



March 2018

Annual Results Turned into Profit Besunyen Continued to Maintain the Leading Position in the Industry

Besunyen announced the annual results for the year ended 31 December 2017 on 14 March 2018, among which, the business of therapeutic teas has gradually improved as compared with the same period last year.



Revenue: RMB542.9 million, representing an increase of 5.5% as compared with the same period of 2016.



Gross Profit: RMB430.2million, representing an increase of 1.1% as compared with the same period of 2016.

Gross Profit Margin: 79.2%



Net Profit: RMB5.3 million, representing a turnaround from loss to profit.



The Basic and Diluted Earnings per Share: RMB0.27 cent.
(for the same period of 2016: losses of RMB4.56 cents)



Besunyen Takes the Title of “China Healthcare Product Brand with Public Credibility” for Five Consecutive Sessions



- On 10 April 2018, Besunyen was awarded the "China Healthcare Product Brand with Public Credibility" at the "7th China Healthcare Products with Public Credibility Forum and the 7th China Healthcare Products and Brands with Public Credibility Presentation" for five consecutive sessions since 2010.
- The China Healthcare Products and Brands with Public Credibility Selection Campaign held every two years since it was launched in 2006. It has so far been held for seven sessions. It has basically formed a credibility system comprising enterprise "credit guarantee", consumer "credibility selection" and government "credit rating assessment". This system has extremely high authority and credibility in the China healthcare industry.
- Based on the concept of "natural herbs, safety and health", Besunyen combines Chinese traditional culture with modern technology to create a healthy industry of therapeutic tea products in China. As the front-end market for healthcare and health industry, Besunyen always adheres to the corporate principle of minimizing expenses and costs, and achieving the highest health index. It advocates prevention in the research and development and sales of related products, and use of self-conditioning methods in daily life for better management of body health.



Besunyen Has Stayed True to its Original Intention for 18 Years Giving Back to Society is a Mission



- In March 2018, Mr. Zhao Yihong, Chairman of the Board of Directors of Besunyen said in an exclusive interview that the healthy China strategy had a clear vision, a clear goal and a clear implementation path while the policies and measures were scientific and effective, which outlines a new blueprint for the health industry in China in the future. He added that as an enterprise in the health industry, Besunyen would respond proactively and will fully implement the strategy in a serious manner.
- Besunyen regarded the industry positioning of green, natural and healthy as the measurement standard for the development of the Company at the beginning of its establishment. At the same time, it emphasized Chinese elements. The raw materials are derived from Chinese herbal medicine. The formulas are based on the theory and practice of Chinese medicine and Chinese herbal medicine. The supplementary raw material is tea. With the use of Chinese medicine, Chinese herbal medicine and Chinese tea, the Company has rejuvenated Chinese teabag. Now, under the Belt and Road policy, the Besunyen teabag has been launched to the world.
- In addition, developing a green, natural and healthy business is the original intention of Besunyen while sustaining operation, making the Company, products and services stronger, and holding itself accountable to consumers and staff so as to provide more assistance and care to those in need in the society and contribute to the community are the missions of Besunyen.