



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

# 企業通訊

October 2014

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)

## Confidence in Business Development Expecting Reasonable Growth of Sales Volume Besunyen Received Investor Delegation for Propagandizing Excellent Enterprise Performance



- On 16 and 17 October, Besunyen received its second Investor Delegation this year, 10 investors from Hong Kong and the mainland participated in the activity, in which the investors visited the Company's plant and retail terminals and discussed the Company's business with Mr. Zhao Yihong, Chairman and Chief Executive Officer, Ms. Wang Juan, Chief Financial Officer, and Mr. Win Jeiching, Vice President, of Besunyen Holdings Company Limited. Through this activity, the investors gained first-hand understanding of Besunyen's teabag production procedures, marketing efforts and the Company's future development.
- Investors were very interested in the sales prospect of Besunyen Slimming Tea and Besunyen Detox Tea, both being the leading products of Besunyen, and the R&D and launch of new products. During the discussion with the investors, Mr. Zhao expressed that, with the enhancement of consumers' consciousness of health, the health care market would embrace great development and enjoy the market potentials of Besunyen Slimming Tea and Besunyen Detox Tea. Mr. Zhao was very confident in the sustainable development of both Besunyen Slimming Tea and Besunyen Detox Tea products and considered that the sales volume is expected to reach a reasonable growth.
- At present, Besunyen Slimming Tea and Besunyen Detox Tea are the main products of Besunyen. In the coming years, the Group will invest more resources in development of new products, including Besunyen herbal tea series, which is expected to further improve the Group's profitability.





## 2014 Media Briefing on the Development of Healthcare Industry Turnaround in Results with Solid Leading Position in the Industry

Special governance of “Crackdown on Four Illegal Actions” Speed up Market Development of Disciplined Enterprises



- The 2014 Media Briefing on the Development of Healthcare Industry was convened in Beijing in September. Mr. Zhao (in the middle of the picture on the left) was invited to attend the briefing at which he expressed that the revenue of Besunyen in the first half of 2014 amounted to RMB314.0 million, representing an increase of 24.7% as compared with that for the same period of 2013. The gross profit amounted to RMB270.1 million, representing an increase of 24.6% as compared with that for the same period of 2013. The net profit amounted to RMB17.2 million while the net loss for the same period of 2013 amounted to RMB4.6 million. The Group showed positive performance in terms of revenue, gross profit and net profit in the first half of 2014. The results of Besunyen were good among the listed companies in the healthcare industry, and the company successfully maintained the solid industrial leading position, which had brought about surprise to the brand.
- In addition, the special governance of “Crackdown on Four Illegal Actions” for healthcare products, which is carried out by regulatory departments, was also announced in the briefing. The special governance has played an important role in evolving the market and reducing “bad money drives out good”, as well as providing a larger market space for disciplined enterprises.
- In recent years, the healthcare industry is transforming from “standardizing in the development” to “developing in the standardization”. At present, a batch of healthcare food brands emerged after years of cultivation and competition, which vigorously promoted the sound development of the industry. With the successive introduction of Food Safety Law and supporting laws and regulations in relation to healthcare foods, the healthcare food industry will grow in a sound way in a better environment.
- Mr. Zhao expressed that “the significant growth in revenue in the first half year is related to the business integration strategy that we always stressed. In addition, the evidence based medicine project that Besunyen was privileged to participate in before brought us more scientific and rigorous evidences, and further strengthened our confidence in participating in the healthcare food industry. In the future, we will adhere to the production of safe and healthy therapeutic teas to reward consumers, further deepen brand influence and maintain the Company’s stable growth”.



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