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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)**

**PROFIT WARNING**

This announcement is made by the Company pursuant to Rule 13.09 of the Listing Rules.

The Board wishes to inform the Shareholders and potential investors that comparing the information currently available with the results of the Group for the year ended 31 December 2010, it is expected that the turnover of the Group for the year ended 31 December 2011 would decrease marginally and the net profit of the Group for the same period would decrease significantly or turn into a marginal net loss.

**Shareholders and potential investors are advised to exercise caution when dealing in the shares of the Company.**

This announcement is made by Besunyen Holdings Company Limited (the “Company”, together with its subsidiaries, the “Group”) pursuant to Rule 13.09 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “Listing Rules”).

The board of directors (the “Board”) of the Company wishes to inform the shareholders of the Company (the “Shareholders”) and the potential investors that comparing the information currently available with the results of the Group for the year ended 31 December 2010, it is expected that the turnover of the Group for the year ended 31 December 2011 would decrease marginally and the net profit of the Group for the same period would decrease significantly or turn into a marginal net loss. The above changes are mainly attributable to the following reasons:

- (i) the overall macro-economy of the People’s Republic of China (the “PRC”) has been slowing down since the second half of 2011 and this caused the reduction in demand for the Group’s products from distributors;
- (ii) the sales of existing products in new markets and through new sales channels were not as good as expected;
- (iii) although trial launch of the new product, Mei An Granules, has achieved certain progress, the schedule for an official launch has lagged behind; and

(iv) notwithstanding the above, for the purpose of long-term brand building, the Group did not substantially adjust the incurrence of advertising and selling expenses in the second half of 2011.

In 2012, while continuing to reinforce our market share and growth in tier-1 cities of the PRC, the Group shall enhance the penetration into new markets in tier-2 and tier-3 cities of the PRC and the intensification of new sales channels (including, but not limited to, e-commerce, supermarkets and convenience stores), in order to maintain good development pace of current products. In addition, the Group shall procure the official launch of the two new products, Mei An Granules and MaiShuPing, in order to bring new sales contribution to the Group. On the other hand, the Group shall also optimise the structure of advertising and selling expenses and tightly control expense-to-turnover ratio.

As the Company is still in the process of preparing its audited consolidated annual results for the year ended 31 December 2011, the information contained in this announcement can only be treated as a preliminary assessment by the Board based on the information currently available to the Group. The information contained in this announcement is not based on any figures nor information that has been audited or reviewed by the auditor of the Company. The annual results announcement of the Company for the year ended 31 December 2011 is expected to be released in March 2012.

**Shareholders and potential investors are advised to exercise caution when dealing in the shares of the Company.**

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

Hong Kong, 6 January 2012

*As at the date of this announcement, the executive Directors are Mr. Zhao Yihong (Chairman and Chief Executive Officer) and Ms. Gao Yan (Vice Chairman); the non-executive Directors are Mr. Zhuo Fumin and Mr. Wang Bing; and the independent non-executive Directors are Mr. Huang Jingsheng, Mr. Wong Lap Tat Arthur and Ms. Xin Katherine Rong.*