourism to Expand and Strengthen the Cultural Tourism Industry. A series of policy measures have been introduced, focusing on building the cultural tourism brand of “Beautiful Tianfu, Comfortable Sichuan”, promoting the full-scale and all-industry development of the cultural tourism industry, improving the quality of cultural tourism services and consumer experience, and deepening key reforms in the integration of culture and tourism. The aim was to accelerate the deep integration and development of culture and tourism, expand and strengthen the cultural tourism industry, and provide strong support for building a modern industrial system with Sichuan characteristics and advantages.

Overall, the book market was still in the period of structural adjustment. According to the monitoring data publicly published by Beijing OpenBook Co., Ltd. (“**Open Book Data**”), the sales value of the overall book retail market in the first half of 2025 grew by 0.73% year-on-year, while the actual value declined by 0.31% year-on-year. Taking into account the year-on-year data of each month, the overall book retail market showed a trend of opening high and closing low. In the first quarter, the market saw positive growth, driven by the back-to-school season in February, as well as the buzz surrounding the phenomenal social and cultural topics of “Nezha” and “DeepSeek”. However, in the second quarter, without any other phenomenal topics emerging, the year-on-year growth rate of sales value gradually slowed, showing a negative trend. Among the various channels, only the content e-commerce channel saw positive growth, but the growth rate was significantly slower than before. Platform e-commerce, vertical and other e-commerce channels, and physical bookstore channels continued to face significant pressure. Data released by CENTRIN ECloud Co., Ltd. showed that the sales value of the book market in the first half of 2025 was RMB46,819 million, a year-on-year decrease of 9.64%. The decline widened compared with the first quarter, mainly due to the continued downward performance of traditional e-commerce.

Amidst a new industry environment and a wave of technological revolution, the publishing industry is at a critical stage of transformation and upgrading. With the rapid development of artificial intelligence (AI) technology and its application in the publishing industry, “AI + publishing” will become an important trend in the integrated development of publishing. Publishing companies are actively seizing opportunities for industry development, upholding integrity and innovation, deepening reform, and focusing on strengthening core functions and enhancing core competitiveness. They are continuously cultivating and developing new and quality productivity to steadily promote high-quality development.

RESULTS

During the Period, the Group recorded revenue of RMB5,527 million, representing a year-on-year decrease of 4.50%. The Group achieved total profit of RMB907 million, representing a year-on-year increase of 6.98%, and net profit of RMB900 million, representing a year-on-year increase of 19.63%.

Revenue

During the Period, the Group recorded revenue of RMB5,527 million, representing a decrease of 4.50% as compared with RMB5,788 million in the Same Period of Last Year, among which, revenue from principal businesses amounted to RMB5,439 million, representing a year-on-year decrease of 4.72%, which was mainly due to the decline in textbooks and supplementary materials, education informatization and education equipment businesses.

Operating costs

During the Period, operating costs of the Group amounted to RMB3,369 million, representing a decrease of 5.42% from RMB3,562 million in the Same Period of Last Year, mainly due to decline in sales volume. Among which, costs of principal businesses amounted to RMB3,354 million, representing a year-on-year decrease of 5.65%.

Gross profit margin

During the Period, consolidated gross profit margin of the Group was 39.05%, up by 0.59 percentage point from 38.46% in the Same Period of Last Year, among which, gross profit margin of principal businesses was 38.34%, up by 0.61 percentage point from 37.73% in the Same Period of Last Year, mainly due to change in sales structure.

ANALYSIS OF OPERATING SEGMENTS

1. Overview of Principal Business Segments

During the Period, the Group focused on its principal business of publishing and media, striving to strengthen integrated and collaborative operations within the industry chain, enhance both demand-side and supply-side management, and deepen operational reform. The Group further improved its ability to supply high-quality cultural products and services, and strengthened its core functions as well as core competitiveness.

The operating businesses of the Group are divided into two reporting segments, namely the publication segment and the distribution segment, respectively.

During the Period, the Group implemented comprehensive measures, including strengthening synergies, increasing the supply of high-quality content, and cultivating new business growth points. As a result, the principal operating income of publication segment increased by RMB68 million compared to the Same Period of Last Year. However, due to factors such as structural adjustments in the book retail market, policy adjustments in the education services industry, and demographic shifts, the principal operating income of distribution segment decreased by RMB289 million compared to the Same Period of Last Year. In particular, income from textbook and supplementary materials decreased by RMB346 million, while income from general books increased by RMB157 million compared to the Same Period of Last Year. In response to the changing market environment, the Group accelerated store restructuring and online and offline integrated development to promote the direct delivery of high-quality cultural content to the grassroots. Leveraging the strengths of Internet book e-commerce, the Group focused on developing customized content products to increase market share in certain niche categories. Furthermore, the Group proactively adapted to the “double reduction” policy in education and the demand for quality education by optimizing its product mix of cultural and educational books. These measures effectively mitigated the decline in the operating income of distribution segment.

The Group further reduced operating costs and improved operating quality and efficiency by promoting the intelligent transformation of logistics and printing facilities, strengthening procurement management and cost control, and reducing accounts receivable. As a result, the gross profit margin and profit of the principal businesses achieved year-on-year growth.

2. Operating Data of the Business Segments

The principal businesses of the Group for the six months ended 30 June 2025 by product and region are as follows:

RMB

Industry	Principal business by product					
	Operating income	Operating costs	Gross profit margin (%)	Change of operating income as compared with prior year (%)	Change of operating costs as compared with prior year (%)	Change of gross profit margin as compared with prior year (ppt)
I. Publication	1,279,892,593.54	842,957,148.97	34.14	5.63	4.58	0.66
Textbooks and supplementary materials	649,368,813.52	356,616,773.57	45.08	13.53	8.59	2.50
General books	460,921,431.75	352,089,913.10	23.61	(7.20)	(4.38)	(2.25)
Printing and supplies	109,187,085.91	90,438,387.38	17.17	1.58	0.93	0.53
Newspapers and journals	21,916,429.82	13,074,629.36	40.34	(19.36)	(14.51)	(3.39)
Others	38,498,832.54	30,737,445.56	20.16	362.86	579.75	(25.47)
II. Distribution	4,863,826,902.35	3,287,396,295.16	32.41	(5.60)	(5.76)	0.12
Textbooks and supplementary materials	1,916,414,493.72	1,179,309,545.70	38.46	(15.30)	(14.19)	(0.80)
General books	2,804,387,769.51	1,989,758,835.27	29.05	5.91	3.51	1.65
Education informatization and others	143,024,639.12	118,327,914.19	17.27	(40.88)	(38.28)	(3.48)
III. Others	206,104,572.74	174,085,258.33	15.54	12.65	9.06	2.79
Including: Logistics services	201,463,087.98	172,604,903.36	14.32	12.64	8.91	2.93
Inter-segment elimination total	(910,781,170.05)	(950,500,800.96)				
Total	5,439,042,898.58	3,353,937,901.50	38.34	(4.72)	(5.65)	0.61

Industry	Principal business by sales model					
	Operating income	Operating costs	Gross profit margin (%)	Change of operating income as compared with prior year (%)	Change of operating costs as compared with prior year (%)	Change of gross profit margin as compared with prior year (ppt)
Offline sales	2,723,677,960.46	1,573,073,084.12	42.24	(8.97)	(10.84)	1.20
Online sales	2,715,364,938.12	1,780,864,817.38	34.42	(0.03)	(0.54)	0.34
Total	5,439,042,898.58	3,353,937,901.50	38.34	(4.72)	(5.65)	0.61

(1) Publication segment

The publication segment of the Group covers publishing of publications including books, newspapers and journals, audio-visual products and digital products; provision of printing services and supply of printing materials.

Textbooks and supplementary materials

The Group paid close attention to changes in technological innovation, user needs, usage scenarios and consumption habits, consolidated quality resources to promote the integrated development of educational publishing, and iteratively refined digital products based on market feedback to enhance product competitiveness. During the Period, the Group continued to develop Sichuan education version of primary school English textbooks online using the “Chuanxuebao” APP; enriched learning resources on the exclusive channel of “Sichuan Education Learning” of Ximalaya platform, and “Sichuan Education Zone” of Winshare Youjiao’s platform; and continued to work with Tencent Education in the integrated supplementary materials of “AI Accompanying Me to Learn” series, planning and creating multiple products on English and mental health in the first half of the year.

General books

The Group has always adhered to the correct publishing orientation. Under the guidance of themed publishing and key publishing projects, the Group promotes integrated publishing innovation, and accelerates the pace of digital transformation to promote high-quality development of publishing business.

According to the Open Book Data, during the Period, the Group’s market share ranked 9th in terms of actual sales value in the overall book market in China and 6th locally, which remained the same as compared with the Same Period of Last Year. The publishing brand of Winshare had five titles ranked among the top 100 bestsellers nationwide, an increase of four titles year-on-year. Cumulative sales of each title exceeded 400,000 copies in the first half of the year. The Group’s publication achieved good social benefits. In particular, five books, including Casting China: Bronze Civilization in Books (《鑄造中國：圖書青銅文明》), were shortlisted by the National Publishing Fund in 2025. Two books, including Searching for Gan Yu (《尋找甘宇》), were selected for the 2024 China Good Books. Another two books, including The Age of Symbols: Faith and Early China (《符號時代：信仰與早期中國》), were selected for the 2024 China Good Books.

During the Period, the Group focused on the themed publishing to promote the main theme of the country, launching key themed books such as *So This Is What China Looks Like* (《原來中國長這樣》), *Shiyi Village on the Clouds* (《雲朵上的石椅村》), and *Gateway to Qiangshan Mountain* (《羌山之門》). The Group also explored local cultural resources and steadily advanced a series of key publishing projects. The Three Su Culture (三蘇文化) Publishing Project has published 69 titles so far, including *Su Dongpo's Ideal Country* (《蘇東坡的理想國》), while the Shu Road Culture (蜀道文化) Publishing Initiative has published over 30 titles, including the Shu Road Heritage Series (蜀道遺產叢書). The Group continued to promote the in-depth integration of publishing, launching 628 integrated publications, including e-books and audio books. Its subsidiary Sichuan Science & Technology Publishing House Co., Ltd. developed the AR interactive application of “Cyberspace Station”, integrating with the print version of *Dreaming of Heavenly Palace* (《尋夢天宮》) to enhance the dissemination of popular science through an immersive experience.

The Group actively promotes the “going out” publishing initiative to deepen cultural exchange and cooperation. In the first half of 2025, a total of 299 copyrights were exported. The Group participated in major international book fairs such as the Bologna Children’s Book Fair and the Beijing International Book Fair, leveraging these platforms to organize a series of new book launches and cultural exchange activities, thereby effectively promoting the trade of book copyrights and enhancing the overseas influence of Chinese culture. The Group successfully promoted the China-Nepal and China-Cambodia Classics Translation Projects, further facilitating cultural exchange and mutual learning between China and the rest of the world. In addition, the Company its five subsidiaries, including Sichuan People’s Publishing House Co., Ltd. and Sichuan Tiandi Publishing House Co., Ltd., were selected as “2025-2026 National Key Cultural Export Enterprises”, and the South Asia Publishing Center of Sichuan Fine Arts Publishing House Co., Ltd. was selected as a “2025-2026 National Key Cultural Export Project”. All nine of the Group’s publishing houses were selected into the top 100 in the 2025 Influence of Overseas Collections of Chinese Books.

Newspapers and journals

The Group has 13 newspaper and journal brands (comprising 2 newspapers and 11 journals, including newspapers and journals run by the publishing houses), covering culture, children, popular science, fashion and other categories. The audience covers all age groups from infants to middle-aged and elderly people.

(2) *Distribution segment*

The distribution segment of the Group covers provision of textbooks to schools, teachers and students and education informatization and education equipment business for secondary and primary schools; retailing, distribution and online sales of publications, etc.

Textbooks and supplementary materials

During the Period, the Group continued to innovate its marketing model, implemented a precise operating strategy prioritizing both channels and products, and accelerated the transition from product sales to user management and service operations. By enhancing its education service capabilities, the Group addressed the impact of policy changes and declining student numbers on its education service business.

General books

During the Period, the Group continued to promote the integrated development of reading services and strove to enhance its online and offline full-channel operational capabilities. The first was to continuously consolidate the main distribution channels of key themed current affairs publications, actively integrate into the construction of the public cultural service system, and expand the businesses of government and enterprise services to satisfy diversified cultural consumption needs of customers. The second was to continuously promote store upgrades and renovation, adhere to focusing on the needs of users, complete the renovation and upgrade of physical stores such as Nanchong Book City, expand the cultural tourism integration pop-up store, and develop cultural and creative products based on original IP to enhance cultural consumption experience of customers. The third was to actively respond to market changes, optimize and adjust product structure, and further improve the student reading material system to meet educational needs. The fourth was to continuously strengthen the construction of channel matrix amidst intensifying competition in the online market, deepen the refined operation on comprehensive e-commerce platforms, improve content e-commerce business matrix, enhance expansion of the distribution market, and formulate multiple measures to consolidate the leading advantages in the national book e-commerce arena; and continuously optimize the operation of online “cloud stores” by integrating the instant retail business of “Reading at Home” with platforms such as JD Miao Song, Meituan, and Ele.me, thereby promoting in-depth online-offline integration and creating diversified consumption scenarios.

Education informatization and others

During the Period, the Group promoted the transformation and upgrading of its education informatization and education equipment business by leveraging high-quality digital content resources. With services for highly efficient classroom teaching as the core, the Group combined its education publishing advantages with digital technologies to explore business models from environmental construction, teaching applications to operational services, thus providing a full range of informatization services. The online service platform of Winshare Youxue covered over 6,000 schools, serving more than 4.95 million students. The labor and practical education business served a secondary and primary student flow of over 300,000, while the teacher training business organized and implemented 176 projects, serving a teacher flow of 40,800.

(II) ANALYSIS OF OPERATING RESULTS AND FINANCIAL PERFORMANCE

Breakdown of the relevant item changes in the financial statements

(For the six months ended 30 June 2025)

	<i>RMB</i>		
Item	Current Period	Same Period of Last Year	Change (%)
Revenue	5,527,429,426.93	5,787,816,275.71	(4.50)
Operating costs	3,368,865,598.71	3,562,042,236.10	(5.42)
Selling expenses	698,894,015.13	715,635,380.70	(2.34)
Administrative expenses	748,557,863.43	749,109,877.40	(0.07)
Finance expenses	(69,213,459.70)	(85,134,627.74)	18.70
Research and development expenditure	14,110,458.81	9,364,568.90	50.68
Net cashflow generated from operating activities	620,729,893.04	379,837,357.10	63.42
Net cashflow generated from investing activities	(753,393,822.25)	(734,143,481.92)	(2.62)
Net cashflow generated from financing activities	(377,618,433.78)	(579,171,553.35)	34.80
Other gains	48,168,005.53	30,047,532.36	60.31
Gain (loss) on fair value change	10,859,065.07	(36,709,633.98)	129.58
Credit impairment gain (loss)	48,695,138.39	(46,035,808.57)	205.78
Asset impairment gain (loss)	(41,270,639.32)	(21,027,688.19)	(96.27)
Gain (loss) on asset disposal	(174,288.09)	1,128,329.57	(115.45)
Non-operating income	2,923,519.65	1,050,289.04	178.35
Non-operating expenses	5,862,111.54	14,181,642.72	(58.66)
Income tax expenses	7,438,067.33	95,920,622.56	(92.25)
Other comprehensive income net, after tax	175,645,823.59	264,840,893.92	(33.68)

EXPENSES

During the Period, selling expenses of the Group amounted to RMB699 million, representing a decrease of 2.34% from RMB716 million in the Same Period of Last Year, mainly due to the decrease in promotion expenses, logistics expenses and e-commerce platform service fees.

During the Period, administrative expenses of the Group amounted to RMB749 million, the change of which was insignificant as compared to RMB749 million in the Same Period of Last Year.

During the Period, finance expenses of the Group amounted to RMB-69,213,500, representing an increase of RMB15,921,200 from RMB-85,134,600 in the Same Period of Last Year, mainly because the interest income derived from bank deposits decreased as compared with the Same Period of Last Year.

During the Period, research and development expenses of the Group amounted to RMB14,110,500, representing an increase of 50.68% from RMB9,364,600 in the Same Period of Last Year, mainly due to the increase in investment in business management systems and technological innovation applications integrated with business during the Period.

GAINS ON FAIR VALUE CHANGE

During the Period, gains on fair value change of the Group amounted to RMB10,859,100, representing an increase of RMB47,568,700 as compared with losses on fair value change of RMB36,709,600 in the Same Period of Last Year, mainly due to the changes in fair value of projects held by funds invested by the Company such as Winshare Hengxin and CITIC Buyout as affected by the capital market situation during the Period.

CREDIT IMPAIRMENT LOSSES

During the Period, credit impairment losses reversed by the Group amounted to RMB48,695,100, while credit impairment losses provided for in the Same Period of Last Year amounted to RMB46,035,800, mainly due to the strengthened efforts in recovering historical debts during the Period, in which some historical debts were recovered, resulting in a year-on-year decrease in provision for credit impairment losses.

ASSET IMPAIRMENT LOSSES

During the Period, asset impairment losses provided for by the Group amounted to RMB41,270,600, representing an increase of RMB20,243,000 from RMB21,027,700 in the Same Period of Last Year, mainly due to the changes in the inventory aging structure.

INVESTMENT INCOME

During the Period, the Group's investment income was RMB102 million, representing a decrease of 16.76% from RMB123 million in the Same Period of Last Year, which was mainly due to the decrease in cash dividends declared by Wan Xin Media for 2024 as compared with the Same Period of Last Year.

OTHER INCOME AND NON-OPERATING INCOME AND EXPENSES

During the Period, other income of the Group amounted to RMB48,168,000, representing an increase of 60.31% from RMB30,047,500 in the Same Period of Last Year, which was mainly due to the effect of the timing of VAT refund.

During the Period, non-operating income of the Group amounted to RMB2,923,500, representing an increase of 178.35% from RMB1,050,300 in the Same Period of Last Year, which was mainly due to the disposal of scrapped goods during the Period.

During the Period, non-operating expenses of the Group amounted to RMB5,862,100, representing a decrease of 58.66% from RMB14,181,600 in the Same Period of Last Year, mainly due to the decrease in donations as compared with the Same Period of Last Year.

GAIN ON ASSET DISPOSAL

During the Period, loss on asset disposal of the Group amounted to RMB174,300, representing a decrease of RMB1,302,600 from gain on asset disposal of RMB1,128,300 in the Same Period of Last Year, mainly due to the gain brought about by disposal of printing equipment by subsidiaries, etc., in the Same Period of Last Year.

INCOME TAX EXPENSES

During the Period, income tax expenses of the Group amounted to RMB7,438,100, representing a decrease of 92.25% as compared with RMB95,920,600 in the Same Period of Last Year, mainly due to changes in the preferential income tax policies for restructured cultural enterprises.

OTHER COMPREHENSIVE INCOME

During the Period, other comprehensive income net, after tax of the Group amounted to RMB176 million, representing a decrease of 33.68% from RMB265 million in the Same Period of Last Year, mainly due to fluctuation in market capitalization of the shares of listed companies held by the Company including Wan Xin Media and Bank of Chengdu.

PROFIT

Net profit of the Group for the Period amounted to RMB900 million, representing a year-on-year increase of 19.63%. Net profit attributable to shareholders of the listed company amounted to RMB857 million, representing a year-on-year increase of 19.66%. After deducting non-recurring profit or loss, the net profit attributable to shareholders of the listed company amounted to RMB847 million, representing a year-on-year increase of 13.81%, which was mainly attributable to changes in the preferential income tax policies for restructured cultural enterprises.

EARNINGS PER SHARE

Earnings per share is calculated based on the net profit of the Company attributable to the shareholders of the listed company for the Period divided by the weighted average number of the ordinary shares in issue during the Period. During the Period, earnings per share of the Group amounted to RMB0.69, representing an increase of 18.97% as compared with RMB0.58 in the Same Period of Last Year. For details regarding the calculation of earnings per share, please refer to Note 26 to the consolidated financial statements in this interim results announcement.

CASH FLOW

During the Period, net cashflow of the Group generated from operating activities was net inflow of RMB621 million, representing an increase of 63.42% as compared with net inflow of RMB380 million in the Same Period of Last Year, mainly due to changes in the preferential income tax policies for restructured cultural enterprises, which resulted in the receipt of enterprise income tax refund of RMB130 million paid in 2024 during the Period, and a year-on-year decrease in tax expenses including enterprise income tax and VAT.

During the Period, net cashflow of the Group generated from investing activities was net outflow of RMB753 million, as compared with net outflow of RMB734 million in the Same Period of Last Year. The net cash outflow was mainly due to the allocation of time deposits, the change of which was insignificant as compared with the Same Period of Last Year.

During the Period, net cashflow of the Group generated from financing activities was net outflow of RMB378 million, as compared with net outflow of RMB579 million in the Same Period of Last Year. The net cash outflow during the Period was mainly due to the distribution of dividends for A Shares of RMB325 million for 2024, while in the Same Period of Last Year, net cash outflow was mainly due to the payment for 2023 special dividends of RMB222 million and the distribution of dividends for A Shares of RMB316 million for 2023.

ASSETS AND LIABILITIES ANALYSIS

(As at 30 June 2025)

RMB

Item	Amount as at the end of the Current Period	Amount as at the end of the Current Period as a percentage of the total assets (%)	Amount as at the end of the prior year	Amount as at the end of the prior year as a percentage of the total assets (%)	Change in the amount as at the end of the Current Period over the amount as at the end of the prior year (%)	Remark
Held-for-trading financial assets	38,588.12	0.00	60,122.67	0.00	(35.82)	It mainly represents the stocks invested by the Company.
Notes receivable	–	–	933,791.30	0.00	(100.00)	Mainly due to the decrease in the balance of receivables settled by commercial acceptance bills in the logistics business at the end of the Period as compared with the beginning of the year.
Prepayments	92,211,362.91	0.39	64,815,102.00	0.28	42.27	Mainly due to increase in prepayments for operating costs and copyright fees.
Contract assets	11,176,898.51	0.05	5,584,567.76	0.02	100.14	Mainly due to change in quality warranty.
Long-term receivables	25,181,655.22	0.11	39,192,878.89	0.17	(35.75)	Mainly due to the decrease in closing balance of receivables as compared with the opening balance as a result of the fact that the receivables of education informatization and education equipment business, which adopted collection by instalments, were transferred to “non-current assets due within one year” as the agreed payment period approached.
Right-of-use assets	366,181,153.81	1.55	234,572,966.34	1.02	56.11	The increase in right-of-use assets was mainly due to the Group’s renewal of the three-year lease contract with Sichuan Xinhua Publishing and Distribution Group, on the basis of which another renewal period of the lease was considered.

Item	Amount as at the end of the Current Period	Amount as at the end of the Current Period as a percentage of the total assets (%)	Amount as at the end of the prior year	Amount as at the end of the prior year as a percentage of the total assets (%)	Change in the amount as at the end of the Current Period over the amount as at the end of the prior year (%)	Remark
Development expenditure	6,575,706.77	0.03	3,745,447.13	0.02	75.57	Mainly due to the increase in software R&D projects that have not yet been completed at the end of the Period compared with the beginning of the Period.
Notes payable	73,800.00	0.00	4,486,667.50	0.02	(98.36)	Mainly due to the decrease in the balance of trade payables settled by notes for education informatization and education equipment business and logistics business at the end of the Period as compared with the beginning of the year.
Taxes payable	24,939,247.31	0.11	42,024,302.50	0.18	(40.66)	Mainly due to the decrease in unpaid value-added tax, enterprise income tax, individual income tax and other taxes for the current period.
Other payables	480,994,484.41	2.04	308,454,407.85	1.35	55.94	The increase was mainly due to the cash dividend of RMB181 million declared by the Company for H shares for 2024, which was paid in full in July 2025.
Lease liabilities	304,897,700.10	1.29	179,938,995.53	0.79	69.45	The increase in lease liabilities was mainly due to the Group's renewal of the three-year lease contract with Sichuan Xinhua Publishing and Distribution Group, on the basis of which another renewal period of the lease was considered.

LIQUIDITY AND FINANCIAL RESOURCES

As at 30 June 2025, the Group had cash and bank balances of approximately RMB9,218 million (31 December 2024: RMB9,180 million), and short-term borrowings of RMB10 million (31 December 2024: RMB10 million).

As at 30 June 2025, the gearing ratio (calculated by dividing total liabilities by total assets) of the Group was 33.89%, down by 0.57 percentage point as compared with 34.46% as at 31 December 2024. The Group's overall financial structure remains relatively stable.

CONTINGENT LIABILITIES

As at 30 June 2025, the Group did not have any material contingent liabilities.

PLEDGE OF ASSETS

As at 30 June 2025, the balance of pledged deposits of the Group amounted to RMB4,926,400 (31 December 2024: RMB13,955,200), representing the security deposits placed with the banks for the issuance of bank acceptance bills, letters of guarantee, etc. Save as disclosed above, the Group did not have any other assets under pledge or guarantee.

FOREIGN EXCHANGE RISK

Almost all of the Group's assets, liabilities, revenues, costs and expenses were denominated in RMB. As a result, the management believes that foreign exchange exposure of the Group is minimal and confirms that no foreign exchange hedging arrangement has been made.

WORKING CAPITAL MANAGEMENT

	30 June 2025	30 June 2024
Current ratio	1.8	1.7
Inventory turnover days	130.7	127.9
Trade receivable and notes turnover days	55.4	53.2
Trade payable and notes turnover days	296.1	280.9

As at 30 June 2025, current ratio of the Group was 1.8, increased by 0.1 as compared with the Same Period of Last Year. During the Period, the inventory turnover days was 130.7 days, up by 2.8 days as compared with the Same Period of Last Year. The trade receivable and notes turnover days was 55.4 days, up by 2.2 days as compared with the Same Period of Last Year. The trade payable and notes turnover days was 296.1 days, up by 15.2 days as compared with the Same Period of Last Year.

The above indicators reflect that the operating conditions of the Group remained relatively stable, and the turnover days of inventory, trade receivables and trade payables were in line with the industry features of the publication and distribution enterprises.

Note: The trade receivable and notes turnover days were calculated based on the aggregate amount of notes receivable, accounts receivable and long-term receivables due within one year.

(III) OVERVIEW OF MATERIAL INVESTMENTS, ACQUISITIONS AND DISPOSALS

During the Period, the Group centered on the development strategy and optimized the industry layout. While developing its principal businesses, the Group pushed ahead the industry-finance integration with a view to establishing the Group as a first-class cultural media group in the PRC.

The Company was interested in 80,000,000 shares of Bank of Chengdu. Its shareholding was 1.89%. The cost of investment was RMB240 million. Bank of Chengdu is mainly engaged in commercial banking business approved by China's banking regulator. During the Period, the Group recognized a dividend income of RMB71,280,000 and a fair value gain of RMB239 million from Bank of Chengdu. As at 30 June 2025, the market capitalization of the shares held by the Company in Bank of Chengdu was RMB1,608 million, accounting for 6.82% of the unaudited total assets of the Group as at 30 June 2025 (as at 31 December 2024, the market capitalization of the shares held by the Company in Bank of Chengdu was RMB1,369 million, accounting for 5.98% of the audited total assets of the Group as at 31 December 2024).

The Company was interested in 124,640,000 shares of Wan Xin Media. Its shareholding was 6.37%. The cost of investment was RMB186 million. Wan Xin Media is mainly engaged in cultural services, education services, full supply chain management and other culture-related businesses. During the Period, a dividend income of RMB12,464,000 and a fair value loss of RMB64 million from Wan Xin Media were recognized. As at 30 June 2025, the market capitalization of the shares held by the Company in Wan Xin Media was RMB851 million, accounting for 3.61% of the unaudited total assets of the Group as at 30 June 2025 (as at 31 December 2024, the market capitalization of the shares held by the Company in Wan Xin Media was RMB915 million, accounting for 4.00% of the audited total assets of the Group as at 31 December 2024).

Wan Xin Media and Bank of Chengdu are financial investments of the Company which not only generate attractive dividend income to the Group for the Period, but also higher capital appreciation to the Group. The Company will monitor the price trends of the A share market and these two stocks from time to time. Coupled with the industrial development, the Company will formulate corresponding investment strategies to continuously and steadily contribute to the finance income of the Company.

Save as disclosed above, the Group did not have any other material investments, acquisitions and disposals during the Period.

During the Period, details of the external investments made by the Group are set out in Notes 9, 10 and 11 to the consolidated financial statements in this results announcement.

Information of the major subsidiaries

RMB0'000

Name of company	Type of company	Main business	Registered capital	Total assets	Net assets	Operating income	Operating profit	Net profit
Sichuan Education Publishing House Co., Ltd.	Subsidiary	Book publication	1,000.00	163,534.90	136,724.03	36,805.61	17,367.32	17,369.64
Sichuan Publication Printing Co., Ltd.	Subsidiary	Plate-leased printing and supply of textbooks	5,000.00	97,168.98	85,359.25	16,592.86	6,931.16	6,931.47
Sichuan Winshare Online E-commerce Co., Ltd.	Subsidiary	Online sales of various products	6,000.00	333,254.19	(7,448.14)	154,223.18	582.67	534.60

(IV) FUTURE PROSPECTS

Focusing on its main responsibilities and principal businesses, the Group adheres to integrity and innovation, continues to deepen reform, accelerates the cultivation of new and quality publishing productivity, gradually builds a new publishing and communication system in the digital era, and continuously improves the supply capacity of high-quality cultural products and services. It will implement the following operating plans:

Further enhance the level of content creation. Focus on publishing high-quality products, deepen major theme works, strengthen cultivation of original contents, and polish the brands of key projects; reserve high-quality content, strengthen information exchange and business linkage between publications and the market, and empower content creation and plan upgrades based on market analysis; make use of AI to increase integrated publishing innovation and promote the deep integration of traditional publishing and digital technologies; strengthen international communication and explore the transformation from cultural product output to cultural industry output.

Further enhance the quality and efficiency of education services. Develop and promote textbook products that meet market demand, constantly advance the transition from product sales to user management and service operations, and continuously improve product and service quality; continue to explore and develop new scenarios for the use by education equipment at all stages, and provide students with a three-dimensional and high-quality learning experience in the form of “environment + tools + content”; actively expand labor and practical education business, and optimize the operation mechanism of business; develop special teacher training courses to improve service quality; promote the optimization and upgrading of online service platforms, and use new digital technologies to empower education services.

Further optimize the reading service system. Fully leverage the role of publishing and distribution as a leading channel, and make every effort to ensure the promotion and distribution of key themed current affairs readings; promote the integration of culture and tourism, deeply integrate into local culture, upgrade cultural and creative industries, and enhance the experience of physical stores; actively expand library and university reading services, government and enterprise institutional cultural space customization services, rural bookstore cultural services and other businesses; further strengthen merchandise management, enhance content mining and demand matching capabilities, and focus on the discovery, introduction, and refined operations of key new products; enhance the dissemination effectiveness of content e-commerce channels; deepen the integration of new technologies and businesses, and strengthen the application of new technologies in areas such as product discovery, merchandise operations, marketing and promotion, and consumer experience; continue to build a national reading activity system supported by events such as Tianfu Book Fair, and deepen the influence of national reading activities.

Further strengthen the supply chain service capabilities. Focus on the digital transformation and upgrading of logistics, accelerate the investment and upgrading of intelligent logistics equipment and the planning and construction of logistics operation and management platforms, explore the in-depth application of big data in scenarios such as demand forecasting, inventory analysis, and business decision-making, make use of digital means to promote the coordinated optimization of logistics service quality, operational efficiency, and cost control, and continuously enhance the resilience and competitiveness of national supply chain service.

Further enhance the efficiency of capital management. Connect strategic emerging industries such as cultural technology and AI through capital means, rationally allocate investment portfolios to diversify investment risks, and continuously create an investment pattern that combines short-term income and long-term value, so as to obtain capital operating gains and assist in the high-quality development of the Company. At the same time, continue to promote resource integration through capital operations, facilitate the optimization of industrial layout, and promote transformation, upgrading and integrated development.

(V) **POTENTIAL RISKS**

Technical risk

As the trend of digitalized development deepens, iteration of technology in the fields of integrated publishing, smart education, AIGC, etc., accelerates, reshaping the publishing and distribution industry chains, bringing about unprecedented opportunities for industrial revolution and challenges to the integration and transformation of the Group in terms of contents and technologies. The Group will closely follow the development trend of the integration of culture and technology, further deepen technological innovation reforms, increase the intensity of new technological innovation and application, accelerate digitalized transformation, and vigorously develop new and quality publishing productivity.

Market risk

In recent years, the rapid development of emerging channels, coupled with rising consumer demand for diversified knowledge services and immersive interactive experiences, has placed higher requirements on the content production and channel expansion capabilities of the publishing industry. The Group will innovate content presentation formats, develop diversified content products, optimize its emerging channel layout, and focus on improving content production and service delivery, thereby continuously enhancing its market competitiveness and risk management capabilities.

Policy risk

Adjustments to industry and education policies will impact the industry's operating environment and market competition. Failure to promptly adjust product mix and expand service offerings will make it difficult to adapt to market changes and business development. The Group will closely monitor relevant policy developments, strengthen relevant work and measures, and promptly adjust its operating strategy to build a high-quality product and service system.

PURCHASE, SALE OR REDEMPTION OF LISTED SECURITIES OF THE COMPANY

During the Period, neither the Company nor any of its subsidiaries had purchased, sold or redeemed any of the Company's listed securities (including sales of treasury shares). As at 30 June 2025, the Company did not hold any treasury shares.

COMPLIANCE WITH THE CORPORATE GOVERNANCE CODE

The Directors are of the view that, during the Period, save as the following, the Company has adopted and complied with the applicable principles and the code provisions of the Corporate Governance Code as set out in Appendix C1 to the Listing Rules:

According to code provision B.2.2 of the Corporate Governance Code, each director (including directors with a specific service term) shall take turns to resign, at least once every three years. The service term of the Company's fifth session of the Board of Directors and the Supervisory Committee expired on 23 January 2025. Since the change of session of the Board of Directors and the Supervisory Committee of the Company has not yet been completed, the terms of the Board of Directors and the special committees thereunder, the Supervisory Committee and the senior management of the Company will be extended correspondingly. The Company will proceed with the work related to the change of session as soon as practicable. Please refer to the announcement of the Company dated 23 January 2025 for details.

COMPLIANCE WITH THE MODEL CODE FOR SECURITIES TRANSACTIONS BY DIRECTORS OF LISTED ISSUERS

The Company has adopted the Model Code for Securities Transactions by Directors of Listed Issuers (the "**Model Code**") set out in Appendix C3 to the Listing Rules as the code of conduct for securities transactions by the Directors and supervisors of the Company (the "**Supervisors**"), for the purpose of regulating securities transactions by the Directors and Supervisors. Having made specific enquiries to each Director and Supervisor, all Directors and Supervisors confirmed that they have complied with the provisions as set out in the Model Code throughout the Period.

INTERIM DIVIDEND

The Board has recommended the payment of an interim dividend by the Company for the six months ended 30 June 2025 of RMB0.19 (tax inclusive) per share, totaling approximately RMB234,429,790.00 (tax inclusive) (the "**Interim Dividend for 2025**"). The proposed Interim Dividend for 2025 is subject to the approval by shareholders at the extraordinary general meeting ("**EGM**"). If the proposal is approved, dividends payable to A shareholders will be declared and paid in RMB, whereas dividends payable to H shareholders will be declared in RMB and payable in Hong Kong dollars, the exchange rate of which would be calculated based on the average exchange rate published by the People's Bank of China during the week preceding the EGM.

In accordance with the "Enterprise Income Tax Law of the People's Republic of China" and its implementation regulations, where a PRC domestic enterprise distributes dividends to non-resident enterprise shareholders, it is required to withhold 10% enterprise income tax for such non-resident enterprise shareholders. Therefore, as a PRC domestic enterprise, the Company will, after withholding 10% of the dividend as enterprise income tax, distribute the dividend to non-resident enterprise shareholders, i.e., any shareholders who hold the Company's shares in the name of non-individual shareholders, including but not limited to HKSCC Nominees Limited, other nominees, trustees, or holders of H shares registered in the name of other groups and organizations.

Pursuant to the letter titled the “Tax arrangements on dividends paid to Hong Kong residents by mainland companies” issued by the Stock Exchange to the issuers on 4 July 2011 and the “State Taxation Administration Notice on Matters Concerning the Levy and Administration of Individual Income Tax After the Repeal of Guo Shui Fa [1993] No. 045” (Guo Shui Han [2011] No. 348), it is confirmed that the overseas resident individual shareholders holding the stocks issued by domestic non-foreign invested enterprises in Hong Kong are entitled to the relevant preferential tax treatment pursuant to the provisions in the tax agreements between the countries where they reside and China or the tax arrangements between mainland China and Hong Kong (Macau). Therefore, the Company will withhold 10% of the dividend as individual income tax, unless it is otherwise specified by the relevant tax regulations and tax agreements, in which case the Company will withhold individual income tax of such dividends in accordance with the tax rates and according to the relevant procedures as specified by the relevant regulations.

H shareholders whose names appear on the register of members of the Company on Thursday, 23 October 2025 are entitled to attend and vote at the EGM. H shareholders whose names appear on the register of members of the Company on the dividend entitlement date are entitled to the Interim Dividend for 2025 of the Company (if approved by the shareholders). The Interim Dividend for 2025 will be paid on or before 23 December 2025 (if approved by the shareholders).

H shareholders are advised to consult their own professional advisers about the tax effect in China, Hong Kong and/or other countries (regions) in respect of owning and disposal of H shares if they are in any doubt as to the above arrangements.

Shareholders should read this paragraph carefully. Should there be anyone who intends to change his/her identity as a shareholder, please seek advice on the relevant procedures from the nominees or trustees. The Company is neither obliged nor responsible for ascertaining the identities of the shareholders. In addition, the Company will withhold enterprise income tax and individual income tax in strict compliance with the relevant laws or regulations and the registered information on the H share register of members as at the dividend entitlement date, and will not entertain or assume responsibility for any requests or claims in relation to any delay or inaccuracies in ascertaining the identity of the shareholders or any disputes over the arrangements for withholding the enterprise income tax and individual income tax.

EGM

The EGM of the Company will be held at Xinhua International Hotel, No.8 Guzhongshi Street, Chengdu, Sichuan, the PRC (中國四川省成都市古中市街 8 號四川新華國際酒店) on Thursday, 23 October 2025. Details of the EGM will be set out in the notice of the EGM to be despatched by the Company in due course. Such notice will also be published on the Stock Exchange’s website (www.hkexnews.hk) and the Company’s website (www.winshare.com.cn).

CLOSURES OF REGISTER OF MEMBERS FOR H SHARES

In order to ascertain the shareholders who are entitled to attend the EGM and to receive the Interim Dividend for 2025 (if approved by the shareholders), the register of members for H shares will be closed by the Company during the following periods:

To ascertain the H shareholders who are qualified to attend and vote at the EGM:

Latest time for lodging transfers of H shares	4:30 p.m., Monday, 22 September 2025
Closure of register of members for H shares	from Tuesday, 23 September 2025 to Thursday, 23 October 2025 (both days inclusive)
Record date	Thursday, 23 October 2025
Date for holding the EGM	Thursday, 23 October 2025

To ascertain the H shareholders who are entitled to the proposed Interim Dividend for 2025:

Latest time for lodging transfers of H shares	4:30 p.m., Tuesday, 28 October 2025
Closure of register of members for H shares	from Thursday, 30 October 2025 to Tuesday, 4 November 2025 (both days inclusive)
Record date	Tuesday, 4 November 2025
Dividend entitlement date	Tuesday, 4 November 2025

In order for the H shareholders to qualify to attend and vote at the EGM and to receive the Interim Dividend for 2025 (if approved by the shareholders) proposed by the Company, all transfer documents accompanied by the relevant share certificates must be lodged with the Company's H share registrar, Computershare Hong Kong Investor Services Limited, at Shops 1712-1716, 17th Floor, Hopewell Centre, 183 Queen's Road East, Wanchai, Hong Kong for registration before the abovementioned deadlines for lodging the transfer documents.

EVENTS AFTER THE PERIOD

At the Board meeting held on 27 August 2025, the profit distribution plan for the interim period of 2025 was passed under which the undistributed profit for the interim period of 2025 will be distributed at the price of RMB0.19 (tax inclusive) per share and the proposed dividend amounted to RMB234,429,790.00 (tax inclusive). The resolution shall take effect upon obtaining approval at the EGM. Apart from this, there were no material events of the Group after the Period.

AUDIT COMMITTEE

The Company has established the audit committee (the "Audit Committee") in compliance with the requirements under Rules 3.21 and 3.22 of the Listing Rules with specific written terms of reference.

The Audit Committee has reviewed the Group's unaudited consolidated financial statements for the six months ended 30 June 2025 included in this interim results announcement and has communicated and discussed the financial reporting issues of the Group with the management of the Company. The Audit Committee confirmed that the interim financial report of the Group has been prepared in accordance with the applicable accounting standards and requirements and have made appropriate disclosures accordingly.

PUBLICATION OF INTERIM RESULTS ANNOUNCEMENT AND INTERIM REPORT

This interim results announcement will be published on the websites of the Stock Exchange (www.hkexnews.hk) and the Company (www.winshare.com.cn) respectively. The Company's 2025 interim report will be despatched to the shareholders of the Company and published on the websites of the Stock Exchange and the Company respectively on or before 30 September 2025.

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

Sichuan, the PRC, 27 August 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*