



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

Website: http://www.besunyen.com/index_en.aspx [Corporation]

http://ir.besunyen.com/html/ir_highlights.php [IR]

Code: 0926

Newsletter

2013 November

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Business Activities: “Besunyen Annual Report 2012” Won “International ARC Awards 2013”

Besunyen’s Annual Report Earns Professional Recognition, Won Silver in International ARC Awards

The 2013 International ARC Awards were held in October in the US. Besunyen, a leading provider of therapeutic tea products in China, saw its superbly designed 2012 Annual Report win the Silver Prize during the awards selection. It won Silver for Traditional Annual Reports under the Health and Well-Being Products Companies category. This is the second year in a row that Besunyen’s Annual Report gained professional recognition at the ARC Awards.

Besunyen’s Annual Report 2012 utilized “Natural Health” as its overriding theme. Its design and contents demonstrate the concept of “herbal extracts and therapeutic teas for body toning” that Besunyen has always adhered to. The Annual Report was lauded for its cohesive presentation, accurate wording and clear diagrams to provide investors with comprehensive, detailed and real-time company information. Having fulfilled the ARC Award selection criteria, it stood out from a number of candidates and won international professional recognition as well.

Mr. Zhao Yihong, Chairman and CEO of Besunyen, said: “Besunyen is committed to upgrading our overall strength to create a professional corporate image. In particular, Besunyen emphasizes the extremely positive role that investor relations play in our development. This award represents a seal of approval on our efforts which have been made in the area of investor relations. In the future, we will put more effort into investor relations and constantly strive for excellence.”



International ARC Awards Overview

The International ARC Awards are an internationally recognized Annual Report competition organized in 1987 by MerComm, Inc., the world’s only independent awards organization in the realm of corporate communications.

The ARC Awards presents various honors within 21 categories to highlight the outstanding achievements of companies, agencies or individuals in Annual Reports and corporate communication, which is for corporations, government agencies, non-profit organizations as well as agencies and individuals involved in producing Annual Report. It is the largest international competition of its type with broad coverage and numerous participants. The ARC Awards are regarded as the Academy Awards of Annual Reports, and receive recognition from around the world.

This year is the 27th anniversary of the International ARC Awards which have attracted over 90 different organizations and enterprises from 19 countries and regions to participate in the competition.



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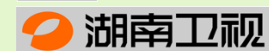
Business Activities: Besunyen Sponsors Hit TV Drama 'We Get Married'

Besunyen, CCTV-1 and China Hunan TV, Ink Milestone Tie-up; Sponsors Hit TV Drama 'We Get Married'

After collaborating on "The Biggest Loser" with CCTV-2, Besunyen now extends cooperation to two domestic TV stations, CCTV-1 and China Hunan TV, by sponsoring the simulcast TV drama "We Get Married." The hit show depicts several couples' love, matrimony and domestic lives with many saying "We Get Married" truly mirrors the real-life trials and triumphs of contemporary youth in China.

This TV drama is simulcast on CCTV-1 and China Hunan TV, which further innovates a win-win cooperation between CCTV and local TV stations in broadcasting a TV drama. Bolstered by these massive television platforms in China, "We Get Married" is broadcast via TV and online platforms, thus helping the hit drama reach a combined potential audience of 670 million. Using the medium of product placement advertising, Besunyen establishes its positive image in the diverse and oft-watched platform of a popular TV drama. Moreover, the well-watched show substantially improves the brand recognition of Besunyen among consumers and increases demand for BSY's products.

Mr. Zhao Yihong, Chairman and CEO of Besunyen, said: "We Get Married" is a TV drama enjoying high reputation and popularity which attracts many women between the ages of 18 to 35. This represents the core target demographic for Besunyen's slimming tea products. Through this hit TV drama, Besunyen can better promote the concept of healthy weight-loss and therapeutic teas for body toning (健康瘦身, 茶疗养生), build a positive corporate image and establish a solid foundation for its business expansion as well."



Latest Besunyen News

■ Besunyen elected Vice President unit of China Health Care Association

The China Health Care Association is an industry association consisting of large and medium-sized enterprises representing the PRC's healthcare sector, and is committed to providing a wide gamut of services for the betterment of the country's healthcare industry.

Through this platform, Besunyen expects to further promote its campaigns "Health Project to Cure Potential Diseases" and "National Healthy Lifestyle Action."

■ Besunyen become Vice Chairman unit of Nutritional Guiding Working Committee of China National Food Industry Association

Beijing Outsell Health Product Development Co., Ltd., a wholly owned subsidiary of Besunyen, has been elected Vice Chairman unit of the Nutrition Guiding Working Committee of China National Food Industry Association.

The Association is mainly responsible for basic research into nutritional and health foods, resource and raw material research, etc.