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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)

POSITIVE PROFIT ALERT

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.

Based on the preliminary estimate on the unaudited consolidated management accounts of the Group, the board of directors of the Company hereby informs the shareholders and potential investors of the Company, it is expected that the Group may record a net profit attributable to the shareholders of the Company of approximately RMB25 million to RMB35 million for the six months ending 30 June 2017. This is mainly attributable to: (i) the attempt at transformation of advertising channels by the Group from traditional media to new media, resulting in a relatively significant decrease in advertising expenses in the first half of 2017 as compared with the same period in 2016, nevertheless, as the Group gradually becomes familiar with the operation of new media, the Group will maintain a relatively stable level of advertising expenses and implement more effective advertising strategy to keep promoting the brand of the Group in the market; and (ii) upon the Group's successful completion of the works for changing the name from “碧生源牌減肥茶” to “碧生源牌常菁茶” in November 2016, as well as the resumption of production and sales of slimming tea products with the new name in new packages since December 2016, the slimming tea products gradually return to the retail pharmacies and the market and consumers gradually accept the products with the new name, the transition is becoming stable and positive, leading to a stable recovery in sales volume of Besunyen Slimming Tea.

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**”).

Based on the preliminary estimate on the unaudited consolidated management accounts of the Group, the board of directors of the Company hereby informs the shareholders and potential investors of the Company, it is expected that the Group may record a net profit attributable to the shareholders of the Company of approximately RMB25 million to RMB35 million for the six months ending 30 June 2017. This is mainly attributable to: (i) the attempt at transformation of advertising channels by the Group from traditional media to new media, resulting in a relatively significant decrease in advertising expenses in the first half of 2017 as compared with the same period in 2016, nevertheless, as the Group gradually becomes familiar with the operation of new media, the Group will maintain a relatively stable level of advertising expenses and implement more effective advertising strategy to keep promoting the brand of the Group in the market; and (ii) upon the Group's successful completion of the works for changing the name from “碧生源牌減肥茶” to “碧生源牌常菁茶” in November 2016, as well as the resumption of production and sales of slimming tea products with the new name in new packages since December 2016, the slimming tea products gradually return to the retail pharmacies and the market and consumers gradually accept the products with the new name, the transition is becoming stable and positive, leading to a stable recovery in sales volume of Besunyen Slimming Tea.

As the period covered by the first half of 2017 has not yet ended, the interim results of the Group for the six months ending 30 June 2017 have not been finalised. The information contained in this announcement represents the preliminary estimate by the management of the Company with reference to the consolidated management accounts of the Group, which have not been audited or reviewed by the auditor of the Company. Specific and accurate financial information will be disclosed in the interim results announcement of the Company for the six months ending 30 June 2017, which will be published by the Company in August 2017.

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, 14 June 2017

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 directors of the Company are Mr. Zhuo Fumin and Ms. Zhang Guimei; and the independent non-executive directors of the Company are Mr. Huang Jingsheng, Mr. Ren Guangming and Mr. He Yuanping.