



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

公司網址：<http://www.besunyen.com/> 股票代號：0926
IR http://ir.besunyen.com/s/ir_highlights.php

企業通訊

April 2014

Besunyen Sponsored the Hit Program “Besunyen Flower and Youth”

Further Cooperation Between Besunyen and HNTV Produced Impressive Audience Ratings and Shopping Sprees

Besunyen strongly sponsored HNTV’s new reality show themed “Besunyen Flower and Youth”, further win-win cooperation following its previous sponsorship of HNTV’s hit TV series “Let’s Get Married”.

The program features eye-catching “backpackers” by pairing well-known male and female celebrities, who start “backpacking” unaided by their assistants and agents. The program, which is full of youthful flavor, has started to be aired by episode on 22:00 every Friday from April 25th, and its audience ratings have hit a new high, sending it to be the season-program broadcast for the 22:00 slot with the highest premiere audience rating in recent two years in China. During its premiere, the program reached an audience of approximately 53 million with up to 41.2% loyalty.

Such a high audience rating not only has further consolidated the level of recognition of Besunyen brand among consumers, but also triggered shopping sprees for Besunyen products.

Mr. Zhao Yihong, Chairman and Chief Executive Officer of Besunyen Holdings Company Limited, gladly remarked: “The brand effect of Besunyen has been further enhanced through all-around product

placement. The reality show of “Besunyen Flower and Youth” is suitable for all ages, which echoes the philosophy of “eastern tea-making technique, high-quality functional tea” long advocated by Besunyen. We look forward further cooperation in the future.”

Latest Company News

■ Change of independent directors of Besunyen

The Board has announced that Mr. Wang Jing and Mr. Ren Guangming are appointed as independent non-executive directors and members of the audit committee, the remuneration committee and the nomination committee of the Company and Mr. Wang Jing is also appointed as the chairman of the audit committee of the Company, with effect from 23 April 2014. Mr. Wang and Mr. Ren Guangming have extensive work experience in finance, corporate governance and capital management.

■ Annual general meeting of Besunyen

The Company has decided to hold the 2014 annual general meeting at United Conference Centre, 10/F., United Centre, 95 Queensway, Admiralty, Hong Kong on 28 May 2014 at 10:30 a.m.



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

