



碧生源控股有限公司
Besunyen Holdings Company Limited

企業通訊

Jan 2015

公司網址：<http://www.besunyen.com/> 股票代號：926
投資者關係：http://ir.besunyen.com/s/ir_highlights.php

Besunyen Concerning on Chinese Sports

Being The Official Partner of Chinese Figure Skating Team in 2018 Winter Olympic Games



- Besunyen concerns on the Chinese sports and has become the official partner of Chinese Figure Skating Team in 2018 Winter Olympic Games after being invited to cooperate by General Administration of Sport of China. On the basis of cooperation, Besunyen is entitled to use the name of "official partner of Chinese Figure Skating Team", logo, title and complex logo of Chinese Figure Skating Team can also be used in the activities including advertising, packaging and sales promotion.
- In respect of being the official partner of Chinese figure skating team in 2018 Winter Olympic Games, Mr. Zhao Yihong, Chairman and Chief Executive Officer of Besunyen Holdings Company Limited, is honored and announced that figure skating team manifested elegant and healthy image of athletes, which is in line with the positioning of the Company's products. Moreover, Chinese Figure Skating Team is in the top rank in Asia and is one of the best teams in the world, which is similar to the Company's leading role in therapeutic tea product market. Thus, the cooperation between the team and the Company creates a win-win situation.
- Chinese Figure Skating Team has been established for more than 30 years. After the 90's, team members Chen Lu and Li Chengjiang won trophies in single skating. In 2010 Vancouver Winter Olympic Games, the Chinese Figure Skating Team won both the gold and silver medals in pair skating, which represents that Chinese Figure Skating Team has become one of the strongest teams in the world. In 2014, Li Zijun became an public interest in Sochi Winter Olympic Games and named as "new Chen Lu". Today, Chinese Figure Skating Team has won several gold and silver medals in important tournaments such as Winter Olympic Games and the World Championship, as well as many gold medals in other international competitions.





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Being as Partner of Leadership Program in Harvard Business School Besunyen Strives to Nurture More Entrepreneurial Talents



- Besunyen warmly welcomed a team of students from Harvard Business School on 6 January 2015. The team of six students was in Beijing for ten days as part of a required first-year course at Harvard Business School called FIELD, which stands for Field Immersion Experiences for Leadership Development. Besunyen is one of 156 FIELD Global Partners spanning 13 countries around the world. Together they have hosted more than 930 students in all.
- “We are pleased to be working with Harvard Business School to provide students with a real-world learning experience in Besunyen,” said Mr. Zhao. “We feel certain that the students would gather insights here that they would never be able to glean from a classroom discussion alone.”
- “We are extremely grateful to Besunyen for all they do on behalf of our students,” said Professor Tony Mayo, the faculty head of FIELD. “The students benefit immeasurably from this experience and we hope the partner organizations do as well.”





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Shares the Achievements of the Group in the Interview with “Capital Weekly”

- Besunyen won “The Listed Enterprise Excellence Award” from “Capital Weekly” in November last year, which recognized the achievements and the efforts made by the Company for 2014. Mr. Zhao said in the interview with “Capital Weekly” : “It is the recognition from the society to the Company for receiving awards several times. We are delighted with it. After years of development, the Company keeps on expanding the market space, and will endeavor to further develop and strive for a better reward for the shareholders.”
- In the interview, Mr. Zhao mentioned that enterprises need to proactively address to the economic slowdown in China. Apart from optimizing the internal management, Besunyen also observes that stricter regulations and requirements are imposed on health products by the Chinese government. These moves will not only protect the rights of consumers, but also provide enterprises, which obey to the laws and regulations with better opportunities for development, thereby increasing their market shares.
- In addition, Mr. Zhao also shared the latest development of Besunyen with the media, such as the proposed acquisition of Beijing Puxiang Investment Management Co. Ltd.. As a leading brand of therapeutic products in China, the acquisition of Beijing Puxiang could allow Besunyen to enter the medical industry, and to have both medical and healthcare lines.



Mr. Zhao Officiated the Opening of Humanities Exchange Centre



- On 5 December 2014, Mr. Zhao (2nd right), together with Zhang Kaizhi, Liu Mengxi and Wan Junren presented at Heritage and Innovation of the Excellence of Chinese Traditional Culture Forum cum opening ceremony of the Huadao Humanities Exchange Centre (華道人文交流中心) of the School of Humanities, Tsinghua University, where Mr. Zhao also officiated the opening ceremony. Professor Xu Yun, a renowned historians and social ecologist, and Brian Arthur (布萊恩·亞瑟), the founder of complexity sciences, have also sent a message/ a video respectively to celebrate the establishment of the Centre.



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Proactively Contributing the Society for 14 Years

Besunyen Won the "Best Charity Model in Corporate Social Responsibility of China Award"



- The conference of "The Seventh Corporate Social Responsibility Summit in China and the White Paper of Corporate Social Responsibility in China 2014" was held on 15 January, where Besunyen was awarded the "The Best Charity Model in Corporate Social Responsibility of China Award 2014".
- Mr. Zhao commented when receiving the award: "More and more enterprises are committed to fulfilling social responsibility and it is the key for their sustainable development. As a leading enterprise of therapeutic tea products in China, Besunyen has, since its establishment 14 years ago, launched many charity projects including the establishment of "Besunyen Charitable Foundation", jointly organizing the "Public Service Advertising Contest for the University Students of China", and the building of water storage engineering projects, etc. Besunyen has contributed for the charity for over RMB ten million in aggregate over the years.
- While promoting the participation of public charity, Besunyen has also paid efforts to train the "new force". For the third year in a row, Besunyen has jointly organized the "Public Service Advertising Contest" for the University Students of China with the magazine "Advertiser" (「廣告人」), which conveys positive message of charity.
- Besunyen has established a well-known brand in China by living up to its principle of "Natural, herbal, safe and healthy products", combining the Chinese traditional culture and modern technology, and has developed a series of Eastern tea products with therapeutic functions. It has participated in various kinds of charities like education, alleviating poverty and helping the disadvantaged, disaster relief, etc.

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