



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

# Newsletter

## Happy Lunar New Year

Besunyen Wishes All Friends A Happy New Year

### Business Activities

### Besunyen Strongly Supports '2014 China City Spring Festival Gala Evening' Promoting Filial Piety and Caring for the Elderly

On the evening of January 23, 2014, the "2014 China City Spring Festival Gala Evening" TV program was televised live in 23 urban TV stations including Beijing, Shanghai, Guangzhou, Wuhan, and via oversea media platforms as well. Besunyen strongly supports the "Small Spring Festival Gala Evening" program with the theme of "Happy Urban Dreams, Wishing Every Family a Happy New Year" ( "幸福城市梦，家家欢乐年" ) to send its New Year's greeting to national audiences.

The "Small Spring Festival Gala Evening" not only provided audiences with wonderful shows, but also showcased filial piety model citizen Mr. FU Hongwei to tell national audiences about filial piety with his own experiences. As an outstanding representative of the post-80's, Mr. FU abandoned a comfortable city life and returned to his hometown to accompany and take care of his parents. Meanwhile, Mr. FU took responsibility for looking after 165 elderly villagers and is regarded as a "Dutiful son of the state." Touched by Mr. Fu's filial spirit of selfless devotion, Mr. ZHAO Yihong, Chairman and CEO of Besunyen, donated RMB100,000 to Mr. FU on behalf of Besunyen to encourage his efforts and devotion in practicing the spirit of filial piety.

Mr. ZHAO Yihong, Chairman and CEO of Besunyen, said: " Mr. FU Hongwei set a good example for us with his unremitting efforts to care for 165 elderly villagers. Caring for the elderly and showing concern for "empty-nesters" left behind in rural areas are not only personal obligations, but also the duty of society as a whole. We hope that through our modest actions and the experiences of Mr. FU Hongwei, there will be more and more people inspired to show concern for empty-nesters and care for the elderly with kind acts. In the future, Besunyen will pay more attention to empty-nesters and will share in the responsibility of helping take care of them."





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### Besunyen Wins '2013 China CSR Outstanding SME' Award

On January 17, 2014, the Sixth China Corporate Social Responsibility Summit (cum the Third "White Papers of China Corporate Social Responsibility Report" conference) was initiated by Xinhuanet and hosted by the Corporate Social Responsibility Research Center, within the Economics Department of the Chinese Academy of Social Sciences in Beijing. Besunyen won the "2013 China Corporate Social Responsibility Outstanding SME" Award at the summit.

Besunyen set up its "Besunyen Charity Fund" to fulfill its corporate social responsibilities through sponsoring and participating in large-scale commonweal activities and launching various commonweal projects. From September 2000 to June 2013, Besunyen has contributed over twelve million RMB to charitable causes. Besunyen puts its core business philosophy of "integrity in action and giving back to society" into practice with every commonweal activity.

Mr. ZHAO Yihong, Chairman and CEO of Besunyen, said: "As the only enterprise winning the award, we are grateful to Xinhuanet and all the judges for approving our efforts in China's charity affairs. Since our establishment, Besunyen has actively participated in various community charity affairs and fulfilled our corporate responsibilities in providing education to the public, caring for the needy, supporting disaster relief, etc. In the future, we are willing to further advance our corporate social responsibilities and will do our best to promote the development of community charity affairs."



### Mr. ZHAO Yihong, Chairman of Besunyen, is Awarded 'Person of China JIN Entrepreneurs Rise up for 20 Years'

The awards ceremony for the "JIN Entrepreneurs Rise up for 20 Years – the First China JIN Entrepreneurs Guan Gong Awards" was held at the China National Convention Center in Beijing on December 29, 2013. The ceremony was jointly organized by China JIN Entrepreneurs Cultural Economy Academy, China JIN Entrepreneurs Cooperation Organization and other organizations.

Mr. ZHAO Yihong, Chairman and CEO of Besunyen Holdings Company Limited, China's leading brand of therapeutic tea products, was awarded the honor of "Person of China JIN Entrepreneurs Rise up for 20 Years" amid stiff competition due to his considerable contribution to society.

Besunyen was founded by Mr. ZHAO Yihong in 2000 and successfully listed on the main board of The Stock Exchange of Hong Kong Limited in 2010 after over a decade of development. Since establishment, Besunyen has been committed to promoting healthier practices among modern-day Chinese by providing safe and high-quality health products to consumers.

The criteria of the competition take into consideration all aspects of the enterprises and their leaders including status in their respective industry, innovation capabilities, corporate social responsibility, etc. Besunyen is a famous brand in China's healthy products industry, and also vigorously devotes to charitable community affairs. As the leader of Besunyen, Mr. ZHAO Yihong clearly deserved to receive the "Person of China JIN Entrepreneurs Rise up for 20 Years" honor.





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2013 December-2014 January

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

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## Business Activities

### Besunyen Wins Four Awards at 13th China International Healthcare Expo

With the support of the China Food and Drug Administration and the China Consumers' Association, the Thirteenth China International Healthcare Expo (cum Annual Awards Ceremony) was held at the Guangzhou Pazhou International Convention Exhibition Center on December 5, 2013 under the auspices of the China Health Care Association.



The Expo successfully attracted therapeutic product producers and corporations from 20 provinces, cities and regions across China, boasting an exhibition area of nearly 8,000 square meters, which attracted the welcome attention of numerous media outlets.

During the awards selection at the Expo, Besunyen's two top-selling products -- Besunyen Detox Tea and Besunyen Slimming Tea -- won the "13th China International Healthcare Expo Excellent Product Award." In addition, Beijing Outsell Health Product Development Co., Ltd., a wholly-owned subsidiary of Besunyen, won the "13th China International Healthcare Expo Excellent Enterprise Award." Mr. ZHAO Yihong, the founder of Besunyen, was awarded the "13th China International Healthcare Expo Excellent Entrepreneur Award."

Mr. ZHAO Yihong, Chairman and CEO of Besunyen, said: "Besunyen made outstanding achievements at the Expo representing a seal of approval for our efforts to provide high quality products, produce tea beverages with a social and corporate conscience as well as to popularize our ideals of promoting healthier practices among Chinese."

### 'JIN Entrepreneurs Eight Friends' was Held at Besunyen with the Topic 'JIN Entrepreneurs and Health Industry' Development

A "JIN Entrepreneurs Eight Friends" forum was held in Besunyen's production headquarters on January 18, 2014 under the auspices of Shanxi Shangren Net and China JIN Entrepreneurs Club with the new theme of "love of study, passion for sharing, gather force, achieve win-win, and promote the brand". Mr. ZHAO Yihong, Chairman of Besunyen Holdings Company Limited, hosted the activity and discussed the topic of "JIN Entrepreneurs and the health industry" with seven other guests.



The activity was separated into two parts -- visiting Besunyen's production base and attending the forum. Firstly, Mr. ZHAO Yihong, Chairman of Besunyen Holdings Company Limited, guided the excellent JIN Entrepreneurs representatives, scholars and media around Besunyen's production base. Mr. ZHAO Yihong showcased the most advanced tea bag production equipment in the world and introduced the concept of "safe and healthy natural herbs" proposed by Besunyen as well as the company's ideals in being a world-class tea brand. The "JIN Entrepreneurs and the health industry" forum started after the production facility tour. Eight guests participated in the forum sharing their own respective views on the health care industry. The guests reached a consensus that under the background of the serious issue of an aging population, market demand within China's healthcare industry will increase rapidly with the gradual improvement of people's living standards.