



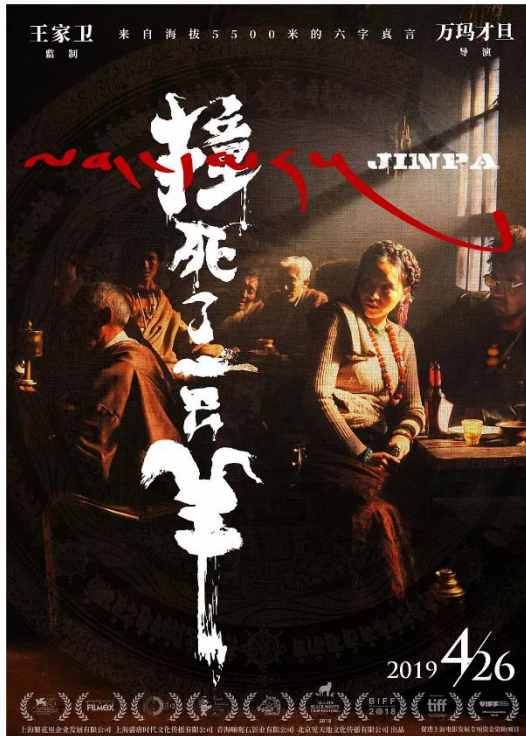
Besunyen Sees Explosive Surge in Sales During 618 Online Shopping Festival



During the 618 online shopping festival, Besunyen posted a remarkable results in sales. The overall turnover increased significantly to 122% of that of last year's double 11 shopping festival, and the product sales and brand exposure were greatly boosted. The sales of Besunyen's Orlistat capsule, the only slimming OTC medicine approved by CFDA, increased by 60.76% during the 618 online shopping festival compared to last year's double 11. In order to translate more UVs into purchase orders and increase the delivery of 618, Besunyen internally implemented delicacy management, adjusted the management and operation models of each station according to the types of products and logistic scale, and exercised regulated management, so as to understand and analysis platform users' consumption habits and feedback. Additionally, complemented by the sales policy of e-commerce platforms, the company was able to track and analyse the efficiency of operation and promotion, achieving well-rounded interaction between the management, contents and customer service teams while refining the channel strategy, in order to create better user experience and effectively driving up the operating revenue of the two teas, medicines and new products.



Besunyen Jointly Releases Movie *Jinpa*



The mysterious veil of a warm Tibetan story set at 5000 meters above sea level was lifted. The movie set a new box office record among the films directed by Pema Tsenden in less than 12 hours after the film was released. During this extraordinary period, *Jinpa* gained wide recognition, bringing a distinctive viewing experience for audience. Before the official release of the movie, it joined 9 major film festivals and garnered the Venice Film Festival award. It is believed that more audience would be treated to an unforgettable experience.



Jinpa, produced by Wong Kar-wai, directed by Pema Tsenden and issued by Besunyen, was officially released on 26 April and would be screened on the cinemas under the Nationwide Alliance of Arthouse Cinemas.



Besunyen Charitable Advertisement Collection Initiative Successfully Completed

Five representatives of Besunyen visited 18 universities, namely Northwest University, Communication University of Shanxi, Shanghai Normal University, Dalian Polytechnic University, Hunan University of Commerce, Xiamen University of Technology, Jinan University, Yunnan Minzu University, Shenyang University of Technology, Anhui University, Ningbo University, Yinxing Hospitality Management College of CUIT, Zhejiang University of Technology, Shandong Jianzhu University, Northeast Normal University, Wuhan University, Shandong University of Science and Technology and Hebei Normal University, within one month or so, and held 20 product interactive activities, attracting more than 20,000 students from 270 schools to the scene, with online participants reaching one million.

Besunyen obtains creative ideas from Da Guang Festival Scholar Award. Over the years, the creative ideas collected have propelled Besunyen to become an essential partner of young people. Besunyen has a huge amount of influence over this group in terms of communication and marketing, creating a new communication ecosystem in schools, with a focus on innovating marketing schemes that can benefit multiple parties. Its care for young people has fostered a stronger sense of belonging among the youths, and its brand rejuvenation strategy has made it a good mentor and friend of the teens.





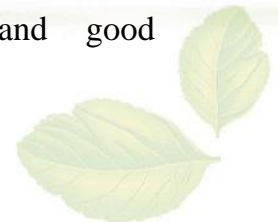
Care for Office Workers Besunyen and Maimai Launch Special OT Meal Replacement Biscuits



“Work by 996, Sick in ICU”, an ironic saying among programme developers, has raised the concern of the entire community recently and the “996 work system” has sparked hot debate.



Besunyen and Maimai launched special OT meal replacement biscuits for office workers who need to work overtime, with a view to energizing the tired workers and preventing them from suffering from excessive fatigue. Keeping a close eye on popular social issues, Besunyen joined hands with Maimai, a well-known workplace social platform, and struck a chord with office workers by riding on a hot topic. This marketing scheme has achieved a great success and good promotional effect.





Besunyen Launches New “Day and Night White” Collagen Product



With the emergence of consumption experience concept under the new economy, people are becoming more aware of health and focusing more on comprehensive health management. “Beauty” has gradually rooted in people as a lifestyle and a new consumption trend with an emphasis on health and wellness. As everybody knows, collagen can brighten dull skin, serve as antioxidant, increase bone density, regulate immune system and balance hormones, etc. Its product form is not just limited to traditional tablets and soft capsules, and collagen has been widely applied in food, medicines and cosmetics.

The drawbacks of traditional collagen products have been known to people with the consumption upgrade in the mass market. As a leading expert in healthy food field, considering that there is no brand that can guide the development of collagen products in China, Besunyen developed a new “Day and Night White” collagen product, in hope to bring vitality to the collagen market and a brand new beauty and health experience for consumers.

