

Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.



碧生源控股有限公司
BESUNYEN HOLDINGS COMPANY LIMITED

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 926)

PROFIT WARNING

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 under the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (“**SFO**”) (Chapter 571 of the Laws of Hong Kong).

The board of directors of the Company (the “**Board**”) hereby inform the shareholders of the Company (the “**Shareholders**”) and potential investors that, based on the management accounts and the statistics on sales of the Company, the Group’s revenue for the six months ending 30 June 2018 is expected to decrease substantially as compared to the corresponding period of last year, and the Group might record a net loss attributable to the owners of the Company of approximately RMB20 million to RMB30 million. Such estimated loss is attributable mainly to the Group’s adjustment of its management policy for distributors/sub-distributors and the incentive policy for its sales staff. To prevent distributors/sub-distributors from selling stockpiled goods in the market at low prices in violation of the Group’s management policy, the Group has reduced the discount rates offered to distributors/sub-distributors for bulk purchases, while changing the basis for sales staff incentive rewards from “results in sales to distributors/sub-distributors” to “results in sales to pharmacies”. In the long run, such measures will help lessen disruptive market behaviors, strengthen channel management and enhance end-sales at pharmacies, thereby generating higher returns for the Shareholders. In the short term, however, such measures will affect sales of the

Group's products and therefore affecting the results performance of the Company for the first half of 2018. The Company estimates that, the results performance in the second half of 2018 will improve significantly as compared to the first half of the year.

As the period covered by the first half of 2018 has not yet ended, the interim results of the Group for the six months ending 30 June 2018 are not yet available. Information contained in this announcement should only be regarded as preliminary assessments made by the Board based on information currently available to the Group, but not figures or information as audited or reviewed by the auditor of the Company. The Company is expected to announce its interim results for the six months ending 30 June 2018 in August 2018.

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, 6 May 2018

As at the date of this announcement, the executive Directors are Mr. Zhao Yihong (Chairman and Chief Executive Officer) and Ms. Gao Yan (Vice Chairman); the non-executive Directors are Mr. Zhuo Fumin and Ms. Zhang Guimei; and the independent non-executive Directors are Mr. Huang Jingsheng, Mr. Ren Guangming and Mr. He Yuanping.