



January 2018

Besunyen was Honoured as the “Most Potential Listed Company” in “2017 China Financial Market Awards”



- On 8 January 2018 , Besunyen was honoured as the “Most Potential Listed Company” in “2017 China Financial Market Awards” .
- The “China Financial Market Awards” was organized by the renowned financial magazine “China Financial Market Magazine” . It was highly regarded as a major event in the capital market of Hong Kong, as well as one of the most influential election activities in financial industry. Since its inception, on account of the fairness of the assessment mechanism and the authoritativeness of its review committee, the award was well-received and widely-recognized by various fields in Hong Kong.
- Besunyen has been received widespread popularity due to its impressive performance in the capital market. The Company adheres to providing superb health products and contributing to charity. Undeniably, the “Most Potential Listed Company” is a testament of Besunyen’ s continual effort in comprehensive development, forging ahead to be one of the best providers in healthcare products.



“In the Name of the People” Besunyen Remakes the Old Brand and Reconstructs the New Value



- On 17 January, Mr. Lin Ruhai, Vice President of Besunyen, gave a speech themed “Remake the Old Brand and Reconstruct the New Value” at the “7th Entertainment Marketing Symposium and 5S Gold Awards Nomination Ceremony”. At the event, Mr. Lin expressed views on Besunyen’s adherence to brand rejuvenation, marketing scenario planning and communication socialization applications; Besunyen has gradually realized the new value in the field of entertainment marketing from 2017 to 2018.
- Besunyen, as a traditional enterprise, has embarked on a number of unprecedented innovative endeavours. The Company has undertaken thorough transformation on brand marketing strategy, underscoring “brand rejuvenation”. As a result, Besunyen has received more than a hundred of millions views in internet.
- In October 2017, Besunyen's "Life Without Discounts" short-video went online, accomplishing a comprehensive upgrade from the traditional "shopping with advertising" to "playing with advertising." From advertising’s perspective, Besunyen has exercised content marketing. "Life without Discount” was starred by Kan Benben and Li XinYue, acting in “In the Name of the People”, where themes on “No discount on figure”, “No discount on quality” and “No discount on life” are particularly promoted, in defense of building admirable figure.



Besunyen' s Adherence to Promotion of Love and Contribution to Society



- On 10 January, Ms. Gao Yan, the Vice Chairman of Besunyen, in the bitterness of cold wind, delivered warm and loving consolation to the children in Fangshan Children' s Welfare Association, Beijing. Representatives from Besunyen have repeatedly visited Fangshan Children' s Welfare Association and Ms. Gao Yan established a consolidated relationship with the children from the Association. At the visit, volunteers from various departments of Besunyen provided daily necessities to the children, learned about their everyday living and, thereby, they nurtured a formidable sense of social responsibility.



- On 11 January, Ms. Gao Yan, the Vice Chairman of Besunyen, visited the Tongzhou Care Center in Beijing. At the event, representatives donated daily necessities, such as rice, flour and oil etc. to the Care Center and donated monies for daily expenditure of the Care Center. As a matter of fact, representatives from Besunyen visit the Care Center every year to bring along condolence messages and donation. This year, Besunyen has encouraged its serving staff for participation in charity activities. Ms. Gao Yan, the Vice Chairman of Besunyen, was appointed as the Executive Director of Beijing Tongzhou District Care Center' s board of directors.



- Besunyen has been actively implementing social responsibility and promoting various charity activities. The Company particularly involves its current staff into joining public welfare events, contributing to building a harmonious society. By practicing corporate social responsibility and contributing to charity, Besunyen is firmly convinced that "love" is a small seed which can be sown and cultivated; eventually, that seed of love will spread and enlighten every single heart and soul.