

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)

POSITIVE PROFIT ALERT

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 (Chapter 571 of the Laws of Hong Kong).

The board of directors of the Company (the “**Board**”) hereby informs the shareholders of the Company (the “**Shareholders**”) and potential investors that, it is estimated that the Group may record a net profit attributable to the shareholders of the Company of approximately RMB180 million to RMB210 million for the six months ending 30 June 2019. This is mainly attributable to: (i) the investment income (after tax) of approximately RMB200 million from the sale of 100% equity interests in Beijing Chang Sheng Business Consulting Co., Ltd. (北京暢升商務諮詢有限公司); (ii) the Group’s adjustment of its management policy for offline distributors/sub-distributors and the incentive policy for its sales staff in 2018 as disclosed in the announcement of the Company dated 6 May 2018, which helped lessen disruptive market behaviours, strengthened channel management, enhanced the good market operation order for end-sales at pharmacies and thus increased revenue of the Group in the first half of 2019; and (iii) the effective control in expenses, resulting in a year-on-year decrease in expenses as a percentage of revenue.

As the period covered by the first half of 2019 has not yet ended, the interim results of the Group for the six months ending 30 June 2019 have not been finalised. The information contained in this announcement represents the preliminary estimate by the management of the Company with reference to the consolidated management accounts of the Group, which has not been 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 2019 in August 2019.

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, 15 May 2019

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