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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(2)(a) of the Listing Rules and the Inside Information Provisions under Part XIVA of the SFO.

The Board wishes to inform the Shareholders and potential investors of the Company that based on the management accounts for the four months ended 30 April 2016, the status of the change of product name required for Besunyen Slimming Tea and the feedback of key distributors/sub-distributors in certain business areas in China, the Group's profit attributable to the owners of the Company for the six months ending 30 June 2016 may decrease significantly and may even suffer a slight loss, as compared to that of RMB39,292,000 for the corresponding period in 2015.

Shareholders and potential investors of the Company 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(2)(a) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Listing Rules**”) and the Inside Information Provisions (as defined in the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong)(the “**SFO**”).

Reference is made to the announcement of the Company dated 2 September 2015 in relation to the regulatory measure on healthcare food industry promulgated by China Food and Drug Administration (“**CFDA**”) on 25 August 2015, namely 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**”).

On 26 February 2016, the CFDA further promulgated the Notice on Related Matters on Assigning Names to Healthcare Food (2016 No. 43) (《關於保健食品命名有關事項的公告(2016年第43號)》), requiring strict enforcement of 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 requirements 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.” The Group has submitted the application for change of product name for Besunyen Slimming Tea to the CFDA according to Notice 168, as at the date of this announcement, the Group has not received the approval from the CFDA, the Group is actively communicating with the CFDA to expedite the process of approving the application for change of product name, in order to resume the normal production and sales of original Besunyen Slimming Tea as soon as possible.

The board of directors of the Company (the “**Board**”) wishes to inform the shareholders of the Company (the “**Shareholders**”) and potential investors that based on the management accounts for the four months ended 30 April 2016, the status of the change of product name required for Besunyen Slimming Tea and the feedback of key distributors/sub-distributors in certain business areas in China, the Group’s profit attributable to the owners of the Company for the six months ending 30 June 2016 may decrease significantly and may even suffer a slight loss, as compared to that of RMB39,292,000 for the corresponding period in 2015. This decrease is mainly attributable to (i) the decrease in revenue generated from Besunyen Detox Tea and Besunyen Slimming Tea (the “**Two Teas**”) of approximately 15% to 25% as compared to that for the corresponding period in 2015 due to the impact on change of product name of Besunyen Slimming Tea, despite the Group has taken actions to cut off approximately 25% to 30% in advertising expenditure for the Two Teas as compared to that for the corresponding period in 2015; and (ii) the sales of the product Orlistat under the brand of “**LARLLY**” got a relatively significant increase as compared to that for the corresponding period in 2015, but the corresponding advertising expenditure also increased significantly.

The Group has been actively boosting the sales of Orlistat under the brand of “**LARLLY**”, the Besunyen Xian Xian Tea and the Besunyen Detox Tea through traditional and e-commerce channels.

As the period covered by the first half of 2016 has not yet ended, the interim results of the Group for the six months ending 30 June 2016 are not yet available. The information contained in this announcement can only be treated as a preliminary assessment by the Board based on information currently available to the Group and is not based on any figures or information that has been audited or reviewed by the auditor of the Company. The interim results announcement of the Company for the six months ending 30 June 2016 is expected to be released in August 2016.

Shareholders and potential investors of the Company 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, 27 May 2016

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 Ms. Zhang Guimei; and the independent non-executive Directors are Mr. Huang Jingsheng, Mr. Wang Jing and Mr. Ren Guangming.