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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)

VOLUNTARY ANNOUNCEMENT
INCREASE OF SHAREHOLDING IN THE COMPANY BY A CONTROLLING SHAREHOLDER AND SHAREHOLDING INCREASE PLAN

On 23 November 2026, Xinhua Winshare Publishing and Media Co., Ltd.* (the "**Company**") was informed by Sichuan Xinhua Publishing and Distribution Group Co., Ltd.* (四川新華出版發行集團有限公司) ("**Sichuan Xinhua Publishing and Distribution Group**"), a controlling shareholder of the Company, that Sichuan Xinhua Publishing and Distribution Group increased their shareholding of H Shares in the Company by way of centralised competitive bidding via the Hong Kong Stock Connect trading system of the Shanghai Stock Exchange on 23 November 2026. Details of the increase of shareholding (the "**Increase of Shareholding**") are as follows:

1. DETAILS OF THE INCREASE OF SHAREHOLDING

Prior to the implementation of the shareholding increase plan, Sichuan Xinhua Publishing and Distribution Group directly and indirectly held a total of 491,623,465 shares of the Company, representing approximately 39.84% of the total share capital of the Company, among which, (i) it directly held 400,843,465 A Shares and 72,530,000 H Shares of the Company, representing approximately 38.37% of the total share capital of the Company in aggregate; and (ii) it held 18,250,000 H Shares of the Company through its wholly-owned subsidiary, Shudian Investment Co., Ltd., representing approximately 1.48% of the total share capital of the Company.

Basic information of the first Increase of Shareholding: On 23 November 2026, Sichuan Xinhua Publishing and Distribution Group increased its shareholding of H Shares in the Company by 219,000 shares for the first time by way of centralised competitive bidding via the Hong Kong Stock Connect trading system of the Shanghai Stock Exchange, representing approximately 0.02% of the total share capital of the Company.

Following the first Increase of Shareholding, Sichuan Xinhua Publishing and Distribution Group and its subsidiaries held 491,842,465 shares of the Company in aggregate, representing approximately 39.86% of the total share capital of the Company, comprising 400,843,465 A Shares and 90,999,000 H Shares.

2. PLAN TO FURTHER INCREASE THE SHAREHOLDING IN THE COMPANY

Sichuan Xinhua Publishing and Distribution Group and its wholly-owned subsidiary, Shudian Investment Co., Ltd., intend to increase the shareholding of H Shares of the Company by way of centralised competitive bidding via the Hong Kong Stock Connect trading system of the Shanghai Stock Exchange and the trading system of The Stock Exchange of Hong Kong Limited within 12 months from the date of disclosure of this announcement. The number of shares to be increased shall be no less than 12,340,000 shares and no more than 24,670,000 shares (i.e. representing a maximum of approximately 2% of the total share capital of the Company), and the source of funds is their own funds.

3. The Increase of Shareholding is in compliance with the relevant provisions of laws and regulations, including the Company Law, the Securities Law of the People's Republic of China and the Measures for the Administration of the Takeover of Listed Companies, the departmental rules and the business rules of the Shanghai Stock Exchange.

4. The shareholding increase plan will not trigger a general offer, and will not result in any change in the controlling shareholder and actual controller of the Company.

5. Sichuan Xinhua Publishing and Distribution Group and its wholly-owned subsidiary, Shudian Investment Co., Ltd. undertake not to reduce their shareholdings in the Company during the period of implementation of the shareholding increase plan and the statutory period.

6. The Company will continue to pay attention to the development regarding the Increase of Shareholding in the Company by Sichuan Xinhua Publishing and Distribution Group and make timely information disclosure pursuant to the relevant laws and regulations.

The board (the "**Board**") of directors (the "**Directors**") and all Directors of the Company confirm that there are no false representations, misleading statements or material omissions in this announcement, and they shall individually and collectively accept responsibility for the truthfulness, accuracy and completeness of the contents herein.

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

Sichuan, the PRC, 23 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*