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碧生源控股有限公司
BESUNYEN HOLDINGS COMPANY LIMITED

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 926)

APPOINTMENT OF CHIEF OPERATING OFFICER

The board of directors (the “**Board**”) of Besunyen Holdings Company Limited (the “**Company**”) announces that Ms. Zhao Yuanhua (“**Ms. Zhao**”) has been appointed as the chief operating officer of the Company with effect from 13 August 2014.

Ms. Zhao, aged 49, has over 18 years of experience in sales and marketing. Between October 2000 and January 2013, she worked for Mongolia Mengniu Dairy (Group) Company Limited (“**Mengniu Group**”), the main operating subsidiary of China Mengniu Dairy Company Limited (a company listed on The Stock Exchange of Hong Kong Limited, stock code: 2319), including serving as a director of sales, a director of marketing, and a director of sales and marketing, of the UHT milk liquid division of Mengniu Group, and lastly as a vice president of sales and marketing of Mengniu Group. Ms. Zhao graduated from Baotou University of Iron and Steel Technology (now known as Inner Mongolia University of Science and Technology) with a bachelor’s degree in technology in 1988. She obtained a master’s degree in business administration from China Europe International Business School in 2010. The Board would like to take this opportunity to welcome Ms. Zhao for her new appointment.

By order of the Board
Besunyen Holdings Company Limited
Zhao Yihong
Chairman and Chief Executive Officer

Hong Kong, 13 August 2014

As at the date of this announcement, the executive directors of the Company are Mr. Zhao Yihong (Chairman and Chief Executive Officer) and Ms. Gao Yan (Vice Chairman); the non-executive director of the Company is Mr. Zhuo Fumin; and the independent non-executive directors of the Company are Mr. Huang Jingsheng, Mr. Wang Jing and Mr. Ren Guangming.