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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)

REGULATORY MEASURE ON HEALTHCARE FOOD INDUSTRY

The board of directors (the “**Board**”) of Besunyen Holdings Company Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) hereby announces that, on 25 August 2015, China Food and Drug Administration (“**CFDA**”) promulgated the Notice on Related Matters to Further Regulation on Assigning Names to Healthcare Food (2015 No.168) (《關於進一步規範保健食品命名有關事項的公告(2015年第168號)》) (the “**Notice 168**”), which stipulates that “for healthcare food with description of its underlying function within its registered name, applicants shall make application for changing the name of that healthcare food according to relevant requirement by 31 December 2015” and “effective from 1 May 2016, no healthcare food with description of its underlying function within its name shall be produced”. As a further regulatory measure imposed on the healthcare food market by CFDA, it is expected that the Notice 168 will serve as a clear guideline for the healthcare food industry.

In compliance with the Notice 168, the Group will apply for a change of name to one of its products, Besunyen Slimming Tea (碧生源牌減肥茶), and it is expected that such product will be launched to market as the same product with a new name, new package but original quality in the first half of 2016. Notwithstanding the change of product name, the original “Besunyen (碧生源)” brand and the slimming effects of the product will be retained. Moreover, the adaptability, safety and effectiveness of the product verified by evidence-based medical research will not be affected. For marketing and issuance of the product thereafter, only the new product name will be applied. The Company anticipates that it will be beneficial to the leading market position of the Group and the enhancement of product competitiveness, and does not anticipate that the business and operations of the Group may be materially and adversely affected.

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

Hong Kong, 2 September 2015

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.