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WIN SHARE

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)

2017 FIRST 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**” or the “**Parent Company**” or “**Xinhua Winshare**”) is pleased to announce the unaudited results of the Company and its subsidiaries (collectively the “**Group**”) for the first quarter ended 31 March 2017. This announcement is made pursuant to Rule 13.09(2) and Rule 13.10B of the Rules Governing the Listing of Securities (the “**Listing Rules**”) 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 (Cap. 571 of the Laws of Hong Kong).

I. Important Notice

1.1 The Board, the supervisory committee, the Directors, supervisors and senior management of the Company hereby warrant that the contents of this quarterly report are true, accurate and complete, and there are no false representations, misleading statements or material omissions, and are jointly and severally responsible for the liabilities of the Company.

1.2 Absence of Directors

Name of the absent Director(s)	Position of the absent Director(s)	Reasons for absence	Representative
He Zhiyong	Chairman	On business trip	Yang Miao

1.3 He Zhiyong, the head of the Company, Zhu Zaixiang, the person-in-charge of accounting affairs, and Wu Sufang, the person-in-charge of the accounting department (Accounting Officer), warrant the truthfulness, accuracy and completeness of the financial statements in the quarterly report.

1.4 The first quarterly report of the Company is prepared in accordance with the Chinese Accounting Standards For Business Enterprises and is unaudited. The unaudited results of the Group for the first quarter ended 31 March 2017 have been reviewed by the audit committee of the Company.

II. Corporate Information

2.1 Major financial data

Unit and Currency: RMB

	As at the end of the reporting period	As at the end of last year	Change (%)
Total assets	12,199,198,525.32	12,255,176,609.39	-0.46
Net assets attributable to shareholders of the listed company	8,432,688,480.05	8,335,690,360.52	1.16
	From the beginning of the year to the end of the reporting period	From the beginning to the end of the reporting period of last year	Change (%)
Net cash flow from operating activities	-147,724,596.74	-198,131,387.71	25.44
Operating income	1,546,520,658.26	1,341,976,361.72	15.24
Net profit attributable to shareholders of the listed company	186,644,166.82	173,012,924.85	7.88
Net profit attributable to shareholders of the listed company after deducting non-recurring gains and losses	177,494,938.03	167,379,737.32	6.04
Weighted average return on net assets (%)	2.23	2.44	Decrease of 0.21 percentage point
Basic earnings per share (RMB/share)	0.15	0.15	–
Diluted earnings per share (RMB/share)	0.15	0.15	–

Items and amounts of extraordinary gains or losses

Applicable Not applicable

Unit and Currency: RMB

Item	For the period
Gain or loss on disposal of non-current assets	-1,351.74
Government subsidies (except for government subsidies which are closely related to the corporate business and entitled in standard amounts or quantities in conformity with the uniform standards of the State) attributable to gains or losses for the period	5,916,790.60
Gain and loss arising from changes in fair value of trading financial assets and trading financial liabilities and investment gain received from disposal of trading financial assets, trading financial liabilities and available-for-sale financial assets (except for those related to effective hedging businesses under ordinary business scope of the Company)	4,644,948.43
Gain or loss received from external custodian loans	1,180,018.10
Other non-operating income and expenses apart from the above items	-2,281,631.15
Effect of minority interests (after tax)	-283,356.27
Effect of income tax	-26,189.18
Total	9,149,228.79

2.2 Total number of shareholders, the shareholding of top ten shareholders and top ten tradable shareholders (or unrestricted shareholders) as at the end of the reporting period

Unit: share

Total number of shareholders (shareholder) 45,344

Shareholding of top ten shareholders

Name of shareholders (in full)	Shareholding as at the period end	Percentage (%)	Restricted shareholding	Pledged or locked-up Status	Pledged or locked-up Number	Nature of shareholders
Sichuan Xinhua Publishing Group Co., Ltd.*(四川新華發行集團有限公司)	601,053,525	48.71	592,809,525	Nil		State
Hong Kong Securities Clearing Company Nominees Limited	423,096,950	34.29	0	Unknown		Overseas legal person
Chengdu Hua Sheng (Group) Industry Co., Ltd.*(成都市華盛(集團)實業有限公司)	53,336,000	4.32	53,336,000	Pledged	53,336,000	Domestic non-state-owned legal person
Sichuan Publication Group Co., Ltd.*(四川出版集團有限責任公司)	30,572,893	2.48	30,572,893	Nil		State-owned legal person
Sichuan Daily Newspaper Group*(四川日報報業集團)	9,264,513	0.75	9,264,513	Nil		State-owned legal person
Liaoning Publication Group Co., Ltd.*(遼寧出版集團有限公司)	6,485,160	0.53	6,485,160	Nil		State-owned legal person
LEUNG YOK FUN	5,000,000	0.41	0	Unknown		Unknown
Vanguard Investment Australia Ltd. – Vanguard Emerging Market Stock Index Fund (Exchange)	1,796,153	0.15	0	Unknown		Unknown
SUEN SHUK MING	1,000,000	0.08	0	Unknown		Unknown
ZHU WAN(諸婉)	845,200	0.07	0	Unknown		Unknown

Shareholdings of top ten unrestricted shareholders

Name of shareholders	Number of unrestricted tradable shares held	Class of shares and number	
		Class	Number
Hong Kong Securities Clearing Company Nominees Limited	423,096,950	Overseas listed foreign shares	423,096,950
LEUNG YOK FUN	5,000,000	Overseas listed foreign shares	5,000,000
Vanguard Investment Australia Ltd. – Vanguard Emerging Market Stock Index Fund (Exchange)	1,796,153	RMB ordinary shares	1,796,153
SUEN SHUK MING	1,000,000	Overseas listed foreign shares	1,000,000
ZHU WAN(諸婉)	845,200	RMB ordinary shares	845,200
CHEN GUOJUAN(陳國娟)	835,849	RMB ordinary shares	835,849
ZHOU BIXIAN(周碧仙)	651,074	RMB ordinary shares	651,074
YE XIAOPING(葉笑萍)	632,200	RMB ordinary shares	632,200
MAO ZHAOBIN(茅兆斌)	597,900	RMB ordinary shares	597,900
ZHANG GEZHI(章格致)	563,700	RMB ordinary shares	563,700
Shareholders above with related party relationship or acting in concert	There is no related party relationship between shareholders of state-owned shares and shareholders of state-owned legal person shares in the above table. Apart from that, it is not aware that there are any shareholders above with related party relationship or acting in concert.		
Holders of preference shares with restored voting rights and their shareholdings	Not applicable		

2.3 Total number of and top ten holders of preference shares and their unrestricted shareholdings as at the end of the reporting period

Applicable Not applicable

III. Material matters

3.1 Details and reasons for significant changes of principal accounting statement items and financial indicators

✓ Applicable Not applicable

Analysis on significant changes in balance-sheet items

Unit and Currency: RMB

Item	As at the end of the period	As at the beginning of the year	Change (%)	Main reasons for changes
Trade receivables	1,075,001,797.09	801,178,862.51	34.18	Mainly due to the payments for ordered goods not fully recovered in the spring of 2017 by the Company
Interests receivable	2,691,763.54	714,789.56	276.58	Mainly due to the increase in interests arising from outstanding time bank deposits
Other receivables	104,164,696.48	70,041,693.67	48.72	Mainly due to the increase in the balance of performance bonds and others of Winshare digital campus
Non-current assets due within one year	–	120,000,000.00	-100.00	Due to the recovery of entrusted loan, which was provided by the Company to Sichuan Wenxuan Zhuotai Investment Co., Ltd* (四川文軒卓泰投資有限公司)(“Sichuan Wenzhuo”), in February 2017
Other current assets	659,722,471.41	974,629,765.89	-32.31	Mainly due to the recovery of some capital conservation bank wealth management products as purchased by the Company due
Notes payable	3,255,200.00	12,584,784.00	-74.13	Decrease in the balance of bank acceptances used in the operations of the Company
Employee benefits payable	150,675,518.29	251,796,187.52	-40.16	Mainly due to the payment of 2016 year-end bonus in January 2017
Dividends payable	–	132,581,130.00	-100.00	Mainly due to the payment of the dividend declared by the Company in December 2016, which was completely paid in January 2017

Analysis on significant changes in income-statement items

Unit and Currency: RMB

Item	For the current period	For the prior period	Change (%)	Main reasons for changes
Taxes and levies	6,088,242.72	3,342,942.95	82.12	In accordance with the Notice on MoF Publishing the Rules of Value-added Tax Accounting Treatment (Cai Kuai [2016] No.22), land use tax, property tax, travel tax, stamp duty and disabled person security fund shall be presented in "Taxes and levies" from 1 May 2016.
Impairment losses of assets	20,453,189.07	15,634,317.99	30.82	Mainly due to the increase in provision for bad debts for accounts receivable of the Company during the current period
Investment gains	16,987,697.87	2,523,936.37	573.06	Mainly due to the increase of profit distribution received by the Company during the current period
Non-operating expenses	2,396,982.26	1,634,548.05	46.64	Mainly due to the increase in expenses for non-charity donation of the Company during the current period
Other comprehensive income, net of tax	-89,646,047.29	-504,197,034.75	-82.22	Mainly due to the fluctuation in share price of shares of Anhui Xinhua Media Co., Ltd held by the Company

Analysis on significant changes in cash-flow items

Unit and Currency: RMB

Item	For the current period	For the prior period	Change (%)	Main reasons for changes
Cash received from sales of goods and provision of services	1,380,801,724.19	1,047,239,320.03	31.85	Mainly due to the increase in cash received in education services, internet sales and logistics business, etc. during the current period as compared with last year
Other cash receipts relating to operating activities	54,210,778.84	23,768,729.09	128.08	Mainly due to the increase in cooperation payment received from filming business
Cash paid for purchases and services	977,512,138.12	726,919,062.82	34.47	Mainly due to the corresponding increase in purchase payments with growth in sales
Cash received from sale of investments	599,192,500.00	135,281,397.80	342.92	Mainly due to the larger amount for recovery of bank wealth management products due during the current period
Cash received from returns on investments	16,970,438.93	3,687,499.11	360.22	Mainly due to the increase of profit distribution received by the Company during the current period
Other cash receipts relating to investing activities	121,250,819.19	79,195,474.49	53.10	Mainly due to the recovery of entrusted loans to Sichuan Wenzhuo during the current period
Cash paid for distribution of dividend, profit or for interest expense	118,545,715.60	-	Not applicable	Mainly due to the payment of the dividend declared by the Company in December 2016, which was completely paid in January 2017

3.2 Progress in respect to material matters and analysis of the related effects and solutions

Applicable Not applicable

3.3 Undertakings due but not completely performed during the reporting period

Applicable Not applicable

3.4 Warning of projection on cumulative net profit for the period from the beginning of the year to the end of the next reporting period to be at a or expected to have material changes as compared to the corresponding period of prior year and its explanation

Applicable Not applicable

Company name	Xinhua Winshare Publishing and Media Co., Ltd.
Legal representative	He Zhiyong
Date	27 April 2017

IV. APPENDIX

4.1 Financial Statements

Consolidated Balance Sheet 31 March 2017

Prepared by: Xinhua Winshare Publishing and Media Co., Ltd.

Unit and Currency: RMB Audit status: Unaudited

Item	Ending balance of the period	Opening balance of the year
Current assets:		
Cash and cash equivalents	1,814,322,653.80	1,695,414,090.58
Notes receivable	3,173,662.20	2,170,000.00
Accounts receivable	1,075,001,797.09	801,178,862.51
Prepayments	114,646,488.56	92,509,488.32
Interest receivable	2,691,763.54	714,789.56
Other receivables	104,164,696.48	70,041,693.67
Inventories	1,513,807,952.79	1,512,550,560.26
Non-current assets due within one year	—	120,000,000.00
Other current assets	659,722,471.41	974,629,765.89
Total current assets	5,287,531,485.87	5,269,209,250.79
Non-current assets:		
Available-for-sale financial assets	2,845,516,254.37	2,933,130,717.43
Long-term receivables	114,240,959.87	134,581,582.86
Long-term equity investments	685,540,048.92	685,192,748.42
Investment properties	57,613,017.61	68,671,687.82
Fixed assets	1,352,531,192.63	1,358,740,899.48
Construction in progress	512,498,995.62	460,203,701.05
Intangible assets	399,180,036.45	397,038,235.41
Development expenses	8,471,169.00	10,944,702.55
Goodwill	500,590,036.14	500,590,036.14
Long-term deferred expenses	15,166,857.67	14,846,016.36
Deferred tax assets	7,119,557.59	8,828,117.50
Other non-current assets	413,198,913.58	413,198,913.58
Total non-current assets	6,911,667,039.45	6,985,967,358.60
Total assets	12,199,198,525.32	12,255,176,609.39

Item	Ending balance of the period	Opening balance of the year
Current liabilities:		
Notes payable	3,255,200.00	12,584,784.00
Accounts payable	2,812,831,987.64	2,715,003,443.35
Advances	259,904,654.89	309,946,513.41
Employee benefits payable	150,675,518.29	251,796,187.52
Taxes payable	31,461,532.28	38,956,867.75
Dividends payable	—	132,581,130.00
Other payables	327,562,373.63	270,461,490.08
Other current liabilities	107,247,900.04	108,411,050.48
Total current liabilities	3,692,939,166.77	3,839,741,466.59
Non-current liabilities:		
Deferred income	84,013,750.31	87,235,679.55
Deferred tax liabilities	33,541,710.28	33,722,112.47
Total non-current liabilities	117,555,460.59	120,957,792.02
Total liabilities	3,810,494,627.36	3,960,699,258.61
Owners' equity:		
Share capital	1,233,841,000.00	1,233,841,000.00
Capital reserves	2,619,467,530.11	2,619,467,530.11
Other comprehensive income	1,956,174,744.94	2,045,820,792.23
Surplus reserve	539,564,967.34	539,564,967.34
Undistributed profits	2,083,640,237.66	1,896,996,070.84
Total equity attributable to shareholders of the parent company	8,432,688,480.05	8,335,690,360.52
Minority interest	-43,984,582.09	-41,213,009.74
Total equity	8,388,703,897.96	8,294,477,350.78
Total liabilities and equity	12,199,198,525.32	12,255,176,609.39

Legal Representative of the Company: He Zhiyong	Person-in-charge of accounting affairs: Zhu Zaixiang	Person-in-charge of the accounting department: Wu Sufang
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Balance Sheet of the Parent Company

31 March 2017

Prepared by: Xinhua Winshare Publishing and Media Co., Ltd.

Unit and Currency: RMB Audit status: Unaudited

Item	Ending balance of the period	Opening balance of the year
Current assets:		
Cash and cash equivalents	1,333,927,408.56	945,896,827.77
Accounts receivable	844,535,455.76	698,485,863.00
Prepayments	31,897,049.97	26,361,875.41
Interest receivable	2,691,763.54	561,664.56
Dividend receivable	500,000,000.00	500,000,000.00
Other receivables	336,304,791.32	307,839,677.58
Inventories	1,338,400,427.43	1,293,976,637.90
Non-current assets due within one year	—	120,000,000.00
Other current assets	855,996,085.08	1,180,378,562.32
Total current assets	5,243,752,981.66	5,073,501,108.54
Non-current assets:		
Available-for-sale financial assets	2,445,156,401.83	2,532,897,201.83
Long-term receivables	15,093,144.88	18,651,257.27
Long-term equity investments	3,193,362,608.06	3,195,235,150.48
Investment properties	22,364,031.84	22,589,079.35
Fixed assets	863,977,337.13	876,560,378.24
Construction in progress	510,082,572.59	458,006,194.05
Intangible assets	145,083,640.47	147,303,378.74
Long-term deferred expenses	9,927,193.89	10,708,031.71
Other non-current assets	647,141,489.61	647,141,489.58
Total non-current assets	7,852,188,420.30	7,909,092,161.25
Total assets	13,095,941,401.96	12,982,593,269.79

Item	Ending balance of the period	Opening balance of the year
Current liabilities:		
Accounts payable	4,173,926,452.88	3,890,288,128.50
Advances	189,121,686.09	212,138,836.31
Employee benefits payable	101,115,899.46	170,916,466.43
Taxes payable	16,907,841.39	18,469,206.69
Dividends payable	–	132,581,130.00
Other payables	490,212,755.87	466,514,633.95
Other current liabilities	14,422,492.83	13,804,757.04
Total current liabilities	4,985,707,128.52	4,904,713,158.92
Non-current liabilities:		
Deferred income	18,554,430.13	18,927,806.35
Total non-current liabilities	18,554,430.13	18,927,806.35
Total liabilities	5,004,261,558.65	4,923,640,965.27
Owners' equity:		
Share capital	1,233,841,000.00	1,233,841,000.00
Capital reserve	2,630,651,083.92	2,630,651,083.92
Other comprehensive income	1,918,657,236.83	2,008,398,036.83
Surplus reserve	538,730,217.21	538,730,217.21
Undistributed profits	1,769,800,305.35	1,647,331,966.56
Total equity	8,091,679,843.31	8,058,952,304.52
Total liabilities and equity	13,095,941,401.96	12,982,593,269.79

Legal Representative of the Company: He Zhiyong	Person-in-charge of accounting affairs: Zhu Zaixiang	Person-in-charge of the accounting department: Wu Sufang
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Consolidated Income Statement
From January to March 2017

Prepared by: Xinhua Winshare Publishing and Media Co., Ltd.

Unit and Currency: RMB Audit status: Unaudited

Item	Amount for the period	Amount for the previous period
I. Total operating income	1,546,520,658.26	1,341,976,361.72
including: Operating income	1,546,520,658.26	1,341,976,361.72
II. Total operating costs	1,384,149,456.01	1,185,353,714.05
Including: Operating cost	960,942,021.68	777,580,217.43
Tax and surcharges	6,088,242.72	3,342,942.95
Selling expenses	171,554,406.08	164,961,048.19
Administrative expenses	228,077,746.49	226,506,119.92
Finance cost	-2,966,150.03	-2,670,932.43
Loss on impairment of assets	20,453,189.07	15,634,317.99
Add: Investment income (loss expressed with “-”)	16,987,697.87	2,523,936.37
Including: Income from investment in associates and joint ventures	-2,852,699.49	-943,091.14
III. Operating profit (loss expressed with “-”)	179,358,900.12	159,146,584.04
Add: Non-operating income	7,717,457.58	8,332,644.84
Including: Income from disposal of non-current assets	23,250.26	81,802.07
Less: Non-operating expenses	2,396,982.26	1,634,548.05
Including: Loss from disposal of non-current assets	24,602.00	56,558.29
IV. Total profit (total loss expressed with “-”)	184,679,375.44	165,844,680.83
Less: Income tax expenses	806,780.97	1,733,921.46
V. Net profit (net loss expressed with “-”)	183,872,594.47	164,110,759.37
Net profit attributable to shareholders of the Company	186,644,166.82	173,012,924.85
Profit and loss attributable to minority interest	-2,771,572.35	-8,902,165.48
VI. Other comprehensive income after tax, net	-89,646,047.29	-504,197,034.75
Other comprehensive income after tax attributable to owners of the parent company, net	-89,646,047.29	-504,197,034.75
Other comprehensive income that will be reclassified to profit and loss in subsequent periods	-89,646,047.29	-504,197,034.75
Gain/loss on fair value movement for available-for-sale financial assets	-89,646,047.29	-504,197,034.75
VII. Total comprehensive income	94,226,547.18	-340,086,275.38
Total comprehensive income attributable to owners of the parent Company	96,998,119.53	-331,184,109.90
Total comprehensive income attributable to minority interest	-2,771,572.35	-8,902,165.48
VIII. Earnings per share:		
(I) Basic earnings per share (RMB/share)	0.15	0.15
(II) Diluted earnings per share (RMB/share)	0.15	0.15

Legal Representative of the
Company: He Zhiyong

Person-in-charge of accounting
affairs: Zhu Zaixiang

Person-in-charge of the accounting
department: Wu Sufang

Income Statement of the Parent Company

From January to March 2017

Prepared by: Xinhua Winshare Publishing and Media Co., Ltd.

Unit and Currency: RMB Audit status: Unaudited

Item	Amount for the period	Amount for the previous period
I. Operating income	1,292,492,077.87	1,178,460,583.08
Less: Operating cost	888,612,178.82	818,134,165.63
Tax and surcharges	348,610.99	394,918.15
Selling expenses	133,945,486.54	97,023,019.23
Administrative expenses	161,460,172.79	160,627,829.31
Finance cost	-2,623,447.62	-726,538.17
Loss on impairment of assets	1,556,847.68	3,131,827.12
Add: Gains on fair value changes (loss expressed with “-”)		
Investment income (loss expressed with “-”)	15,143,093.62	-1,834,423.89
Including: Income from investment in associates and joint ventures	-1,872,542.42	-179,296.89
II. Operating profit (loss expressed with “-”)	124,335,322.29	98,040,937.92
Add: Non-operating income	418,272.90	3,196,193.87
Including: Income from disposal of non-current assets	8,566.28	37,680.67
Less: Non-operating expenses	2,285,256.40	1,343,379.87
Including: Loss from disposal of non-current assets	2,049.50	-
III. Total profit (total loss expressed with “-”)	122,468,338.79	99,893,751.92
IV. Net profit (net loss expressed with “-”)	122,468,338.79	99,893,751.92
V. Other comprehensive income after tax, net	-89,740,800.00	-477,310,161.04
Other comprehensive income that will be reclassified to profit and loss in subsequent periods	-89,740,800.00	-477,310,161.04
Gain/loss on fair value movement for available-for-sale financial assets	-89,740,800.00	-477,310,161.04
VI. Total comprehensive income	32,727,538.79	-377,416,409.12
VII. Earnings per share:		
(I) Basic earnings per share (RMB/share)	0.10	0.09
(II) Diluted earnings per share (RMB/share)	0.10	0.09

Legal Representative of the Company: He Zhiyong	Person-in-charge of accounting affairs: Zhu Zaixiang	Person-in-charge of the accounting department: Wu Sufang
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Consolidated Cash Flow Statement

From January to March 2017

Prepared by: Xinhua Winshare Publishing and Media Co., Ltd.

Unit and Currency: RMB Audit status: Unaudited

Item	Amount for the period	Amount for the previous period
I. Cash flows from operating activities:		
Cash receipts from sale of goods and renderings of services	1,380,801,724.19	1,047,239,320.03
Cash received from tax refund	823,254.54	771,066.03
Other cash receipts relating to operating activities	54,210,778.84	23,768,729.09
Sub-total of cash inflows from operating activities	1,435,835,757.57	1,071,779,115.15
Cash paid for goods purchased and services received	977,512,138.12	726,919,062.82
Cash paid to and on behalf of employees	307,826,336.36	293,492,327.42
Payments of taxes	45,726,425.21	46,482,886.76
Other cash payments relating to operating activities	252,495,454.62	203,016,225.86
Sub-total of cash outflows from operating activities	1,583,560,354.31	1,269,910,502.86
Net cash flow from operating activities	-147,724,596.74	-198,131,387.71
II. Cash flows from investing activities:		
Cash receipts from disposal of investments	599,192,500.00	135,281,397.80
Cash receipts from investment income	16,970,438.93	3,687,499.11
Net cash received from disposal of fixed assets, intangible assets and other long-term assets	52,143.36	334,441.89
Other cash receipts relating to investing activities	121,250,819.19	79,195,474.49
Sub-total of cash inflows from investing activities	737,465,901.48	218,498,813.29
Cash paid to acquire fixed assets, intangible assets and other long-term assets	71,248,692.32	66,619,970.51
Cash paid to acquire investments	287,253,818.00	233,458,470.17
Other cash payments relating to investing activities	–	43,300,000.00
Sub-total of cash outflows from investing activities	358,502,510.32	343,378,440.68
Net cash flow from investment activities	378,963,391.16	-124,879,627.39
III. Cash flows from financing activities:		
Cash paid for dividend, profit appropriation or interest	118,545,715.60	–
Sub-total of cash outflows from financing activities	118,545,715.60	–
Net cash flow from financing activities	-118,545,715.60	–
IV. Effect of change in foreign exchange rate on cash and cash equivalents		
V. Net increase in cash and cash equivalents	112,693,078.82	-323,011,015.10
Add: Opening balance of cash and cash equivalents	1,634,167,257.70	1,824,358,247.63
VI. Closing balance of cash and cash equivalents	1,746,860,336.52	1,501,347,232.53
Legal Representative of the Company: He Zhiyong	Person-in-charge of accounting affairs: Zhu Zaixiang	Person-in-charge of the accounting department: Wu Sufang

Cash Flow Statement of the Parent Company

From January to March 2017

Prepared by: Xinhua Winshare Publishing and Media Co., Ltd.

Unit and Currency: RMB Audit status: Unaudited

Item	Amount for the period	Amount for the previous period
I. Cash flows from operating activities:		
Cash receipts from sale of goods and renderings of services	1,229,393,873.35	918,325,474.33
Other cash receipts relating to operating activities	20,626,440.10	9,543,592.68
Sub-total of cash inflows from operating activities	1,250,020,313.45	927,869,067.01
Cash paid for goods purchased and services received	738,327,263.21	588,676,336.83
Cash paid to and on behalf of employees	201,812,423.01	194,160,418.91
Payments of taxes	13,116,691.59	12,463,488.38
Other cash payments relating to operating activities	167,231,126.44	129,025,155.06
Sub-total of cash outflows from operating activities	1,120,487,504.25	924,325,399.18
Net cash flow from operating activities	129,532,809.20	3,543,667.83
II. Cash flows from investing activities:		
Cash receipts from disposal of investments	456,000,000.00	—
Cash receipts from investment income	17,256,574.20	5,210,968.25
Net cash received from disposal of fixed assets, intangible assets and other long-term assets	8,725.00	171,823.52
Net cash received from disposal of subsidiaries and other operating units	—	64,260.00
Other cash receipts relating to investing activities	121,250,819.19	40,000,000.00
Sub-total of cash inflows from investing activities	594,516,118.39	45,447,051.77
Cash paid to acquire fixed assets, intangible assets and other long-term assets	65,578,375.39	56,343,384.02
Cash paid to acquire investments	132,000,000.00	—
Sub-total of cash outflows from investing activities	197,578,375.39	56,343,384.02
Net cash flow from investment activities	396,937,743.00	-10,896,332.25
III. Cash flows from financing activities:		
Cash paid for repayment of debts	20,000,000.00	—
Cash paid for dividend, profit appropriation or interest	118,545,715.60	—
Sub-total of cash outflows from financing activities	138,545,715.60	—
Net cash flow from financing activities	-138,545,715.60	—
IV. Effect of change in foreign exchange rate on cash and cash equivalents		
V. Net increase in cash and cash equivalents	387,924,836.60	-7,352,664.42
Add: Opening balance of cash and cash equivalents	915,684,202.39	1,125,067,860.80
VI. Closing balance of cash and cash equivalents	1,303,609,038.99	1,117,715,196.38
Legal Representative of the Company: He Zhiyong	Person-in-charge of accounting affairs: Zhu Zaixiang	Person-in-charge of the accounting department: Wu Sufang

4.2 Audit Report

Applicable Not applicable

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

Sichuan, the PRC, 27 April 2017

As at the date of this announcement, the Board comprises (a) Mr. He Zhiyong, Mr. Luo Yong and Mr. Yang Miao as executive Directors; (b) Mr. Luo Jun and Mr. Zhang Peng as non-executive Directors; and (c) Mr. Han Liyan, Mr. Chan Yuk Tong and Ms. Xiao Liping as independent non-executive Directors.

* *For identification purposes only*