



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

Website: [http://www.besunyen.com/index\\_en.aspx](http://www.besunyen.com/index_en.aspx) [Corporation]

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

Code: 0926

# Newsletter

2013 October

天然養生

## Business Activities :Besunyen Sponsors CCTV weight-loss show “The Biggest Loser”

### Besunyen, CCTV-2 ink milestone tie-up

Launch China’s first inspirational weight-loss reality show to sparkplug healthy lifestyles

As the leading therapeutic tea products brand in China, Besunyen has inherited the quintessentially Chinese traditions and culture of tea and herbal medicine which have a history of five thousand years. Besunyen encourages the concept of herbal extracts and therapeutic teas for body toning (草本精粹，养生茶疗) while advocating a green and healthy lifestyle. Besunyen is committed to promoting healthier practices among modern-day Chinese and instills concepts of love and health via actions.

Besunyen, as a sponsor, is cooperating with CCTV-2 to launch China’s first major inspirational weight-loss reality show “The Biggest Loser.” This TV show will document the authentic weight-loss odysseys of contestants and share the remarkable and encouraging processes they undergo after using healthy and scientific weight-loss methods. The underlying theme of the show -- “Keep Fit Together, Reclaim a Confident Life” -- is promoted to the public.

The show adopts Chinese emotional expressions and styles to record the inspirational weight-loss adventures of those taking part. Meanwhile, the show invites celebrities who actively engage in physical exercise to share their own weight-loss tips, all of which brings more public attention to the show. Besunyen believes that through this cooperation, the public will enhance their knowledge of healthy weight-loss methods, raise awareness of healthy lifestyles proposed by Besunyen and achieve a deeper understanding of health concepts to which Besunyen has always adhered.



### The Biggest Loser Overview

“The Biggest Loser” (“the show”) is based on a reality show of the same name which has gained huge popularity in the US with over 90 broadcast platforms. The program is the inaugural inspirational weight-loss reality show in China. Using cutting-edge overseas production techniques, the show presents the authentic and real-time weight-loss journeys of contestants, invites star fitness coaches to guide contestants as well as allowing those taking part to achieve weight-loss objectives via diet modification, scientific training, etc. The show actively promotes healthy lifestyles to the public, imparts positive energy and kickstarts the idea of “Keep Fit Together, Reclaim a Confident Life.”

The show is being broadcast from September to December 2013 every Sunday night during prime-time, with ten one-hour episodes.



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

# Newsletter

2013 October

Website: [http://www.besunyen.com/index\\_en.aspx](http://www.besunyen.com/index_en.aspx) [Corporation]

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

Code: 0926

天然養生

## Business Activities

## Besunyen Held Healthy Tea Beverage Meeting in Beijing

### Huge Development Potential for China Tea Bag Industry Besunyen Growth Strategy Focuses on Quality & Details

Besunyen hosted a Healthy Tea Beverage Meeting in Beijing on 6 September. Mr. Zhang Yongjian, Head of the Research Center for Development & Regulation of Food and Drug Industry, Chinese Academy of Social Sciences, said that China's food industry faces a transitional challenge in the wake of economic restructuring. Upgrading of Food industry increasingly emphasizes safety, nutrition, functionality and convenience. The young consumer base continues to expand, and simple, convenient and healthy food is what consumers prefer. Therefore, the tea beverage market is growing popularity among customers. The growing use of tea bags and the development of e-commerce both open new opportunities for enterprises like Besunyen.

Industry sources believe that from the perspective of development, tea beverages and tea bags will command a large market share in the domestic tea market. Being deeply steeped in traditional Chinese tea culture, Besunyen develops and sells therapeutic tea bags, helping to foster the domestic tea market.

Besunyen focuses on quality and details in all segments including raw material procurement, production, R&D, etc. Additionally, Besunyen relies on global-standard advanced technologies in packing, laser anti-counterfeiting printing and product R&D to ensure the quality of every single product.

Mr. Zhao Yihong, chairman of Besunyen, said Besunyen is aiming to build a brand for Chinese tea and is striving to promote the concept of a fashionable tea culture which promotes health and physical fitness by consuming therapeutic tea. Besunyen uses high-quality therapeutic tea to assume a leading and pioneering position in the tea bag industry, and expects to turn Chinese tea into an increasingly popular product worldwide.

(Source : China Youth International)

### Besunyen's E-commerce Development on Agenda

On 6 September, Besunyen held a Healthy Tea Beverage Meeting in Beijing. Mr. Lin Ruhai, deputy general manager of Besunyen, said that we were currently facing a major opportunity in the healthy beverage industry. The growing use of tea bags and the development of e-commerce are presenting new opportunities for the company. He believes the steady development of e-commerce is conducive to establishing brand awareness of Besunyen among young consumers, which is one of the factors brought the favorable interim results of Besunyen this year. Besunyen will grow in the business covering medicine, food and beverage, and e-commerce segments by leaps and bounds.

Mr. Zhao Yihong, chairman of Besunyen, revealed that Besunyen owns a strong distribution network within the healthy products and fast-consuming products sectors. Besunyen possesses 309 distributors covering approximately 126,000 retail outlets including 118,000 retail pharmacies and 8,000 supermarkets, hypermarkets and chain stores as of 30 June 2013.

In addition, Besunyen has well established its B2C and B2B platforms on its self-owned website 7cha.com and other websites like Tmall.com, 360buy.com, Dangdang.com, Amazon.cn, yihaodian.com (一号店) and Lefeng.com (乐蜂网), etc.

(Source: www.qq.com)