Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.

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)

2026 THIRD QUARTERLY REPORT

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 results (the "**Third Quarterly Report**") of the Company and its subsidiaries (collectively the "**Group**") for the three quarters ended 30 September 2026. This announcement is made pursuant to Rule 13.09(2) and Rule 13.10B of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the "**Stock Exchange**") and the Inside Information Provisions under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

I. IMPORTANT NOTICE

The Board, the Directors and senior management of the Company warrant that the information contained in the Third Quarterly Report is true, accurate and complete without any false representations, misleading statements or material omissions, and accept legal responsibility therein.

The head of the Company Mr. Zhou Qing, the person-in-charge of accounting affairs Mr. Xu Yongping, and the person-in-charge of the accounting department (chief accountant) Mr. He Xiaomao warrant that the financial information in the Third Quarterly Report is true, accurate and complete.

The Third Quarterly Report of the Company is unaudited. The audit committee of the Company has reviewed the results of the Group for the three quarters ended 30 September 2026.

II. MAJOR FINANCIAL DATA

(I) Major accounting data and financial indicators

Unit: Yuan Currency: RMB

Item	Reporting Period	Increase/decrease compared to the corresponding period of prior year (%)	From the beginning of the year to the end of the Reporting Period	Increase/decrease from the beginning of the year to the end of the Reporting Period compared to the corresponding period of prior year (%)
Operating income	2,489,007,003.12	5.05	7,495,522,925.64	(5.08)
Total profit	251,998,610.09	95.75	924,278,427.74	(10.80)
Net profit attributable to shareholders of the listed company	218,764,804.23	82.05	873,234,687.76	(10.59)
Net profit attributable to shareholders of the listed company after deducting non-recurring profit or loss	143,454,068.83	55.51	771,218,948.25	(17.86)
Net cash flow from operating activities	N/A	N/A	837,898,550.39	(3.73)
Basic earnings per share (RMB/share)	0.18	80.00	0.71	(10.13)
Diluted earnings per share (RMB/share)	0.18	80.00	0.71	(10.13)
Weighted average return on net assets (%)	1.41	Increase of 0.61 percentage point	5.62	Decrease of 0.97 percentage point

	As at the end of the Reporting Period	As at the end of prior year	Increase/decrease compared to the end of the prior year (%)
Total assets	25,354,037,914.93	23,444,441,325.05	8.15
Owner's equity attributable to shareholders of the listed company	15,735,135,119.62	15,260,687,340.27	3.11

"**Reporting Period**" refers to the three-month period from the beginning of the current quarter to the end of the current quarter, the same below.

(II) Items and amounts of non-recurring profit or loss

Unit: Yuan *Currency: RMB*

Items of non-recurring profit or loss	Amount for the Period	Amount from the beginning of the year to the end of the Reporting Period
Profit or loss on disposal of non-current assets, including write-offs for which asset impairment provisions have been made	689,306.84	11,773,169.73
Government grants recognized in profit or loss for the period (other than grants which are closely related to the ordinary business scope of the Company, comply with national policies and regulations, are entitled according to determined standards, and have a lasting impact on the Company's profit or loss)	3,571,928.35	8,463,119.76
In addition to the effective hedging business related to the Company's ordinary scope of business, gain or loss from changes in fair value of financial assets and financial liabilities held by non-financial enterprises, and gain or loss from disposal of financial assets and financial liabilities	90,331,853.66	112,552,263.48
Other non-operating income and expenses apart from the above items	(4,201,472.81)	(10,428,248.67)
Less: Effect of income tax	15,465,476.42	19,869,231.67
Effect of minority interests (after tax)	(384,595.78)	475,333.12
Total	**75,310,735.40**	**102,015,739.51**

(III) Changes in the principal accounting information and financial indicators and reason thereof

Name of the item	Change proportion(%)	Main reasons
Total profit for the Reporting Period	95.75	Mainly due to a year-on-year increase in investment income resulting from the recognition of interim dividends from Bank of Chengdu Co., Ltd. ("**Bank of Chengdu**") and Anhui Xinhua Media Co., Ltd. ("**Wanxin Media**") during the Reporting Period, as well as a year-on-year increase in gains from changes in fair value of the investment in Goldstone Growth Equity Investment (Hangzhou) Partnership (Limited Partnership) ("**Goldstone Growth Fund**").
Net profit attributable to shareholders of the listed company for the Reporting Period	82.05	Mainly due to a year-on-year increase in investment income resulting from the recognition of interim dividends from Bank of Chengdu and Wanxin Media during the Reporting Period, as well as a year-on-year increase in gains from changes in fair value of the investment in Goldstone Growth Fund.
Net profit attributable to shareholders of the listed company after deducting non-recurring profit or loss for the Reporting Period	55.51	Mainly due to a year-on-year increase in investment income primarily resulting from the recognition of interim dividends from Bank of Chengdu and Wanxin Media during the Reporting Period.
Basic earnings per share for the Reporting Period	80.00	Mainly due to a year-on-year increase in investment income resulting from the recognition of interim dividends from Bank of Chengdu and Wanxin Media during the Reporting Period, as well as a year-on-year increase in gains from changes in fair value of the investment in Goldstone Growth Fund.
Diluted earnings per share for the Reporting Period	80.00	Mainly due to a year-on-year increase in investment income resulting from the recognition of interim dividends from Bank of Chengdu and Wanxin Media during the Reporting Period, as well as a year-on-year increase in gains on changes in fair value of the investment in Goldstone Growth Fund.

III. SHAREHOLDER INFORMATION

Total number of shareholders of ordinary shares and the shareholdings of the top ten shareholders as at 30 September 2026

Unit: Shares

Total number of shareholders of ordinary shares as at 30 September 2026: 49,425

Shareholding of top ten shareholders (excluding shares lent through refinancing)

Name of shareholder	Nature of shareholder	Number of shares held	Shareholding percentage (%)	Number of restricted shares held	Pledged, marked or locked-up	
					Status of shares	Number
Sichuan Xinhua Publishing and Distribution Group Co., Ltd.* (四川新華出版發行集團有限公司)	State	491,623,465	39.84	–	Nil	–
Hong Kong Securities Clearing Company Limited	Overseas legal person	348,163,429	28.22	–	Unknown	–
Sichuan Cultural Industry Investment Group Co., Ltd.* (四川文化產業投資集團有限責任公司)	State-owned legal person	228,935,005	18.55	–	Nil	–
Beijing Maple Spring Investment Management Co., Ltd.* (北京楓泉投資管理有限公司) (Note 1)	Unknown	57,742,000	4.68	–	Unknown	–
Chengdu Hua Sheng (Group) Industry Co., Ltd.* (成都市華盛(集團)實業有限公司)	Domestic non-state-owned legal person	53,336,000	4.32	–	Nil	–
Sichuan Daily Newspaper Group* (四川日報報業集團)	State-owned legal person	9,264,513	0.75	–	Nil	–
Liaoning Bohong Investment Co.,Ltd.* (遼寧博鴻投資有限公司) (Note 2)	State-owned legal person	6,485,160	0.53	–	Nil	–
Bank of China Limited – Huabao Standard & Poor's China A Share Dividend Opportunity Exchange Traded Index Securities Investment Fund (中國銀行股份有限公司 – 華寶標普中國 A 股紅利機會交易型開放式指數證券投資基金)	Unknown	1,937,179	0.16	–	Nil	–
China Merchants Fund Management Co., Ltd. – Social Security Fund Portfolio 1903 (招商基金管理有限公司 – 社保基金 1903 組合)	Unknown	1,831,800	0.15	–	Nil	–
MORGAN STANLEY & CO. INTERNATIONAL PLC.	Unknown	1,359,526	0.11	–	Nil	–

Shareholding of top ten unrestricted shareholders (excluding shares lent through refinancing)

Name of shareholder	Number of unrestricted tradable shares held	Class and number of shares	
		Class of shares	Number
Sichuan Xinhua Publishing and Distribution Group Co., Ltd.* (四川新華出版發行集團有限公司)	491,623,465	RMB ordinary shares	400,843,465
		Overseas listed foreign share	90,780,000
Hong Kong Securities Clearing Company Limited (Note 3)	348,163,429	RMB ordinary shares	6,772,532
		Overseas listed foreign share	341,390,897
Sichuan Cultural Industry Investment Group Co., Ltd.* (四川文化產業投資集團有限責任公司)	228,935,005	RMB ordinary shares	222,539,005
		Overseas listed foreign share	6,396,000
Beijing Maple Spring Investment Management Co., Ltd.* (北京楓泉投資管理有限公司) (Note 1)	57,742,000	Overseas listed foreign share	57,742,000
Chengdu Hua Sheng (Group) Industry Co., Ltd.* (成都市華盛(集團)實業有限公司)	53,336,000	RMB ordinary shares	53,336,000
Sichuan Daily Newspaper Group* (四川日報報業集團)	9,264,513	RMB ordinary shares	9,264,513
Liaoning Bohong Investment Co., Ltd.* (遼寧博鴻投資有限公司) (Note 2)	6,485,160	RMB ordinary shares	6,485,160
Bank of China Limited – Huabao Standard & Poor's China A Share Dividend Opportunity Exchange Traded Index Securities Investment Fund (中國銀行股份有限公司－華寶標普中國 A 股紅利機會交易型開放式指數證券投資基金)	1,937,179	RMB ordinary shares	1,937,179
China Merchants Fund Management Co., Ltd. – Social Security Fund Portfolio 1903 (招商基金管理有限公司－社保基金 1903 組合)	1,831,800	RMB ordinary shares	1,831,800
MORGAN STANLEY & CO. INTERNATIONAL PLC.	1,359,526	RMB ordinary shares	1,359,526

Notes: 1. Sourced from the "Disclosure of Interests" form filed on the website of The Stock Exchange of Hong Kong Limited.

2. Liaoning Publication Group Co., Ltd.* (遼寧出版集團有限公司) holds 6,485,160 A shares of the Company through its wholly-owned subsidiary, Liaoning Bohong Investment Co., Ltd.* (遼寧博鴻投資有限公司).

3. The number of H Shares held by Hong Kong Securities Clearing Company Limited is calculated by the Company after excluding the number of H Shares confirmed by the relevant parties. The overseas listed foreign shares held by the top ten shareholders should not be directly aggregated.

IV. OTHER REMINDERS

To thoroughly implement the relevant decisions and deployments of the CPC Central Committee and the State Council on further improving the quality of listed companies, and in response to the Initiative on Launching the Special Action of "Improving Quality, Enhancing Efficiency and Focusing on Returns" for SSE-listed Companies (《關於開展滬市公司"提質增效重回報"專項行動的倡議》) issued by the Shanghai Stock Exchange (the "SSE"), with a focus on the development prospects and value creation of the Company, the Company formulated the 2026 Action Plan of "Improving Quality, Enhancing Efficiency and Focusing on Returns" to actively practice the "investor-centric" philosophy. The evaluation on the implementation effect of the Action Plan for the first three quarters of 2026 is hereby reported as follows:

(I) FOCUSING ON CORE RESPONSIBILITIES AND PRINCIPAL BUSINESSES AND CONSOLIDATING THE INDUSTRIAL FOUNDATION

In the first three quarters of 2026, the Company adhered to the guidance of Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era, deeply engaged in its core responsibilities and principal businesses, persisted in an innovation-driven approach, and strived to propel the high-quality development of the Company to a new level. The Company consistently upheld the correct publishing orientation, closely followed major themes and important milestones, deeply cultivated high-quality content and core author resources, and solidly advanced the high-quality development of content publishing; continuously promoted the integrated development of reading services, focused on the diversified cultural needs of consumers, effectively enhanced its online and offline omni-channel operational capabilities, and persistently optimized the integrated development system of cultural services; and proactively adapted to policy adjustments and technological innovations, promoted product structure optimization, service extension and business integration, continuously innovated marketing models, and solidly advanced the innovative development of educational services. The Company was once again selected as one of the "Top 30 National Cultural Enterprises (全國文化企業 30 強)", with its brand influence being further enhanced.

(II) FOCUSING ON REFORM AND INNOVATION TO ACCELERATE THE CULTIVATION OF NEW QUALITY PRODUCTIVE FORCES

During the first three quarters of 2026, the Company adhered to the principle of upholding integrity and innovation, and promoted integrated development. Firstly, the Company deepened technology empowerment, strengthened the construction of digital and intelligent technology infrastructure, continuously deepened the innovative application of artificial intelligence technology in the field of publishing and distribution, and advanced the construction of a digital and intelligent logistics system as well as the digital and intelligent transformation of its printing plants; secondly, the Company deepened the creation of digital and intelligent integrated products, promoted the research and development as well as the iterative functional upgrading of the "AI Banwoxue (AI 伴我學)" series of integrated supplementary educational products, while the influence of integrated publishing brands such as "Yuanshe Culture (遠涉文化)" was continuously enhanced; thirdly, the Company constantly improved the cultural consumption service system, persistently promoted the optimization and upgrading of physical stores, created new business formats of cultural and tourism integration relying on original intellectual properties (IPs), completed the renovation and upgrading of stores such as the City Flagship Store • Panzhihua (城市旗艦店•攀枝花), and successfully launched the Panda Bookstore (Giant Panda Base Branch) (熊貓書店(大熊貓基地店)).

(III) Actively Rewarding Shareholders and Continuously Sharing the Fruits of Development

Adhering to the "investor-centric" philosophy, the Company has always placed the safeguarding of investors' interests in a prominent position. Based on a comprehensive consideration of factors such as the profitability of the Company and operating conditions, the Company continues to share the fruits of its operational development with all shareholders. During the first three quarters of 2026, the Company completed the distribution of the cash dividend for the year 2025, with the total distribution amounting to RMB518 million. Since 2023, the Company has implemented cash dividend distributions twice a year for three consecutive years. In 2026, the Company again proposed an interim profit distribution plan, pursuant to which a cash dividend of RMB0.17 per share (tax inclusive) will be distributed, with a total proposed cash dividend of RMB210 million (tax inclusive). The proposal has been considered and approved at the extraordinary general meeting, and the Company will complete the distribution as soon as practicable. By virtue of its continuous high-quality cash dividend payouts, the Company was successfully included in the 2026 Dividend Payout Ratio List of Listed Companies (2026年上市公司股利支付率榜單) of the China Association for Public Companies.

(IV) Strictly observing information disclosure norms and accurately conveying the Company's value

The Company continuously enhances the quality of information disclosure and the effectiveness of investor relations management, strictly controls the quality of information disclosure, solidifies investor relations practices, and has established a transparent and efficient mechanism for delivering the Company's value. During the first three quarters of 2026, the Company adhered to the compliant information disclosure, promptly communicated corporate information, and responded to investors' concerns. At the same time, through multiple channels including the SSE e-interaction platform, a 24-hour hotline, analyst conferences, WeChat and the investor relations email, the Company answered investors' questions in a timely manner, thereby maintaining smooth and efficient communication channels and accurately delivering the Company's value. By holding the 2025 annual and 2026 first-quarter results briefings through pre-recorded video broadcasts and textual interaction, and actively participating in the 2026 Online Collective Reception Day for Investors in the Sichuan Jurisdiction (四川轄區2026年投資者網上集體接待日) and the Half-Year Results Briefing, the Company maintained close communication and interaction with investors.

(V) Reinforcing the responsibilities of "key minority" personnel to safeguard compliant operations

Firstly, the Company held more than 20 general meetings, Board meetings and meetings of the specialized committees in a compliant manner, giving full play to the roles of independent Directors and specialized committees of the Board in professional empowerment, supervision, and checks and balances, and effectively safeguarding the lawful rights and interests of all shareholders, particularly minority shareholders. Secondly, the Company promoted diligent discharge of duties of the "key minority" personnel including Directors and senior management. We formulated the "Remuneration Management System for Directors (《董事薪酬管理制度》)" and the "2026 Remuneration and Performance Evaluation Plan for Senior Management (《高級管理人員 2026 年度薪酬及考核評價方案》)" while establishing a remuneration withholding and clawback mechanism to further optimize our incentive and constraint mechanism. Thirdly, the Company strengthened the performance guarantee for "key minority" personnel by regularly conducting activities such as thematic communication, information dissemination, research visits, and professional training, while implementing the latest regulatory requirements, thereby continuously elevating the Company's standardized corporate governance.

V. QUARTERLY FINANCIAL STATEMENTS

Consolidated Balance Sheet
30 September 2026

Unit: Yuan Currency: RMB Audit status: Unaudited

Item	30 September 2026	31 December 2025 (Audited)
Current assets:		
Cash and cash equivalents	8,528,563,742.30	8,813,294,996.91
Held-for-trading financial assets	–	47,285.12
Notes receivable	1,687,117.65	–
Accounts receivable	2,019,610,093.02	1,631,558,313.21
Financing receivables	20,137,055.29	13,659,195.61
Prepayments	125,134,532.66	101,661,653.47
Other receivables	171,579,456.98	155,434,051.60
Including: Dividend receivable	12,464,000.00	12,464,000.00
Inventories	3,206,714,772.70	2,280,086,323.16
Contract assets	2,776,935.27	10,220,367.99
Non-current assets due within one year	12,103,372.76	22,507,427.20
Other current assets	74,476,726.96	72,574,515.09
Total current assets	**14,162,783,805.59**	**13,101,044,129.36**

Item	30 September 2026	31 December 2025 (Audited)
Non-current assets:		
Long-term receivables	8,297,875.33	13,693,637.50
Long-term equity investments	874,968,922.01	871,587,783.09
Other equity instrument investment	2,229,448,993.81	2,110,106,593.81
Other non-current financial assets	624,377,934.53	466,762,331.54
Investment properties	72,416,049.33	75,059,480.25
Fixed assets	2,266,642,860.08	2,347,072,000.84
Construction in progress	20,171,437.12	3,394,771.08
Right-of-use assets	292,141,051.48	330,892,995.19
Intangible assets	299,466,177.42	313,800,969.23
Development cost	13,665,195.07	7,650,470.72
Goodwill	622,652,907.24	622,652,907.24
Long-term prepaid expenses	25,254,553.36	28,688,755.34
Deferred income tax assets	4,950,449.18	6,963,098.32
Other non-current assets	3,836,799,703.38	3,145,071,401.54
Total non-current assets	**11,191,254,109.34**	**10,343,397,195.69**
Total assets	**25,354,037,914.93**	**23,444,441,325.05**
Current liabilities:		
Short-term borrowings	30,000,000.00	10,000,000.00
Accounts payable	6,124,579,264.18	5,162,813,030.81
Receipts in advance	6,449,081.27	7,506,790.10
Contract liabilities	1,279,327,958.34	591,240,193.13
Employee benefits payable	769,988,515.67	1,009,468,036.81
Taxes payable	33,900,179.45	47,287,226.56
Other payables	328,536,084.34	304,192,570.95
Non-current liabilities due within one year	82,331,062.19	83,930,280.44
Other current liabilities	132,285,849.06	141,378,687.62
Total current liabilities	**8,787,397,994.50**	**7,357,816,816.42**

Item	30 September 2026	31 December 2025 (Audited)
Non-current liabilities:		
Lease liabilities	219,982,671.40	268,414,242.75
Long-term payables	5,527,957.17	5,374,260.12
Deferred income	91,549,228.45	85,837,398.10
Deferred income tax liabilities	95,145,082.89	76,139,642.63
Total non-current liabilities	**412,204,939.91**	**435,765,543.60**
Total liabilities	**9,199,602,934.41**	**7,793,582,360.02**
Owners' equity (or shareholders' equity):		
Paid-in capital (or share capital)	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	1,801,011,572.65	1,681,669,172.65
Special reserves	83,911.59	–
Surplus reserve	1,580,525,668.61	1,580,525,668.61
Undistributed profits	8,595,028,997.32	8,240,007,529.56
Total equity attributable to owners (or shareholders' equity) of the parent company	15,735,135,119.62	15,260,687,340.27
Minority interest	419,299,860.90	390,171,624.76
Total owners' equity (or shareholders' equity)	**16,154,434,980.52**	**15,650,858,965.03**
Total liabilities and owners' equity (or shareholders' equity)	**25,354,037,914.93**	**23,444,441,325.05**

Consolidated Income Statement

From January to September 2026

Unit: Yuan Currency: RMB Audit status: Unaudited

Item		Nine months ended 30 September 2026	Nine months ended 30 September 2025
I.	**Total operating income**	**7,495,522,925.64**	**7,896,874,144.86**
	Including: Operating income	7,495,522,925.64	7,896,874,144.86
II.	**Total operating costs**	**6,888,698,937.47**	**7,041,534,135.30**
	Including: Operating cost	5,090,628,476.75	5,126,461,429.44
	Tax and surcharges	32,774,482.93	29,742,841.52
	Selling expenses	877,302,891.22	928,255,485.71
	Administrative expenses	1,034,637,595.46	1,095,107,686.35
	Research and development expenditure	21,712,089.17	20,884,485.71
	Finance expenses	(168,356,598.06)	(158,917,793.43)
	Including: Interest expense(s)	9,627,351.12	11,373,415.30
	Interest income	179,565,638.64	171,497,929.73
	Add: Other income	50,213,173.54	56,512,847.86
	Investment income	167,209,998.70	110,141,142.76
	Including: Income from investments in associates and joint ventures	4,747,638.92	21,516,926.95
	Gains on fair value changes	112,392,184.02	36,738,634.70
	Gain from credit impairment	39,131,982.71	22,117,900.58
	Gain (loss) on impairment of assets	(43,327,182.65)	(39,730,308.29)
	Gain on disposal of assets	2,262,531.92	884,239.59
III.	**Operating profit**	**934,706,676.41**	**1,042,004,466.76**
	Add: Non-operating income	1,334,797.89	4,307,803.83
	Less: Non-operating expenses	11,763,046.56	10,106,190.17
IV.	**Total profit**	**924,278,427.74**	**1,036,206,080.42**
	Less: Income tax expenses	26,328,338.95	10,573,761.59
V.	**Net profit**	**897,950,088.79**	**1,025,632,318.83**
	(I) Categorized by the nature of continuing operations		
	1. Net profit from continuing operations	897,950,088.79	1,025,632,318.83
	(II) Categorized by ownership		
	1. Net profit attributable to shareholders of the parent company	873,234,687.76	976,713,098.67
	2. Profit or loss attributable to minority shareholders	24,715,401.03	48,919,220.16

Item			Nine months ended 30 September 2026	Nine months ended 30 September 2025
VI.	**Other comprehensive income, net of tax**		**119,342,400.00**	**(90,992,576.41)**
	(I)	Other comprehensive income attributable to owners of the parent company, net of tax	119,342,400.00	(90,992,576.41)
		1. Other comprehensive income that cannot be reclassified to profit or loss	119,342,400.00	(90,992,576.41)
		(1) Fair value changes of other equity instrument investment	119,342,400.00	(90,992,576.41)
VII.	**Total comprehensive income**		**1,017,292,488.79**	**934,639,742.42**
	(I)	Total comprehensive income attributable to owners of the parent company	992,577,087.76	885,720,522.26
	(II)	Total comprehensive income attributable to minority shareholders	24,715,401.03	48,919,220.16
VIII.	**Earnings per share:**			
	(I)	Basic earnings per share (RMB/share)	0.71	0.79
	(II)	Diluted earnings per share (RMB/share)	0.71	0.79

Consolidated Cash Flow Statement

From January to September 2026

Unit: Yuan Currency: RMB Audit status: Unaudited

Item		Nine months ended 30 September 2026	Nine months ended 30 September 2025
I.	**Cash flows from operating activities:**		
	Cash receipts from sale of goods and rendering of services	8,129,948,469.72	8,221,131,105.15
	Cash received from tax refund	30,649,407.79	163,195,647.45
	Other cash receipts relating to operating activities	166,914,257.59	152,334,847.97
	Sub-total of cash inflows from operating activities	8,327,512,135.10	8,536,661,600.57
	Cash paid for goods purchased and services received	5,424,713,167.08	5,459,841,328.76
	Cash paid to and on behalf of employees	1,509,485,635.55	1,571,171,697.67
	Payments of taxes	112,465,879.22	117,923,294.94
	Other cash payments relating to operating activities	442,948,902.86	517,391,943.35
	Sub-total of cash outflows from operating activities	7,489,613,584.71	7,666,328,264.72
	Net cash flow from operating activities	837,898,550.39	870,333,335.85
II.	**Cash flows from investing activities:**		
	Cash receipts from disposal of investments	5,470,820.61	42,845,061.53
	Cash receipts from investment income	246,678,523.43	98,653,384.92
	Net cash received from disposal of fixed assets, intangible assets and other long-term assets	5,397,118.70	5,007,199.30
	Other cash receipts relating to investing activities	1,003,000,000.09	60,000,000.00
	Sub-total of cash inflows from investing activities	1,260,546,462.83	206,505,645.75
	Cash paid to acquire fixed assets, intangible assets and other long-term assets	71,755,238.23	98,251,720.14
	Cash paid to acquire investments	50,113,474.04	50,240,224.26
	Other cash payments relating to investing activities	2,122,328,968.42	1,882,711,289.08
	Sub-total of cash outflows from investing activities	2,244,197,680.69	2,031,203,233.48
	Net cash flow from investing activities	(983,651,217.86)	(1,824,697,587.73)

Item		Nine months ended 30 September 2026	Nine months ended 30 September 2025
III.	**Cash flows from financing activities:**		
	Cash received from borrowings	27,950,000.00	–
	Sub-total of cash inflows from financing activities	27,950,000.00	–
	Cash paid for repayment of debts	7,950,000.00	–
	Cash paid for dividend, profit appropriation or interest	518,754,992.62	506,682,367.13
	Including: Dividends and profits paid to minority shareholders by subsidiaries	–	557,834.94
	Cash paid for other financing activities	64,497,913.96	89,633,512.39
	Sub-total of cash outflows from financing activities	591,202,906.58	596,315,879.52
	Net cash flow from financing activities	(563,252,906.58)	(596,315,879.52)
IV.	**Net increase in cash and cash equivalents**	(709,005,574.05)	(1,550,680,131.40)
	Add: Opening balance of cash and cash equivalents	7,279,621,670.33	8,962,582,856.29
V.	**Closing balance of cash and cash equivalents**	6,570,616,096.28	7,411,902,724.89

By order of the Board
Xinhua Winshare Publishing and Media Co., Ltd.*
Chairman
Zhou Qing

Sichuan, the PRC, 28 October 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*