



**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：0926  
IR [http://ir.besunyen.com/s/ir\\_highlights.php](http://ir.besunyen.com/s/ir_highlights.php)

August 2014

## Turning Loss to Profit in 1H2014 Integrated Sales Strategy Achieved Remarkable Success Revenue Increased Significantly by 24.7%

Enthusiastic investors and media were eager to raise questions



Besunyen Holdings Company Limited, a leading provider of therapeutic teas in China, held its 2014 Interim Results presentation on 11 August 2014. During the presentation, Mr. ZHAO Yihong, Chairman, Executive Director and CEO, Ms. Joyce WANG, CFO, and Mr. James WIN, Vice President, elaborated the Company's results and business review as well as the Company's future business prospects to securities analysts, investors and media. A total of 47 investors and 19 media were present at the Company's interim results presentation.

For the first half of 2014, Besunyen recorded revenue of RMB314 million, representing a YoY increase of 24.7%, and recorded net profit of RMB17.2 million. The turnaround is mainly attributable to the Group's completion of the restructuring of sales team of traditional channels and the integration of sales channels. Besunyen reclassified its sales area in China into 13 regions for management while the sales team of traditional channels put much effort in market expansion in the first half of 2014. At present, the sales network of the Group has already covered all the provinces, autonomous regions and centrally administered municipalities in Mainland China.

During the presentation, investors and media were eager to raise questions. They were greatly interested as to the Company's turnaround in financial position for the first time and the Company's ability to maintain stable market share, which fully demonstrated that the Company had made staged achievements from the integration. In addition, the Company also provided statistical analysis of data on the development status and trend of retail market and health products market, which enabled investors and media to get a deeper understanding of health product market development, the Company's overall operation and future development strategy.

The presentation highlighted the Company's efforts on researching and developing diversified health products as well as its efforts on establishing e-commerce platform. The presentation strengthened the Company's connection with investment market and the public, reinforced the Company's work on investor relations and media relations and established the Company's professional and highly-transparent image in the market, facilitating the Company's further business development in the future.





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## LATEST NEWS



## COMPANY UPDATE

### Appointed ZHAO Yuanhua as the Chief Operating Officer

### Optimistic in prospect, controlling shareholder increased shareholding

- Abundant industry experience to promote business development

Besunyen announced the appointment of Zhao Yuanhua as the Company's Chief Operating Officer, effective from 13 August. Ms. Zhao Yuanhua has over 18 years of experience in sales and marketing. Between October 2000 and January 2013, she worked for Mongolia Mengniu Dairy (02319-HK), and lastly served as a vice president of sales and marketing of Mengniu Group.

Ms. Zhao graduated from Baotou University of Iron and Steel Technology (now known as Inner Mongolia University of Science and Technology) with a bachelor's degree in technology in 1988. She obtained a master's degree in business administration from China Europe International Business School in 2010.



- Controlling shareholder ZHAO Yihong increased his shareholding in the Company to 61.51% of the Company's issued share capital.

Mr. ZHAO Yihong, the controlling shareholder of Besunyen, has continuously purchased the Company's shares from 15 August 2014. As at 31 August 2014, Mr. Zhao and his close associate owned a total of 965,376,640 shares of the Company, representing approximately 61.51% of the Company's issued share capital.

**Mr. ZHAO Yihong, Chairman, Executive Director and CEO of Besunyen,** commented, "These purchases demonstrate my confidence on the prospect of the Group. In the first half of 2014, we were excited on the significant growth in our sales revenue, which was mainly contributed by our effectively integrated business strategies. In the future, we will continue to follow the sales strategy, channel strategy and e-business strategy, which have been applied in the first half of the year, to generate reasonable returns for our shareholders."

Share price of Besunyen continued to rally on the shareholding increase news was HK\$0.52 by the end of August.



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