



Steady Growth of Besunyen's Results Adjusting Product Layout Actively, Developing New Retail Business Continuously

- ◆ On August 13, Besunyen announced its interim results for 2021, recording revenue of approximately RMB671 million, up 10% YoY; gross profit of approximately RMB456 million, up 3.3% YoY; and a total comprehensive income of approximately RMB56.3 million, realising steady growth in performance and demonstrating strong operational strength.
- ◆ In the first half of 2021, Besunyen improved its R&D and innovation capabilities, expanded the development of multi-category products, continued to focus on user needs, gradually increased new products in various channels and continuously adjusted product layout; actively engaged online pharmacies and new retail business to help its medicine results sustainably grow; focused on the health industry, built a solid business map and accelerated the fostering of Besunyen big health ecosystem. Meanwhile, Besunyen promoted the upgrade of CRM marketing system, focused on personalised services, optimized community marketing strategy, and started the operation of the corporate WeChat account. The firm implementation of strategy, promotion of multi-level efforts and deepening of multi-dimensional layout continued to provide strong momentum for the future development of Besunyen.

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碧生源控股有限公司

BESUNYEN HOLDINGS COMPANY LIMITED

(於開曼群島註冊成立的有限公司)

(股份代號：926)

中期業績公告

截至二零二一年六月三十日止六個月

本集團的經營業績

本集團二零二一年上半年的收入為人民幣670.7百萬元，較二零二零年同期的收入人民幣609.8百萬元增加10.0%。

本集團二零二一年上半年的毛利為人民幣455.9百萬元，較二零二零年同期的毛利人民幣441.3百萬元增加3.3%。本集團二零二一年上半年的毛利率為68.0%，較二零二零年同期的毛利率72.4%減少4.4個百分點。

本集團二零二一年上半年運營開支(包括銷售及市場營銷開支、行政開支，以及研究及開發成本)總額為人民幣399.5百萬元，較二零二零年同期的運營開支總額人民幣382.5百萬元增加4.4%。





Besunyen Detox Tea won the “2021 List of Products with the Most Cooperation Value in China’s Chain Pharmacies”



- ◆ On July 24, 2021, the annual “China Pharmaceuticals·Brand List” was unveiled at the MHIS 2021 and China Medical and Health Industry Symbiosis Conference. Besunyen Detox Tea was chosen as a “Product with the Most Cooperation Value in China’s Chain Pharmacies”.
- ◆ The list jointly released by MHIS, the most authoritative and professional resource linking platform in China’s medical and health industry, and the *21st Century Pharmacy*. It aims to select a number of valuable products in pharmacies around China, focuses on China’s medical and health industry with advantages of the platform, and empowers healthy development of China’s retail pharmacy industry.



Ignite the Enthusiasm of Youths in the Name of Creativity Academy Award 2021 Spring Competition-Besunyen Special Review Meeting Encounters Youth Originality

◆ On June 26 and 27, 2021, the Academy Award 2021 Spring Competition-Besunyen Special Review Meeting was held at Besunyen's garden-like factory in Fangshan, Beijing. Academic masters and industry experts gathered together to appreciate each student's works, refine creative highlights and interpret creative ideas, with professional eyes in the name of creativity.

◆ In the collection of Academy Award in Spring 2021, Besunyen collected 14,147 works from 12,046 groups in six categories from college students across the country. The entries hit new highs in terms of both quantity and quality. Every piece of work embodies the students' enthusiasm and supports towards Besunyen and contributes to Besunyen's connection to colleges and universities.

◆ Joining the Academy Award 2021 Spring Collection is a major initiative of Besunyen in its practice of brand rejuvenation. It demonstrates Besunyen's determination to embrace young people, and links closer to the creative young generation through the works, gaining an insight into youth-oriented marketing through multi-dimensional connection with college students.





Besunyen Red Bean Semen Coicis Fruit Tea Became a Hot Product

- ◆ During the mid-year June 18 online shopping festival, Besunyen's Tmall flagship store's Red Bean Semen Coicis Fruit Tea broke through a single-product turnover of RMB 1 million, with more than 10,000 boxes sold in a single day and 27,000 boxes sold in three days.
- ◆ The success of Besunyen Red Bean Semen Coicis Fruit Tea was attributed firstly to the adequate materials and strict control of quality, and secondly to the elaboration of consumer demands, with product design and marketing targeting at fashionable women.
- ◆ From its birth last year to its excellent performance during the June 18 shopping festival this year, Besunyen Red Bean Semen Coicis Fruit Tea brings a new idea for Besunyen in creating hot new products. In future marketing strategies for new products, it's necessary to strengthen precise advertising and find a consistent traffic directing method that is suitable for the brand, so as to realize the growing market size of products.

碧生源
红豆薏米果茶
618战报
天猫碧生源官方旗舰店
红豆薏米果茶单品近30天销售额突破
100万
618期间单日销售突破
10000盒
3天累计销售
27000盒
产品缺货突破
12000盒

碧生源
红豆薏米果茶
RED BEAN SEMEN COICIS FRUIT TEA
菠萝雪梨味
PINEAPPLE AND BROWN PEAR
净含量：
150g (5.3OZ)
100%天然
100%天然

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 is Expected to Have Fair Value Gain of RMB20 Million



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源遠流長基金的一家被投企業上市

碧生源控股有限公司（「本公司」，連同其附屬公司為「本集團」）於近日評估本集團截至二零二一年六月三十日止六個月的中期業績表現時注意到，經適當評估後，寧波源遠流長投資中心（有限合夥）（「源遠流長基金」）於朝聚眼科醫療控股有限公司（「朝聚眼科」）持有的股份的公允價值變動對本集團二零二一年上半年利潤的影響為約人民幣2,000萬元的收益。朝聚眼科為本集團合營企業源遠流長基金的投資項目之一。

本公司董事會（「董事會」）欣然獲悉，朝聚眼科已於二零二一年七月七日於香港聯合交易所有限公司主板上市（股份代號：2219）。董事會謹此提示，本集團於源遠流長基金的投資的公允價值將隨源遠流長基金所持有的朝聚眼科股票（「股份權益」）的市值的變動而變動，直到該等股份權益被全部出售為止。出售該等股份權益受限於自朝聚眼科上市之日起180天的禁售期。

本公司將繼續評估本集團截至二零二一年六月三十日止六個月的中期業績表現，並將根據香港聯合交易所有限公司證券上市規則及香港法例第571章證券及期貨條例的要求及時履行信息披露義務。本公司截至二零二一年六月三十日止六個月的中期業績公告預期將於二零二一年八月發佈。

承董事會命
碧生源控股有限公司
董事長及首席執行官
趙一弘

- ◆ On July 8, 2021, Besunyen announced that after assessment, the impact for the fair value changes of its shares held in Chaoju Eye Care Holdings Limited (02219) by Ningbo Yuanyuan Liuchang Investment Centre (Limited Partnership) (“Yuanyuan Liuchang Fund”) is a gain of approximately RMB20 million on its interim profits for the six months ended June 30, 2021.
- ◆ Chaoju Eye Care is one of the investment projects of Besunyen’s joint venture Yuanyuan Liuchang Fund. It was listed on the HKEx’s Main Board on July 7, 2021. The fair value of Yuanyuan Liuchang Fund’s investment will vary with the market value of the shares of Chaoju Eye Care until all of such share interests are sold. Sale of such share interests is subject to a 180-day lock-up period.

