



May 2018

## Besunyen Issues 293 million New Shares for a Net Proceeds of HK\$146 million



On 6 May 2018, Besunyen announced the issuance of a total of 293,041,564 subscription shares to Aurum Credo Limited, which is principally engaged in equity investments, representing 15.24% of the issued share capital of the Group as enlarged.



The subscription price per share is HK\$0.5. The placing price represents a premium of approximately 9.89% to the closing price of HK\$0.455 per share on 4 May 2018. The net proceeds from the subscription amounts to approximately HK\$146.4 million.



The Group plans to apply the net proceeds from the subscription to replenish the Group's working capital and the Group's appropriate acquisition and potential investment opportunities.

With the implementation of the national "Belt and Road" strategy, the gradual implementation of a series of "Healthy China" policies, and the launch of the revitalization and development plan for traditional Chinese medicine, investors have high expectation for Besunyen. Through the subscription of new shares, Besunyen will be provided with superior resources and capitals from the pharmaceutical and big health industry and it will make full use of the financing platform to lay a solid foundation for its successful upgrade.



## Besunyen Joins Hand in Hand with Inke,

# Striving to Create a New Direction of Scenario Marketing

On 27 May, the Inke Cherry Blossom Girls Night title-sponsored by Besunyen came to a successful conclusion. In 2018, Besunyen has been focusing on establishing cooperation with the platforms having big female IP, such as Inke. In respect of brand marketing, it will make use of Cherry Blossom Girls IP to enhance the influence of the brand. This is Besunyen's core direction in entertainment marketing and scenario marketing in 2018.

Zhao Yiyin, vice president of the marketing department of Besunyen, said: As a leading brand of functional health tea, Besunyen always places focus on entertainment marketing, and Inke's Cherry Blossom Girls is also a mature variety IP recognised by the Group as its youthful and energetic characteristic is in perfect match with the personality of Besunyen's targeted female audience.



As a well-known company which is intensively developing the big health industry, Besunyen has always been dedicated to building professional brands for weight management and constantly optimizing its product structure by expanding its product portfolio from the traditional herbal weight-loss health tea to over-the-counter slimming medicines. Besunyen Orlistat is a new popular product launched by the Group in 2017 and is also the only over-the-counter drug approved for weight loss by the China Food and Drug Administration. Sold in Tmall and Jingdong, it is popular among people. In the future, the Group will continue to innovate new products and optimize the existing products, so as to meet the increasingly escalating consumption demand from the young generation. Besunyen will take advantage of IP to cater for the demand of young consumers. The collaboration with Inke's Internet Unicorn will make our brand much more younger than before.