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新華文軒出版傳媒股份有限公司

XINHUA WINSHARE PUBLISHING AND MEDIA CO., LTD.*

(A joint stock limited company incorporated in the People's Republic of China with limited liability)
(Stock Code: 811)

CHANGE OF ALTERNATE AUTHORISED REPRESENTATIVE AND PROCESS AGENT

The board (the “**Board**”) of directors (the “**Director(s)**”) of Xinhua Winshare Publishing and Media Co., Ltd.* (the “**Company**”) hereby announces that Ms. Wong Wai Ling (“**Ms. Wong**”) has resigned from the following positions of the Company with effect from 26 March 2026:

1. the alternate authorised representative of the Company (the “**Alternate Authorised Representative**”) under Rule 3.06(2) of the Rules (the “**Listing Rules**”) Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Stock Exchange**”); and
2. the process agent to accept service of process and notices on behalf of the Company in Hong Kong under Rule 19A.13(2) of the Listing Rules and the authorised representative under Part 16 of the Companies Ordinance (Chapter 622 of the Laws of Hong Kong) (the “**Process Agent**”).

The Board further announces that Mr. Lau Kwok Yin has been appointed as the Alternate Authorised Representative and the Process Agent with effect from 26 March 2026.

Ms. Wong has confirmed that she has no disagreement with the Board and there is no matter relating to her resignation that needs to be brought to the attention of the Stock Exchange and the shareholders of the Company. The Board would like to express its gratitude to Ms. Wong for her contributions to the Company during her tenure of services.

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

Sichuan, the PRC, 26 March 2026

As at the date of this announcement, the Board comprises (a) Mr. Zhou Qing, Mr. Liu Longzhang and Mr. Li Kun as executive Directors; (b) Mr. Ke Jiming and Ms. Tan Ao as non-executive Directors; and (c) Mr. Lau Tsz Bun, Mr. Deng Fumin and Mr. Han Wenlong as independent non-executive Directors.

* *For identification purposes only*