



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

# 企業通訊

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](http://ir.besunyen.com/s/ir_highlights.php)

December 2014

## Proposed Acquisition of Beijing Puxiang at a Consideration of RMB488 million

### Develop Medical Business to Bring More Profits to Shareholders



### EGM

Besunyen held an EGM on 15 December, the continuing connected transactions under the New Structure Contracts, the New Distribution Agreement and the New Lease Agreement between Beijing Outsell, a wholly-owned subsidiary of Besunyen, and Pincha were approved by shareholders with all votes casted in favour of the relevant resolutions.

Upon the execution of these agreements, Beijing Outsell will continue to expand its distribution network via the internet at a low cost and shorten the sales process by having direct access to customers. Further, through co-operation with Pincha pursuant to the terms of the New Distribution Agreement, Beijing Outsell will be able to explore the global e-commerce markets and make its distribution network more effective and cost efficient, so as to strengthen the Group's market position in the therapeutic tea industry.



- The year of 2014 was a boom year of Besunyen. According to its interim results released in August, Besunyen recorded revenue of RMB314 million for the first half year of 2014, up 24.7% year on year. In addition to the active development of its therapeutic tea business, on 15 December, Besunyen, as a leading provider of therapeutic teas in China, announced another favorable news to develop new business through the proposed acquisition of the entire equity interest in Beijing Puxiang Investment Management Co. Ltd. ("Beijing Puxiang").
- Beijing Puxiang, together with its subsidiaries, is principally engaged in the operation of medical business in China. The consideration, being approximately RMB488 million, will be satisfied by the issue and allotment of approximately 610 million consideration shares, representing approximately 38.89% of the existing issued share capital of Besunyen as at 15 December 2014 and approximately 28% of the total issued capital of Besunyen as enlarged by issue of the consideration shares. Upon completion of the possible acquisition, Beijing Puxiang and its subsidiaries will become the subsidiaries of Besunyen and Besunyen proposed to inject capital of approximately RMB300 million for future possible acquisition of medical institutions in China or other projects that the board of directors considers appropriate.
- Mr. ZHAO Yihong, Chairman, Executive Director and CEO of Besunyen, said, "in order to expand the principal business of the Company and reach the strategic objective of the Company for developing the Big Health field, we plan to acquire Beijing Puxiang so as to enter into the medical industry, with the expectation to bring more profits to our shareholders."





## Invited to Attend CCTV “Power of Public Welfare” Besunyen Hold to the Faith of Kindness to Return the Society



- On 4 January 2015, Ms. Gao Yan, Vice Chairman of Besunyen Holdings Company Limited, Mr. Zhao Zilong, General Manager of Ciyuanyi Times Science and Technology Co., Ltd. (次元異時代科技有限公司) and Mr. Luo, principal of Besunyen Yudong Hope Primary School, were invited to attend the Power of Public Welfare, a TV program of CCTV, to share a story about responsibility and love. Since 2000, Besunyen has carried out programs for public welfare and contributed a total of over RMB10 million in the past fourteen years. Besunyen has donated canteens for schools in the poor mountainous areas in Guangxi, continuously subsidized the disabled children of Beijing Fangshan Children's Home, made cash donations to Wenchuan earthquake stricken area, and made donations to other large public welfare activities, e.g. the relief action for the poor deaf children in China. In addition, Besunyen has cooperated with King Wang (《大王小王》), a program of Hubei Satellite TV, to officially launch the “Besunyen Public Fund”(「缘公益」) assistance plan and participated in the action of “Keep the Earth Blue”(「留住蓝色地球」). Besunyen has always been proactively engaging in programs for public good, including contribution in children education, environmental protection, disaster relief and assistance for vulnerable groups, and doing the best to return the society.
- Ms. Gao Yan, Vice Chairman of Besunyen, expressed that “Besunyen has donated a canteen and books and organized summer camp for Yudong Hope Primary School to let the children in mountainous areas feel the warmth from Besunyen. Despite of the numerous frustrations in the fourteen years, I wish to help people as many as I can in the rest of my life, even I faced many difficulties, I am convinced that I will go along this road to help more people as long as Besunyen exists. The charity we engaged in is not only our own business and we will encourage our employees and the surrounding entrepreneurs to join us. I hope Besunyen will insist on doing more charity work to influence the society.”





## Besunyen an Award-winning Corporate Cementing the Leading Position in Healthcare Products

### Received The Listed Enterprise Excellence Award

The presentation ceremony of The Listed Enterprise Excellence Awards 2014 held by Capital Weekly came to a successful end on 28 November. Besunyen received The Listed Enterprise Excellence Award for its excellent efforts and achievement in the year.

Capital Weekly is a renowned financial magazine in Hong Kong. The review panel assesses enterprises in terms of overall performance, corporate governance, investors relationship, business strategy, social responsibility and annual performance growth, etc., with a view to commend prominent enterprises which outstanding performance in the year.

Mr. Zhao appreciated Capital magazine for its support and recognition for Besunyen. This year, Besunyen participated in an evidence-based medical program and the result indicated Besunyen Detox Tea and Besunyen Slimming Tea are safe and effective. In September, Besunyen participated in the special governance of "Crackdown on Four Illegal Actions", which is favorable for further increasing the market share of law-abiding and compliant health care products enterprises.



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### Won the People's Enterprise Social Responsibility Award

On 18 December, the ninth session of People's Enterprise Social Responsibility Award was revealed. Besunyen won the "Annual Award for Case of the Biggest Concern" for its "Besunyen Special Charity Fund" (「碧生源慈善专项基金」) project, and was the sole award winning enterprise in the healthcare industry at this session of People's Enterprise Social Responsibility Award. In the past fourteen years, Besunyen has always proactively fulfilled its social responsibilities and been devoted to programs for welfare to try its best to return the society. On 3 July of 2014, Besunyen Special Charity Fund of Beijing Charity Foundation was founded. Besunyen will inject RMB5 million in conducting social assistance activities, providing services for people in straitened circumstances, and giving full play to the supplementary social security role.

Mr. Zhao said "in the past 14 years, Besunyen has always been engaged in research, development, production and marketing of functional teabags, i.e. Besunyen Detox Tea and Besunyen Slimming Tea. In fact, Besunyen has conducted grafting and market transformation for traditional Chinese medicine, Chinese herbal medicine and Chinese tea to fully carry forward traditional Chinese medicine, Chinese culture and culture of Chinese herbal medicine. Over the past 14 years, Besunyen has made unremitting efforts for public health and winning honor for traditional Chinese medicine and strived to fulfill its social responsibilities. Besunyen is like a river of long standing."

