



## Besunyen Cooperated with Traditional Chinese Medical Experts in Seeking for Integrated Development of Production, Education and Research of Traditional Chinese Medicine

- ◆ On 22 May, the “ Innovation Seminar on Integration of Production, Education and Research of Traditional Chinese Medicine under the New Situation” was grandly held at Besunyen Fangshan Science Park. More than 30 experts and scholars from the traditional Chinese medicine field across the country visited the site to jointly seek the development of traditional Chinese medicine business and discuss how to provide more health solutions for people through traditional Chinese medicine study.
- ◆ As one of the first batch of export certification qualifications in the healthcare product industry, a director unit of China Health Care Association as well as a famous brand enterprise in Beijing, Besunyen has always adhered to the integration of traditional Chinese medicine research with the big health, the combination of tea culture and Chinese herbal culture since its establishment in 2000, which can be said to have integrated traditional Chinese medicine health as the blood into the Company's long-term development.
- ◆ In this seminar, Zhao Yihong, the chairman of Besunyen Group, vividly depicted Besunyen’s determination to continue to deepen its efforts in the big health market in terms of cultural background, corporate concept, product strength, sustainable strategic development, and other aspects, by sharing a keynote speech on “Industrial Practice on Inheritance and Innovation of Traditional Chinese Medicine”. He also said that in the future, Besunyen will continue to remain consensus and confidence in opening up and cooperation, actively cooperate with professional research and development institutions and good industry experts, accelerate the pace of innovation, and use modern science and technology to empower and create new, high-quality health products, so as to provide the public with more and higher quality health solutions and make a humble contribution to the development of the traditional Chinese medicine industry in China.



# 企業通訊



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## Besunyen X Marketing Entrepreneurship Competition: Embracing the New Era of Brand Rejuvenation and Creating the Future of Youth

- ◆ Besunyen, as an established listed healthcare food enterprise, has always grasped the fundamental trend and kept a close eye on the consumption demand to meet the diversified needs of consumers in an all-round manner by continuously enriching product categories.
- ◆ In the spring of 2021, Besunyen Fit Tea cooperated with Chinese college students for the first time in the Marketing Creative Entrepreneurship Competition (the “Marketing Entrepreneurship Competition”), which started the communication and dialogue model between the brand and contemporary Chinese college students following the pace of the new generation of brand rejuvenation to bring them a new unique experience in creative product communication.
- ◆ On the road of brand rejuvenation, Besunyen has carried out transformation and layout in various aspects, sought breakthroughs and innovations in products and marketing methods, created brand IP with more consumption value, deeply focused on the scenes of young people’s lives, and activated the youth communication power to refresh the products and add new vitality to the brand.





## National Speaking Tour of Besunyen Ended in a "Fancy" Style, "Slimming" a New Trend of Oriental Aesthetics and Igniting "Zero" New Youth



- ◆ “Talent Leads the Development, Innovation Builds the Dream”. Under the trend of age decline of mainstream consumers in the market, it is the only choice for brands to keep abreast by strengthening the synergy between brands and young groups. Fortunately, Besunyen accurately grasps this key point. Since April 2021, Besunyen enterprise has visited 10 colleges, including Tsinghua University under the collection activity of the Academy Award in the 2021 spring competition and promoted the “internet celebrity” product “Seven Flowers in a White Can”& Fit Tea through interacting with the students. Besunyen is approaching young consumers by connecting deeply with ten thousand students. Among the young generation, Besunyen has established a domestic fashion brand image, which can further deepen target consumers’ understanding towards the brand and let herbal beauty come into a new trend.
- ◆ “Seven Flowers in a White Can”& Fit Tea is a perfect match that has just show up on the program of Academy Award. Since the math of “Seven Flowers in a White Can”& Fit Tea conveys an idea of youthfulness and dynamic, it caters to the taste of students and has infinite possibilities. Through the Academy Award, Besunyen has promoted new internet celebrity products on campus by building a bridge connecting universities and enterprises.





## Besunyen Brings the Youth Power of the Academy Award to Show New Creative Fashion



- ◆ On 26 April 2021, the collection activity of the Academy Award of Advertisement and Art Festival for Chinese College Students in the 2020 autumn competition held at the Xinhua Media Creative Factory kicked off. As an old friend of the Academy Award for 13 years, Besunyen has always adhered to the marketing direction of brand rejuvenation, continuously delivered fresh propositions, and made significant achievements.

- ◆ The product of Besunyen participating in the collection activity of the Academy Award in the autumn competition - “Small Blue Box” Orlistat Capsule, focuses on the effect of “one capsule with the meal to remove oil and lose weight”. With its fashionable and youthful tonality, it has harvested popularity with young consumers.
- ◆ Mr. Lin Ruhai, a vice president of Besunyen Holdings Company Limited, said in an interview that in the process of shifting from offline traditional channels to online e-commerce, Besunyen carried out the CRM program to achieve its corporate mission through online sales and the building of private traffic. In addition, Mr. Lin Ruhai also believes that in the future cooperation with the Academy Award, Besunyen needs to introduce a large number of innovative and creative talents, hoping to see more original creative content from students.





## Zhao Yihong, the Chairman of Besunyen, Delivered a Keynote Speech on "Healthy Life Originates from Self-discipline" to Explain the Core Connotation of Self-disciplined Life



- ◆ On 26 April, the online launch ceremony of the "Centennial Youth, Creative China - Creative Youth 2021 China Youth Public Welfare Creativity Competition", organized by the China Youth Entrepreneurship and Employment Foundation and hosted by Creative Planet, was held grandly at the Xinhua Media Creative Factory. At the event, Zhao Yihong, the chairman of Besunyen Holdings Company Limited, delivered a keynote speech on "Healthy Life Originates from Self-discipline", sharing his six feelings about self-discipline, explaining the relationship between healthy life and self-discipline, and providing the access to real experience of self-discipline and healthy life for us.
- ◆ As a charity partner of Creative Youth 2021 China Youth Public Welfare Creativity Competition and a veteran of the big health industry, Besunyen has been working hard for 20 consecutive years, practicing the strategy of "Healthy China", proposing to protect and improve everyone's health from three dimensions of physical health, mental health and soul health. Behind all these brilliant achievements, they are inseparable from the long and profound strategic plan of chairman Zhao Yihong. Besunyen is a professional brand of big health in China. Mr. Zhao Yihong highly summarized the secrets of Besunyen's success with three main "self-disciplines" from his own perspective, including excellent products born from self-discipline, famous brands based on self-discipline, and leadership prestige lies in self-discipline. This is not only the practice of the spirit of self-discipline but also the solemn commitment of Besunyen to consumers.