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碧生源控股有限公司

## **BESUNYEN HOLDINGS COMPANY LIMITED**

*(Incorporated in the Cayman Islands with limited liability)*

**(Stock Code: 926)**

### **PROFIT WARNING**

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 (the “**Listing Rules**”) on The Stock Exchange of Hong Kong Limited (the “**Stock Exchange**”) 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).

Reference is made to the announcement of the Company dated 15 October 2021 (the “**Previous Announcement**”). The board of directors of the Company (the “**Board**”) hereby informs the shareholders of the Company (the “**Shareholders**”) and potential investors that, based on the management accounts of the Group, it is estimated that the Group’s revenue for the year ended 31 December 2021 may record a decrease by approximately 15% as compared to 2020, and the Group may record a net loss attributable to the Shareholders of approximately RMB120 million to RMB130 million for the year ended 31 December 2021 (the potential impairment losses from long-term asset impairment tests and changes in the fair value of the equity of unlisted companies in which the Group invested have not been taken into account in these estimated amounts). Compared with the estimated net loss attributable to the Shareholders in 2021 of approximately RMB50 million to RMB70 million as disclosed in the Previous Announcement, the further increase in the estimated loss is mainly attributable to the facts that: (i) the change in inventory management practice of a main distributor have led to a reduction in the Group’s distribution to such distributor since December 2021 and thus led to a decrease in the sales amount; (ii) the sales performance of the Group in “11.11” and “12.12” shopping festivals in 2021 failed to achieve the expected sales amount; (iii) the share price change of Chaoju Eye Care Holdings Limited (a listed company on the Stock Exchange, stock code: 2219) caused a fair value loss of nearly RMB20 million for the Group in the second half of the year (reference is made to the announcement of the Company dated 8 July 2021); and (iv) the re-layout in sales and marketing forces had a greater impact on the Group’s temporary revenue than expected.

As the annual audit works are still ongoing, the annual results of the Group for the year ended 31 December 2021 have not been finalized. 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. Specific and accurate financial information will be disclosed in the annual results announcement of the Company for the year ended 31 December 2021, which will be published by the Company in March 2022.

**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, 5 January 2022

*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. Ren Guangming, Mr. He Yuanping and Mr. Fu Shula.*