



February 2016

## “Connections Dreams 15 Years” Besunyen Celebrated its 15<sup>th</sup> Anniversary

### Besunyen's 15<sup>th</sup> Anniversary Celebrated in 13 Major Districts Nationwide



- Themed with “Connections”, “Gratefulness”, and “Dreams”, Besunyen’s 15<sup>th</sup> anniversary ceremony raised the curtain on 9 November 2015. From Shanghai, Jiangsu, Zhejiang, to Xi’an, Chengdu, Shandong, and further to Hebei, Henan, Anhui, and Central China, the ceremony was held in 13 major districts within one month. The management of Besunyen and Besunyen families in each district gathered together to celebrate the achievements that Besunyen obtained over the past 15 years. Chairman Zhao Yihong stated that it was impossible for Besunyen to make a step forward without everyone’s contribution of the big family, extending sincere thanks to employees for their hard work. In the future, Besunyen will continue to make contributions to China’s healthcare industry with all employees’ dreams.
- For future development, Chairman Zhao Yihong made clear development strategy in one vertical direction and two horizontal directions. The vertical direction means Besunyen focuses on herbal-related pan-health products. The first horizontal direction means weight loss and weight management. As Besunyen has highlighted the development of weight-loss undertaking over the past 15 years, weight loss and weight management still will be included in the development plan. The second horizontal direction means the laxative field, as Besunyen has paid much attention to laxative & gastrointestinal health for a long time. Health and hygiene will be crucial in the future.
- In 2015, in response to Premier Li Keqiang’s appeal of “Internet+”, Besunyen presented TEA+ Herbal Teas, their present has become a significant change that Besunyen made based on internet culture in the mobile internet era.





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## Besunyen Cooperated with Hisun Pharmaceutical Entering the Market of Weight-Loss Drugs

- In April 2015, Besunyen cooperated with the powerful Zhejiang Hisun Pharmaceutical Co., Ltd to jointly penetrate into the market of Orlistat weight-loss drug. Besunyen and Hisun' s connection started from Besunyen' s acquisition of Guangzhou Runliang Pharmaceutical Co., Ltd. which owned more than ten years of exclusive sales right from 8 September 2014 to 31 December 2024 in China for the Orlistat manufactured by Hisun Pharmaceutical. While Runliang Pharmaceutical registered with its own brand name "LARLLY" , Hisun Pharma is responsible for Orlistat' s manufacture, and Besunyen provides channel resources of retail pharmacies, they jointly operate the sales of "LARLLY" Orlistat in China. As the leading enterprises in the healthcare foods and medicines field, Besunyen and Hisun are making the best of their own advantages to achieve a resource-complementary cooperation.
- In 1997, Roche Pharmaceuticals from Switzerland, one of the top 10 pharmaceutical companies in the world, invented and produced Orlistat, a kind of lipase inhibitor for weight loss, through years' research and development, which caused a sensation during that time. Orlistat was Launched in New Zealand in 1998 , and became popular in European market for years. Up to now, 40 million people achieved their ideal body targets by taking Orlistat. Orlistat is currently the only OTC and prescription anti-obesity drug all over the world proved by FDA (the US), EMA (Europe) and SFDA (China).
- LARLLY Orlistat is honored with the National Key New Product, certified by the four national ministries. By biological fermentation of natural ingredients, LARLLY Orlistat inactivates lipase in gastrointestinal tract, not participating in blood circulation and not exerting effect on nerve centre, with high safety and reliability. Since its launch, LARLLY Orlistat has been popular among high-end consumers.



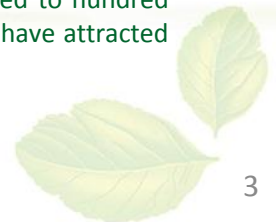


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## Besunyen Granted the “2015 China CSR Outstanding Enterprise Award”



- On 22 December 2015, the 2015 China CSR Award Ceremony, themed with “New Concept, New Momentum, and New Responsibility”, was held in Beijing with government officials, experts, scholars, and representatives from approximately 100 domestic and overseas reputable companies being present. Besunyen Holdings Company Limited was granted the “2015 China CSR Outstanding Enterprise Award”. Zhao Yihong of Besunyen attended the ceremony and received the award. For winning the award issued by Xinhua.net, Chairman Zhao Yihong stated, “the award represents honor, and also more responsibility. There is still a long way to carry forward the public welfare undertaking. In the future, Besunyen will continue to develop its corporate social welfare and responsibility with micro public welfare activities.”
- Since its establishment in 2000, Besunyen has sponsored the public-welfare activities of delivering pharmaceuticals to the previously revolutionary districts. With the enterprise’s ongoing development, Besunyen has increased its input in public welfare undertaking. Besunyen has established charity fund for helping vulnerable groups in a long run in addition to providing immediate assistance during various disasters.
- Throughout 15 years, Besunyen grew up from an enterprise concerning consumers’ health, into an influential leading company with end-customer annual sales amounted to hundred millions. In recent years, public-welfare programmes sponsored by Besunyen have attracted much attention, helping and influencing more and more people.





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## Besunyen Signed Strategic Cooperation Agreement with Yunnan Phytopharmaceutical



- In the morning on 20 December 2015, Yunnan Phytopharmaceutical Co., Ltd. and Besunyen Holdings Company Limited held a grand ceremony for signing a strategic cooperation agreement at the conference center of Yunnan Industrial Investment Holding Group Ltd. Mr. Sun Degang, Vice President of Yunnan Industrial Investment and Chairman of Yunnan Phytopharmaceutical, and Mr. Zhao Yihong, Chairman of Besunyen Holdings Company Limited, signed the agreement on behalf of respective parties.
- Besunyen Holdings Company Limited is a main board listed company in Hong Kong. The company's main products, Besunyen Slimming Tea and Besunyen Detox Tea, being sold in 400,000 pharmacies in China, have occupied the largest market share for years. The company have realized extensive coverage of OTC channels in China with professional internal and external marketing and event promotion teams. Yunnan Phytopharmaceutical is the key platform for Yunnan Industrial Investment to implement the strategy of major enterprise and major group, to carry forward the consolidation and restructuring of pharmaceutical enterprises, and to establish strategies in the pharmaceutical sector. The company has committed to the in-depth development of natural drug resources through the industrialization of high technology, with extensive resources and experience in pharmaceutical manufacturing and R&D.
- For a long time, Yunnan Phytopharmaceutical has various product portfolios but limited market coverage, while Besunyen Holdings Company Limited has focused on few products but extensive market coverage. For the cooperation, both parties will invest in establishing Yunnan Phytopharmaceutical Besunyen Pharmaceutical Sales Co., Ltd. to carry forward sales of Yunnan Phytopharmaceutical's OTC products in pharmacies across China. The cooperation will exert synergies for both parties, and realize complementary advantages and achieve win-win results.

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