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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)

VOLUNTARY ANNOUNCEMENT

This is a voluntary announcement made by Besunyen Holdings Company Limited (the “Company”).

The Company is pleased to announce that its “Besunyen and Device” trademark has been identified as a “China Well-known Trademark” (中國馳名商標) by the Trademark Office of the State Administration for Industry & Commerce of the People’s Republic of China (the “Trademark Authority”).

The Trademark Authority issued its approval in December 2013 after examination and research. According to the relevant provisions of the “Trademark Law” (商標法), “Implementing Regulations of the Trademark Law” (商標法實施條例) and “Provisions for the Determination and Protection of Well-known Trademarks” (馳名商標認定和保護規定), the “Besunyen and Device” trademark used by Beijing Outsell Health Product Development Co., Ltd., a wholly-owned subsidiary of the Company, in relation to its 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 was identified as a “China Well-known Trademark”.

The Company believes that the “China Well-known Trademark” is the most authoritative national level enterprise accolade that can be awarded to a Chinese trademark as well as the nationwide benchmark for trademarks in the People’s Republic of China reserved for the highest quality Chinese products. The Company understands that firms hoping to win the “China Well-known Trademark” accolade face high entry thresholds and rigorous determination processes which take into consideration factors including brand recognition, brand development strengths, brand promotion coverage, product quality reputation and sales geography.

The “China Well-known Trademark” signifies an important milestone in the Company’s brand development campaign and represents recognition and commendation for the Company’s concept of “safe and healthy natural herbs” which it has endorsed for the past fourteen years.

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

Hong Kong, 14 March 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. Wong Lap Tat Arthur and Mr. Zhang Fenglou.