



Besunyen has grown from Two Teas to health matrix in 20 years



◆ While continuing to optimize the product structure, Besunyen has consolidated and strengthened the traditional offline channels covering 450,000 pharmacies in China, expanded its online e-commerce channels and new retail channels to establish the third-largest domestic Medicine E-commerce with full coverage of online and offline sales channels.

◆ During the 20-year journey, Besunyen started from Two Teas and has overcome various challenges and obstacles. Besunyen set up various modern production lines and started the upgrade of product structure, expanded from therapeutic teas to OTC, health foods, medical instruments, foods, herbal teas, and other fields. Besunyen has introduced new health product series such as Light-weight Meal Replacement, Dietary Fiber, Day and Night White, focusing on young consumers and promoting product expansion by accelerating the continuous upgrade of products.

◆ Besunyen actively carried out the digital transformation, invested more precision marketing, high-speed rail advertising, live streaming, etc., in order to turn more audiences into potential fans of the brand. It has initiated a new brand marketing model of communication socialization and marketing contextualization, which has received positive comments in the industry.



企業通訊



碧生源控股有限公司
Besunyen Holdings Company Limited

公司網址：<http://www.besunyen.com/> 股票代號：926

投資者關係：http://ir.besunyen.com/s/ir_highlights.php



Besunyen was awarded Hey! Outstanding Top 30 and Super Pick Top 100

- ◆ In October 2020, Herbridge launched the “New Power” innovation award in the third quarter. The three products of Besunyen White Kidney Beans Pressed Candy, Besunyen Dietary Fiber Powder and Besunyen Enzyme Jelly differentiate themselves among the new products in 2020. With their unique and innovative designs, strict formulas and the wide reputations and praises from consumers, they were awarded the Hey! Outstanding Top 30 and the Super Pick Top 100, respectively.
- ◆ The awards do not only sufficiently reflect the industry's recognition of Besunyen's new products, but also represent a successful attempt of Besunyen to face new trends, new demands and new consumer groups in the field of big health. At present, these three products have covered the sales channel of Besunyen e-commerce. After being launched, the products have achieved eye-catching performance and became new products with potential after Besunyen functional therapeutic teas and OTC weight-loss medicines.





Besunyen creates Double 11 Health Feast Hot-selling core slimming products on the Internet

- ◆ With the continuous breakthrough in the sales of the Besunyen, it has become one of the most popular enterprises of big health under the concept of herbs, health and weight loss on the Internet. Besunyen has continuously won the first place on the Double 11 event of the stores of weight loss category.
- ◆ Compare with the Double 11 last year, Besunyen has enriched the product portfolio this year. In addition to the famous Besunyen Slimming Tea, the well-recognised Xian Xian Tea and Detox Tea, as well as the small blue box Orlistat Capsules with leading sales on the Internet, the Tmall flagship of Besunyen has launched new products such as the prebiotic enzyme jelly, anti-sugar White Kidney Beans Pressed Candy and the dietary fiber powder, a trendy orange strip which is recommended by the celebrities and KOL, precisely serve the health of users with a more mature product matrix.





College Advertising Art Festival Academy Awards 2021 Spring Solicitation Officially Launched



- ◆ On 17 November 2020, the 2021 Spring Solicitation for the Academy Awards was officially launched at the 27th China International Advertising Festival. Besunyen appeared in the 27th China International Advertising Festival this time, and participated in various exhibitions, conferences, interactions and other activities, bringing a super-scene show of Besunyen's brand to the audience.
- ◆ Mr. Lin Ruhai, Vice President of Besunyen, attended the ceremony as a judge and presented awards to the winning companies. Mr. Zhao Yiyin, Vice President of Marketing of Besunyen, won the title of “Outstanding Person of the year 2020” awarded by China International Advertising Festival for his successful practice in the rejuvenation strategy of Besunyen brand and his outstanding achievements in the field of e-commerce.



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The Film "Balloon" Directed by Wanma Caidan and Sponsored by Besunyen held its premiere in Beijing CBD Wanda Cinemas



- ◆ On 18 November, the film "Balloon", jointly sponsored by Besunyen and other companies, held its premiere at Beijing CBD Wanda Cinemas. Zhao Yihong, Chairman of Besunyen Holdings Company Limited, attended the event as a guest.
- ◆ As a fine art film, "Balloon" was invited to participate in more than 60 domestic and foreign film festivals and won 11 professional film awards. The recognition of professional dimension has made many leaders of the production side very proud of this work. Currently, "Balloon" is on the big screen nationwide, and it is expected that the colorful "Balloon" are able to fly higher and farther.





New Starting Point, New Opportunity, New Journey Besunyen Meian Business Unit Officially Launched

- ◆ On 22 October, the launch meeting and product launch of the Besunyen Meian Business Unit were successfully held in the 5G shared live broadcast base of Guangya Building, Guangdong.
- ◆ The layout of the conference scene is especially integrated with 5G elements, and through the novel way of offline interactive experience + VR visit + video conference " three-dimension integration of sea, land and air", it has successfully created an experiential marketing conference site.
- ◆ Mr. Zhao Yihong, chairman of Besunyen Group, Mr. Zhao Yiyin, Vice President of Marketing Center, and other leaders attended the meeting and gave important instructions. Meanwhile, there were more than 30 marketing elites from the headquarters of the Group and 15 provinces and regions across the country. Heilongjiang, Hebei and other provinces and regions across the country, and multiple departments joined the meeting online to discuss the marketing plan for the 2021 fiscal year.

