



April 2016

Both Revenue and Net Profit Surged Net Profit Significantly Increased 105.1% in 2015



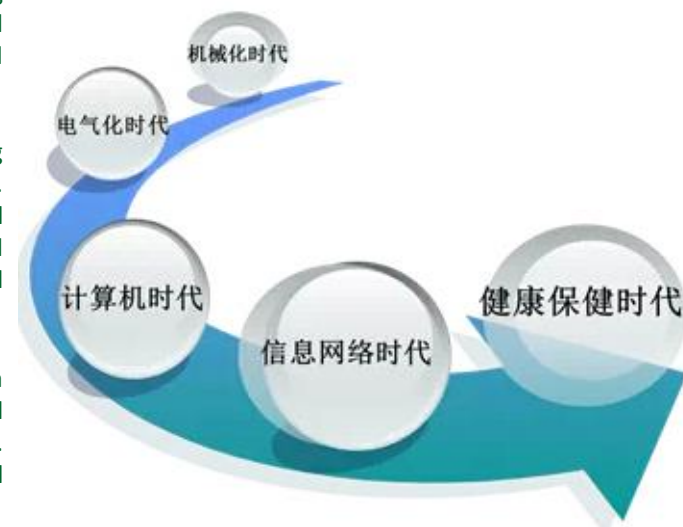
- On 14 March 2016, Besunyen Holdings Company Limited held 2015 Annual Results Announcement in Hong Kong. The revenue of Besunyen and its subsidiaries was RMB660 million for the year ended 31 December 2015, representing an increase of 17.5% as compared with the revenue of RMB560 million for 2014. Gross profit of the Group amounted to RMB590 million for 2015, representing an increase of 25.0% from RMB480 million for 2014. The Group recorded a net profit attributable to owners of the Company of RMB92.3 million for 2015, representing an increase of 105.1% from RMB45.0 million for 2014. The annual results was gratifying.
- According to the data from an independent third party, Besunyen Detox Tea continued to rank top in the market segment of aperient and laxative products in terms of retail sales of healthcare products, medicines or other types of products sold in the retail pharmacies for eight consecutive years, and the market share of which was 21.81% in 2015. Simultaneously, Besunyen Slimming Tea continued to rank top in the market segment of slimming products for six consecutive years, enjoying a market share of 42.26% in 2015. The new product, LARLLY Orlistat has also topped the list for the market segment in slimming medicines, with its market share of 47.10% in 2015.
- Besunyen adopted multi-brand strategy in 2015. The brand “Besunyen” was applicable to the Two Teas; the brand “LARLLY” to Orlistat slimming medicine; and the brand “TEA+” to herbal teas. When promoting the brands, the Company identified the connotation of each brand and built a clear brand image based on products of different functions, allowing the consumers to have a clear awareness of all brands of the Group.
- Chairman Zhao Yihong expressed, the Group would efficiently implement six business priorities and seek new growth points in 2016. The business for “Two Teas” - Besunyen Detox Tea and Besunyen Slimming Tea would still be the main development direction. Focusing on chain pharmacies and enhancement for sales of a single product would be the development goals in 2016. The Group also plans to nurse ten chain customers with the sales of RMB10 million through in-depth cooperation with chains. LARLLY Orlistat slimming medicine, the new product launched in 2015, rapidly growing e-commerce channel, continuously intensifying the development of non-mainstream channel in terms of high-speed rails, aviation and hotels, would all be Besunyen’s new profit driver in 2016.



April 2016

Besunyen Established the Fund, Invested in Pan-health Field Projects

- On 29 March 2016, Besunyen announced that an indirect wholly-owned subsidiary of the Company - Beijing Besunyen Pharmaceutical, Mr. Bai Jiguang (the Co-Partner) and Ningbo Yuanyuan Liuchang Investment Management Co., Ltd. (the Fund Management Company) entered into the Limited Partnership Agreement to establish the Fund, Ningbo Yuanyuan Liuchang Investment Centre (Limited Partnership) in the PRC.
- The Fund's total capital commitment is RMB100 million and owned as to 89%, 10% and 1% by Beijing Besunyen Pharmaceutical, the Co-Partner and the Fund Management Company respectively, i.e. Beijing Besunyen Pharmaceutical, the Co-Partner and the Fund Management Company shall contribute RMB89 million, RMB10 million and RMB1 million respectively in cash. The Fund Management Company is jointly owned by Beijing Besunyen Pharmaceutical and the Co-Partner and the General Partner in the Fund.
- The management of the Group is of the view that investment in pan-health field in the PRC presents a wealth of attractive investment opportunities and is also likely to flourish in the future, and the Fund will provide an effective platform for the Company to invest in the projects in pan-health industries. Accordingly, the establishment of the Fund will be conducive to realize substantial long-term capital appreciation of the Group and enhance the Group's industry position in the pan-health field.





April 2016

China Functional Tea Bag Industry Seminar Held in Beijing

Traditional Tea Culture Facing New Development Opportunities National Enterprise Interpreted the Key Points of the Development of Functional Tea Bag



Qin Xiaoming, Director-General of China Health Care Association



Lin Ruhai, Vice President of Besunyen Holdings Company Limited

- On 11 March 2016, “2016 The Third China Functional Tea Bag Industry Seminar” was hosted in Beijing by The Research Center for Development & Regulation of Food and Drug Industry, Chinese Academy of Social Sciences, and undertook by Besunyen Holdings Company Limited.
- Zhang Yongjian, Head of The Research Center for Development & Regulation of Food and Drug Industry, Chinese Academy of Social Sciences, addressed the seminar. He said the implementation and development of the national policy “Health China” requires concrete industry development to support. He thought this seminar provided the rigorous industry discussing environment, benefiting to promote the development of functional tea bag industry.
- Qin Xiaoming, Director-General of China Health Care Association indicated that “Health China” construction was included in 13th Five-Year plan and raised as national strategy on the 18th session of the 5th Plenary Session, which was a landmark. The next decade would be a Golden Decade for the development of health industry. There would be more development opportunities and space for healthcare industry.
- Li Suyun, Dietitian of Beijing Shijitan Hospital, introduced in the seminar that tea plays an important role for intestinal health. We should pay attention to foster proper lifestyle and keep health from daily life. Tea bag started to lead the market of therapeutic teas with the change of consumption pattern and demand.
- Since establishment, Besunyen started the unique direction of corporate development and concentrated on R&D of tea bag, which had forward-looking strategic foresight. Simultaneously, Besunyen took functional tea bag as key point, Chinese traditional natural herb blended into tea cultural essence, which is a historical breakthrough for national tea enterprises. Lin Ruhai, Vice President of Besunyen Holdings Company Limited, said tea bag brought more convenience for our fast paced life. Besunyen will persist with the R&D of functional tea bag and develop more products according to different demand from different consumers.

Contact:

Wonderful Sky Financial Group Limited

E-mail: besunyen@wsfg.hk

Tel: (852) 3970 2118 / 3970 2186

Fax: (852) 2598 1588