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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)**

## ANNOUNCEMENT ON THE PRINCIPAL OPERATING STATISTICS FOR THE FIRST THREE QUARTERS ENDED 2026

This announcement is made by Xinhua Winshare Publishing and Media Co., Ltd* (the "**Company**", together with its subsidiaries, the "**Group**") pursuant to Rule 13.09 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the "**Listing Rules**") and the requirements of Part XIVA of the Securities and Futures Ordinance (Cap. 571 of the Laws of Hong Kong).

The board of directors of the Company confirm that there are no false representations, misleading statements or material omission in this announcement, and they shall individually and collectively accept responsibility for the truthfulness, accuracy and completeness of the contents herein.

In accordance with the relevant requirements under the Guidelines No. 3 of the Shanghai Stock Exchange on the Application of Self-Regulation Rules for Listed Companies – Industry Information Disclosure: No.11 Media and Publishing《(上海證券交易所上市公司自律監管指引第3號行業信息披露：第十一號－新聞出版》), the Company hereby announces the operating statistics of its principal business segments for the first three quarters ended 2026 as follows:

*RMB0'000*

| Business Segments | Total fixed price for sales | Turnover | Operating cost | Gross Profit Margin (%) |
|---|---|---|---|---|
| Publishing Business | – | 222,311.04 | 149,460.05 | 32.77 |
| Of which: Textbooks and Supplementary Materials | 221,242.81 | 130,609.92 | 73,646.67 | 43.61 |
| General Books | 533,808.47 | 65,636.36 | 53,654.34 | 18.26 |
| Distribution Business | – | 645,382.11 | 478,935.64 | 25.79 |
| Of which: Textbooks and Supplementary Materials | 293,415.23 | 284,193.81 | 192,398.49 | 32.30 |
| General Books | 659,544.84 | 342,645.74 | 271,403.77 | 20.79 |

Descriptions to principal business segments:

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

The distribution business mainly covers provision of textbooks to schools, teachers and students and education informatized and education equipment business for primary and secondary school; retailing, distribution business and online sales of publications business.

This announcement is published simultaneously in Chinese and English. In the event of any inconsistency between Chinese and English versions, the Chinese version shall prevail.

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*