



Newsletter

2014 March



Business Activities

Besunyen Awarded 'China Well-known Trademark' Marks Important Milestone in Brand Development

In December 2013, the Trademark Office issued its "Approval of the Recognition of 'Besunyen and Device' as a Well-known Trademark." According to the relevant provisions of the "Trademark Law," "Implementing Regulations of the Trademark Law" and "Provisions for the Determination and Protection of Well-known Trademarks," following examination and research, the registered trademarks consisting of "Besunyen and Device" used by Beijing Outsell Health Product Development Co., Ltd., -- a wholly-owned subsidiary of Besunyen -- on products classified under Class 30 as teas and tea substitutes by the International Classification of Goods and Services for the Purposes of the Registration of Trademarks, is determined to be a well-known trademark.

The "China Well-known Trademark" is the most authoritative national level enterprise accolade in the realm of Chinese trademarks as well as the nationwide benchmark for trademarks in the PRC reserved only for the highest quality Chinese products. Firms hoping to win "China Well-known Trademark" honors face a sky-high entry threshold and rigorous determination processes which take into consideration factors including brand recognition, brand development strengths, brand promotion coverage, product quality reputation, sales geography, etc.

Mr. ZHAO Yihong, Chairman and CEO of Besunyen, said: "It is a great honor for Besunyen to gain recognition from national authorities with the "China Well-known Trademark", which represents a landmark success in the Group's ongoing brand promotion and development process. Being recognized as a "China Well-known Trademark" is proof of the appreciation of Besunyen's intangible assets, which not only establishes our leading position amid market competition, but also strongly suggests that Besunyen will win itself even greater attention and stronger support from the government for its future development."



中华人民共和国国家工商行政管理总局

State Administration for Industry & Commerce of the People's Republic of China

Upgrading Product Image Changing New Package

2013 was a year of striving and seeking changes and breakthroughs for Besunyen. Regarding brand positioning, with "Eastern tea-making technique" (東方茶術) as the symbol and "high-quality functional tea, Besunyen" (功能好茶, 碧生源) as the theme of advertising, we aimed at attracting consumers' intensive attention. In order to clearly position the brand and to deliver what the brand represents, the Group comprehensively amended the graphic designs on packages. Pictures of herbs, being the raw materials of our products, are elements of the new packages aiming at delivering the concept that our products are made of natural herbs. Presenting brand-new packages to consumers may also build a good brand image in their mind.



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Besunyen Awarded ‘the 5th China Health-care Products Credibility Brand’

On March 30, 2014, the grand opening of the 5th China Health-care Credibility Forum cum the 5th Credibility Product and Brand Election Activity Award Ceremony was held at China National Convention Center in Beijing. Experienced a decade of development, China health-care products credibility products and brands promotion activity has won itself great attention from relevant national ministries with extensive recognition from consumers. A highlight of China healthcare industry calendar, the activity aims to establish the model of integrity, create an sound environment for integrity management and promote the boom in China health industry development.



With its outstanding products and services, integrity management principle as well as its nationwide brand awareness, Besunyen was awarded “the 5th China Health-care Products Credibility Brand”. In addition, Besunyen’s two top-selling products, “Besunyen Detox Tea” and “Besunyen Slimming Tea”, and its new product “Mei An Granules” were awarded “the 5th China Credibility Product”. Meanwhile, the company has won this recognition for three times, and its brand, “Besunyen” was honored with the famous brand in China healthcare industry this year.

Mr. ZHAO Yihong, Chairman and CEO of Besunyen, said: “Credibility is the blood of Besunyen and its development. Since its launch, the company adheres to high integrity and accumulates our credibility by focusing on our products quality and services, respecting the value of consumers, and strengthening corporate responsibility. In the future, the management of Besunyen will continue to uphold its integrity as always and provide high quality products to our consumers and fulfill their diverse demand for healthcare as a part of our heartfelt gratitude to for the support and trust from the public and relevant authorities.”

Mr. Zhao Yihong & Ms. Gao Yan from Besunyen were Honored with the Model of Harmonious Family among Chinese Prominent Entrepreneurs

On March 4, 2014, the award ceremony of the 3rd “Harmonious Family, Happiness Model” election was held in Beijing by All-China Women’s Federation Publicity Department .

Mr. ZHAO Yihong and Ms. GAO Yan, Chairman and Vice Chairman of Besunyen respectively were honored with the model of harmonious family among Chinese Prominent Entrepreneurs.



Besunyen Announced 2013 Annual Results

For the year ended 31 December ('000 RMB)	2013	2012	Change(%)
Revenue	487,500	475,182	2.6%
Gross Profit	406,103	392,119	3.6%
Gross Margin	83.3%	82.5%	+0.8ppt
Total Operating Expenses	503,391	690,068	(27.1%)
Loss before taxation	(96,946)	(343,697)	71.8%
Loss per share (Basic)	(0.06) RMB	(0.22) RMB	72.8%

