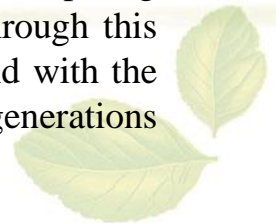




## Besunyen Joined Hands with the “Creative Youth” China Youth Creativity Competition to Start the Journey Riding the Wind of Self-discipline, Spreading the Way of Health



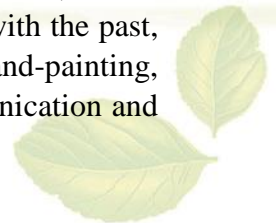
- ◆ A healthy body is fundamental for the youth to apply their ingenuity and achieve their ambitions in society. From 25 May to 23 June, Besunyen joined hands with the “Creative Youth” China Youth Creativity Competition and held five China Youth Career Forum – Creativity sessions online, to collect creative works on the theme of "Healthy Life Originates from Self-discipline". More than 40,000 teachers and students from colleges and universities met with Besunyen online to explore healthy lifestyle.
- ◆ This time, Besunyen joined hands with the “Creative Youth” 2022 China Youth Creativity Competition to collect creative works of Graphic Posters, Public Interest Copywriting, Short Videos, Marketing Planning and Design Project from the youth born after 2000, mainly college students, to guide young people to show the importance of "self-discipline" to youth, mission and health in creative ways, and expound that internal self-discipline are as important as external big health products. In addition, Besunyen innovatively established the Popularity Challenge Communication Award, encouraging the participating students to maximize the dissemination of outstanding works and flash their creativities. Through this competition, Besunyen deeply penetrated into colleges and universities across the country, and with the power of school-enterprise cooperation, set up the connections between big health and young generations and fully awakened the self-discipline consciousness of contemporary young people.





## Embracing the Power of the Youth and Linking with the Generation Z deeply! Besunyen x Academy Award Launched “I Love Fit Tea” Creativity Collection Order

- ◆ Health and body shape management have become the mainstream topics in the social media era, and reducing fat, shaping and losing weight have also become the top concerns for young people. As a leading enterprise in the field of big health, Besunyen has put forward different body shape management schemes for different groups of people, providing a steady flow of power for national health. Its star products Detox Tea, Slimming Tea and Fit Tea are well sold over the country. In the past 14 years, Besunyen has been adhering to the brand rejuvenation and joining hands with the Academy Award to actively link with college and university students, collecting their works through nationwide college students’ creative competitions and continuously absorbing the ideas from the youth by constantly introducing new competition themes.
- ◆ “Those who get the youth will win the world”, Brand rejuvenation is Besunyen’s brand strategy. Having a strong presence on the social media platform today, the 260 million Z generation has become a new force with a clear-cut stand and unlimited potential. Seizing the heart of Generation Z means getting a steady flow of development power. Besunyen, joining hands with the Academy Award, launched a powerful long-term penetration plan for college students’ market, issued theme online in the whole network of 1,830 colleges and universities to collect creative interpretations in graphic design, planning, copywriting and video from the youth, to rejuvenate the corporate brand through co-creation with the youth.
- ◆ This time, Besunyen participated in the Autumn Solicitation of the Academy Award 2022, using brand-new theme "I Love Fit Tea" with the classic product "Besunyen Fit Tea" to convey the values of healthy living, to collect Fit aesthetics, and to create a hot core star product Fit Tea, which will refresh the product and add value to the brand. As compared with the past, Besunyen has added an integrated design racetrack, by collecting the "I Love Fit Tea" icons in the forms of hand-painting, illustration, etc., and derivatives of "I Love Fit Tea" icon to build the "I love Fit Tea" IP for direct user communication and consumer education.





## Cooperation for 14 Years! Besunyen Appeared in 2022 Y2Y Brand Youth Festival and Created A New Trend of Health and Nature



- ◆ Brand rejuvenation, as the secret of brands' eternal youth, is the unswerving pursuit of the enterprise. On 16-17 August 2022, the 2022 Y2Y Brand Youth Festival was held in Tianjin with the theme of "Being the Brand Winner and Insighting into the Future" ("品牌赢家 洞见未来"). Besunyen, as a core guest, participated in the grand ceremony with well-known domestic enterprises, and initiated a dialogue with the theme on new marketing ecology. At the same time, Besunyen creatively interacted with young students and invited millions of college students and teachers to start a new creative journey.
- ◆ In this Y2Y Brand Youth Festival, Besunyen won multiple high-value honors with its strong strength, which greatly enhanced the popularity and reputation of the Company. Mr. Zhao Zilong (赵梓龙), the head of new brands of Besunyen Holdings Company Limited, won the ADMEN International Awards - Outstanding Young Talent Award (ADMEN国际大奖青年才俊奖) by virtue of his personal strength and professional ability accumulated in the industry. The youth is the helm of the future society and the vane of future consumption. Besunyen has cooperated with the Academy Award for 14 years and built a deep emotional connection with the youth through the resonating with them year by year. With the full launch of the Autumn Solicitation of the Academy Award 2022, Besunyen has joined hands with millions of college students to set sail and start off again, launching a brand-new advertising theme of "I Love Fit Tea". Besunyen will cooperate with young students to create a new paradigm of youth creativity, launch more novel and interesting trendy ways to play, dialogue with Generation Z in a way favored by young people, set off a creative trend of love, and activate the unlimited brain power of the youth.

# Newsletter



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

Company Website: <http://www.besunyen.com/> Stock Code: 926

Investor Relationship: [ir.besunyen.com](http://ir.besunyen.com)



## Besunyen: Rights Issue on the Basis of Two (2) Rights Shares for Every One (1) Share Held on the Record Date

- ◆ On 24 October, Besunyen completed the implementing the Rights Issue on the basis of two (2) Rights Shares for every one (1) Share held on the record date.
- ◆ The Rights Issue was implemented on the basis of two (2) Rights Shares for every one (1) Share held on the Record Date at the Subscription Price of HK\$1.75 per Rights Share and raised approximately HK\$142.6 million before deducting the costs and expenses by way of issuing 81,510,390 Rights Shares to the Qualifying Shareholders.



碧生源控股有限公司

**BESUNYEN HOLDINGS COMPANY LIMITED**

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

(Stock Code: 926)

**RIGHTS ISSUE  
ON THE BASIS OF TWO (2) RIGHTS SHARES FOR  
EVERY ONE (1) SHARE  
HELD ON THE RECORD DATE  
ON A NON-FULLY UNDERWRITTEN BASIS**

Underwriter

 **Lego Securities Limited**  
力高證券有限公司

Financial adviser to the Company

 **Lego Corporate  
Finance Limited**  
力高企業融資有限公司





## Shao Shuguang, Chairman of the Overseas Chinese Tea Research And Development Foundation, along with her Delegation Visited Besunyen and Discussed the Development of the Tea Industry

- ◆ Recently, Shao Shuguang, the Chairman of The Overseas Chinese Tea Research And Development Foundation, along with her delegation, visited Besunyen's production base in Fangshan District, Beijing to conduct a field survey and investigation, listened to the reports on the development history of the Company, and discussed the future development direction of China's tea industry with Besunyen.
- ◆ During the survey, Zhao Yihong, the executive committee member of the Beijing Federation of Industry & Commerce and the chairman of Besunyen, introduced to Chairman Shao Shuguang the efforts made by Besunyen, a tea-based therapeutic tea brand company, in technological innovation, scientific and technological research and development, industry poverty alleviation, social welfare and other aspects over the past 22 years, as well as the active response to the national call for "rural revitalization", "focusing on industries to promote rural development", cultivating advantageous industrial clusters with tea industry as the core, promoting industry with tea and benefiting farmers with tea which have brought income increasing effects to tea growers and Chinese herbal medicine growers.
- ◆ Chairman Shao Shuguang fully affirmed the achievements of Besunyen in the field of tea industry through longstanding persistence and its contribution to the public welfare, and pointed out that Besunyen should carry forward its brand advantages, take the responsibility as the industry leader, deeply integrate in the three dimensions of tea culture, tea industry and tea finance, explore opportunities for modern processing, participate in the layout of the global supply chain, seek to start from the difference point of healthy functionality of tea products, promote the global dissemination of Chinese tea culture and build a representative national therapeutic tea brand, to help rural revitalization and promote common prosperity. In the future, Besunyen will also adhere to the direction of green development, so that the tea industry can benefit the people with higher quality.

