



Besunyen welcomed the first Hong Kong media delegation

Besunyen Develops E-commerce Platforms to Increase Sales and Its Market Share



- From May 9 to 10, Besunyen welcomed its first Hong Kong media delegation, which consisted of journalists from 6 Hong Kong newspapers and magazines such as Economic Daily, iMoney and Hong Kong Commercial Daily. During the event, the media delegation visited the Company's plants and retail terminals, and also had an interview with **Mr. Zhao Yihong, Chairman & CEO of Besunyen Holdings Company Limited**. This event enabled the media to further understand the production processes and marketing for Besunyen teabags as well as the future development outlook for the Company.

- Hong Kong's media showed great interest in Besunyen's intention to expand sales market and develop e-commerce platforms. In the interview with the media delegation, Mr. Zhao revealed that, Besunyen's largest distribution channel is pharmacies and its products covers in approximately 400,000 pharmacies, shopping centers and supermarkets, out of which, Besunyen directly serves 125,000. The second is e-commerce platforms, which generated 8% to 9% of the Company's total sales last year. Sales from e-commerce channels are estimated to grow slightly by 1% to 10% this year and are expected to be further hiked to between 20% and 30% in the future. The Company is aiming to enter into HK market, expanding its brand influence.

- Currently, Besunyen Slimming Tea and Besunyen Detox Tea, the two leading products of the Company, have market shares of 38.2% and 22.7% respectively, having been established as leading products in the industry.





Latest Information on Besunyen's Development

Updates on Branding



Company News

- Raised Profile at IAA World Congress to promote brand strategy and applicate of World Intangible Cultural Heritage**

In addition to inviting media delegations, Besunyen has been active in attending events recently to raise its brand profile, including the participation of, on May 10, the 43rd IAA World Congress hosted at China National Convention Center to promote brand strategy, Besunyen was the sole product enterprise participant, and the application of the World Intangible Cultural Heritage.

At the event, **Mr. Zhao Yihong, Chairman and Chief Executive Officer of Besunyen Holdings Company Limited** said since its inception 14 years ago, the Company has grown from an obscure healthcare product producer into a council unit of the China Health Care Association and a Beijing brand-name enterprise. As the top teabag brand in China, Besunyen feels a sense of responsibility to the whole industry. The Company announced that it would take a leading role in applying for world intangible cultural heritage status for "Eastern tea-making technique" to lead the industry and bring honors for the country.



- Participated in Forum of Corporate Governance for Listed Companies 2014 and awarded "Golden Reputation of China-listed Companies"**

Forum of Corporate Governance for Listed Companies 2014 was hosted on May 15th-16th 2014 in Shenzhen, where listed companies, investment institutions and stock exchanges from the Chinese mainland, Hong Kong and Taiwan had discussions about corporate governance for China's listed companies in the context of new environment, new technology and new model. There, Mr. Zhao participated in the discussion about M&A innovations at a sub-forum and had talks with representatives from some Shenzhen-listed companies and some Hong Kong local listed companies. Meanwhile, Besunyen was awarded "Company with Best Corporate Governance" in the category of "Golden Reputation of China-listed Companies", which was given in recognition of Besunyen's governance philosophy and well-established regime.



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