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Besunyen Introduces “Besunyen” Orlistat to Penetrate Weight-Loss Market



- ◆ Besunyen has been developing on two main lines of products - Besunyen detox tea and Besunyen slimming tea for the past 17 years. Apart from the “two teas” , Besunyen also actively researched and developed into new products. Besunyen Orlistat was launched into market recently in order to expand into the weight-loss market.
- ◆ Besunyen Orlistat was introduced into Ali Health on 11 October. Orlistat is the only approved anti-obesity prescription for continuous application world-wide. It is also the only approved and over-the-counter (OTC) anti-obesity prescription in China, with certification from United States Food and Drug Administration (FDA), the European Medicine Agency of the European Union (EMA) and the China Food and Drug Administration (CFDA).
- ◆ The launch of Besunyen Orlistat signified the Group’ s another attempt into weight-loss market within the territory of OTC. Besunyen will continue to pay attention to related OTC products, hoping to bring more good products to consumers.





Expand into the Pharmaceutical Industry to Build a Healthy Whole Industry Chain



- Besunyen previously focused on the health food. “Two teas” - Besunyen Detox Tea and Besunyen Slimming Tea have both vertically and horizontally penetrated the slimming medicines and laxative health food market. The release of Besunyen Orlistat revealed the strategy and goal of Besunyen. It aimed to extend into the health industry chain, expanding the comprehensive layout of the pharmaceutical industry and development into pharmaceutical industry.
- Besunyen Orlistat was produced by Zhongshan Wanhan Pharmacy Co., Ltd. , which was previously acquired by Besunyen. As a pharmaceutical company, Zhongshan Wanhan has many years of cooperation with many local and overseas scientific research institutions and universities, dedicating to research and development, manufacture and marketing of medicines. On 10 March 2017, Besunyen entered into an investment agreement with Zhongshan Wanhan, thereby owned 51% equity interest in Zhongshan Wanhan.
- With Zhongshan Wanhan's research and development strengths and product reserves, Besunyen will continue to provide more diversified products to meet customers' needs, and to consolidate and enhance the Group's marketing capabilities and position. In the future, we will gradually reach the overall layout of the pharmaceutical, health products and big health industry.



Besunyen Has Been Attentively Producing Therapeutic Teas For Seventeen Years and Won the China Advertising Great Wall Award - Advertiser Award 2017



- On 22 October 2017, Mr. Lin Ruhai - Vice President of Besunyen won the "China Advertising Great Wall Award - Advertiser Award 2017" [Brand Innovation Person of the Year].
- The "China Advertising Great Wall Award - Advertiser Award" has a long history as a large-scale influential awards in China advertising industry . It compliments those remarkable advertisers who use advertising strategies to effectively establish corporate brand and recommends and awards the most influential advertisers.
- Besunyen obtained recognition in the highly competitive domestic health product industry, indicating that Besunyen has a clear market positioning, distinctive brand personality, persistently innovative and accurately targeted marketing strategy. This award is also a recognition of Besunyen's marketing strategy.