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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)

CONNECTED TRANSACTION
ACQUISITION OF 100% EQUITY INTEREST IN SICHUAN MINZU PUBLISHING HOUSE LIMITED

Reference is made to the announcement of Xinhua Winshare Publishing and Media Co., Ltd. (the "**Company**") dated 21 September 2026 (the "**Announcement**") in relation to the proposed acquisition of 100% equity interest in Sichuan Minzu Publishing House Limited. Unless otherwise defined, capitalized terms used in this announcement shall have the same meanings as those defined in the Announcement.

The Board is pleased to announce that it has received a notice from Sichuan Xinhua Publishing and Distribution Group recently that the transaction has obtained approval from the higher-level state-owned assets regulatory authority. On 13 November 2026, the Company and Sichuan Xinhua Publishing and Distribution Group entered into the Equity Transfer Agreement in relation to the acquisition by the Company of the Target Interest held by Sichuan Xinhua Publishing and Distribution Group at a consideration of RMB345,747,000.00, the principal terms of which remain unchanged from those disclosed in the Announcement.

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

Sichuan, the PRC, 13 November 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*