



November 2017

Targeting Content-based E-commerce Platform Record of Highest Sales at 2017.11.11 Global Shopping Festival

- ◆ In 2017, Besunyen followed the developmental path of Ali Health and JD.com e-commerce platform to establish the content layout in images, live broadcasts and short-video production. Besunyen adhered to promote e-commerce and gradually transformed from a simple retail e-commerce provider to a content-based e-commerce provider, better suited to consumers' needs. Besunyen's total sales at 11.11 Global Shopping festival from B2B and B2C commercial platform reached RMB8.5 million, while that of Tmall Besunyen official flagship store reached RMB4.78 million and the number of new customers for B2C reached 15,000.
- ◆ From the midnight of 11.11 Global Shopping festival onwards, sales at Besunyen's e-commerce platform in first 30 minutes had attained a historical record of more than RMB1 million.
- ◆ As of midnight of 11.11 Global Shopping festival, JD.com's sales of health supplements increased by more than 70% over the same period of the previous year within the first minute. Besunyen's sales had become one of the largest contributions to the total sales of healthcare products during the festival.
- ◆ Besunyen's e-commerce platform created customized IP products, which was authorized by Mattel Barbie official board. In November, Besunyen launched the customized Barbie replacement meal shakes, L-carnitine coffee, rose ginseng brown sugar ginger tea, better suited to the young female groups, which had become a new attempt within the IP authorization. The Barbie customized IP products went online in Tmall Besunyen official flagship store at 11.11 Global Shopping Festival.





Extension on Product Line to Align with Consumers' Demand Orlistat Sales Attained Breakthrough



- In 2017 "Quality E-Commerce Festival cum Golden Wheat Awards", both "Besunyen Xianxian Tea" and "Besunyen L-carnitine Coffee" won the quality awards within the categories of healthcare and beverage, respectively.
- Besunyen has been launching new products on its e-commerce platform to align with the growing consumers' demand. In 2017, 6 products went online, including 5 brand new products (L-carnitine coffee powder drink, brown sugar ginger tea with rose, fruit and vegetable enzyme powder drink, Vitamin C tablet, and Vitamin E capsule) as well as one new extended flavouring product (i.e. extended flavouring for meal replacement milkshakes) extending current product line to 26 products. L-carnitine coffee powder drink attained extraordinary online sales record since April and became one of the most popular items.
- Besunyen Orlistat was highly popular since it was introduced on 11 October 2017 at AliHealth as nearly 5,000 packages of Besunyen Orlistat had been sold within 1 hour since midnight of 12 December, totaled nearly to RMB800 thousand. During the period, Tmall Besunyen official flagship online store ranked as Top 2 in the category of overall pharmacy stores and Top 1 in the category of Orlistat flagship stores.



“Attentive to Details and Practice What One Preaches” Besunyen Won the “2017 China Corporate Social Responsibility Outstanding Enterprise Awards”



- ◆ On 6 December 2017, Besunyen won the “2017 China Corporate Social Responsibility Outstanding Enterprise Awards” , presented by Xinhuanet and Corporate Social Responsibility Research Center of China Academy of Social Sciences, among others.
- ◆ The “China Corporate Social Responsibility Ceremony” was well received by all sectors within the community and it had become the most authoritative communicative platform on social responsibility in China.
- ◆ Mr. Lin Ruhai, Vice-president of Besunyen commented: “Besunyen has always dedicated to bring health services to the public at large with particular concern for going green, healthy and environmental friendly. Apart from fulfilling its obligations as an enterprise, Besunyen also actively participated in various kinds of social aiding activities. Thereafter, Besunyen would remain true to its original inspiration by taking up more social responsibilities as well as public services. ”





Perseverance in Giving to Charity; Remaining True to Original Inspiration; And Adherence to Returning to Community



- ◆ Since its establishment, Besunyen has dedicated to undertaking public welfare, in its fulfillment of social responsibility. Besunyen concluded a "Donation Agreement" with the China Green Carbon Fund Foundation, to initiate the establishment of "Special Fund for Combating Illegal Trade on Endangered Wildlife" which aimed to promote the combat of illegal trades in wildlife and arouse the public awareness and participation of wildlife protection. In September 2017, Besunyen and the China Green Carbon Fund Foundation jointly initiated a public welfare project, "Becoming a Snow Leopard Photographer", where staff from Besunyen participated actively. Besides, by riding on the occasion of "99 Public Day", Besunyen initiated "Donation in united effort" and cultivated the overall sentiment, "Everyone Likes Charity; Everyone Participates Charity".
- ◆ Besunyen signed a "Donation Agreement" with the Beijing Charity Foundation and founded the "Besunyen Special Project Welfare Fund", to contribute to charity and public welfare activities for the poverty-stricken groups. In early 2017, Besunyen donated rehabilitation facilities to Kang Zhu Nursing Home in Fengtai, Beijing, rendering physical therapy and rehabilitation services to the elderly.





Besunyen Became the First National and Nutrition Education Demonstration Base



- On 8 December, "2017 Healthy China - Food and Nutrition High-level Symposium", sponsored by the National Food and Nutrition Advisory Committee, was held in Beijing, where 13 outstanding units including Besunyen honourably were accredited as the first batch National Food and Nutrition Education Demonstration Bases.
- This accreditation would enable Besunyen to enhance its level of food safety and nutrition research and step up the popularization of food safety education, which, in turn, would widen the opportunity for learning food nutrition, improve the traditional Chinese education system and enrich the compulsory education system, technical skills learning and vocational training, not to mention, to enhance public awareness on food nutrition and promote social harmony.
- Insisting on applying natural raw materials, concerning with the tea growth rule, Besunyen endeavoured to protect the origin of raw material, to achieve zero pollution and emission and low consumption production. Besunyen not only provides consumers with genuine healthy tea products, but also a green, healthy, herbal philosophical way of living.

