



## Initiate a Trend of Creativity and Keep a Young Way of Thinking! Besunyen × Academy Award Cloud Review Meeting Has Come to a Successful Conclusion!

- ◆ Youth is a surging river in which creative inspiration shines brightly. After four months of hard work, the birth of each piece of work is precious! Dialogue with young students who live up to the dream of youth. Besunyen Review Meeting was held ceremoniously!
- ◆ Preserve the creative achievements of young people and let creativity shine in this autumn and winter. From 14 to 19 November 2022, Besunyen gathered 10 leading judges from the industry and academia to form a "think tank", and conducted preliminary evaluation, re-evaluation and final evaluation of the entries. Adhering to the principles of fairness, justice, preciseness and meticulousness, the judges reviewed tens of thousands of works and successfully completed the review task in a short time.
- ◆ After four months of solicitation, Besunyen has obtained 18,148 sets of 21,242 creative works, which has also brought Besunyen closer to the Generation Z, and successfully influenced post-00s. The prosperous youth creativity is the result of Besunyen's years of deep cultivation in the campus, and the crystallization of Besunyen's insistence on cultivating the campus ecosystem. Besunyen has joined hands with the Academy Award to complete direct dialogue with consumers and create infinite possibilities for the brand. In the future, Besunyen will continue to work hand in hand with young students to pursue their creative dreams and explore the future with the force of co-creation!





## Huang Keying, Deputy Minister of the United Front Work Department of the Municipal Party Committee, and His Delegation Visited Besunyen Holdings Company Limited for Investigation

- ◆ On 27 October, Huang Keying, Deputy Minister of the United Front Work Department of the Municipal Party Committee, and his delegation visited Besunyen Holdings Company Limited, an enterprise in Fangshan District, for investigation. Chen Guangli, member of the Standing Committee of Fangshan District Committee and Minister of the United Front Work Department, Zhang Bo, member of the Standing Committee of Daxing District Committee and Minister of the United Front Work Department, and Wang Tao, member of the Standing Committee of Mentougou District Committee and Minister of the United Front Work Department, accompanied during the investigation.
- ◆ Accompanied by Zhao Yihong, the chairman of Besunyen Holdings Company Limited, Huang Keying and his delegation visited the enterprise park, production workshop and cultural exhibition hall, listened to the introduction of the enterprise's development history, corporate culture, core products and strategic planning, and had a discussion on relevant work.
- ◆ Huang Keying fully affirmed Besunyen's practice of developing big health industry and providing green and healthy products to consumers, encouraged the enterprise to increase investment in scientific and technological innovation, to form regionalized industrial agglomeration and scale development effect, to accelerate industrial transformation and upgrading, in order to enlarge and strengthen the domestic health product industry.





## Besunyen was Selected as One of the "2022 Enterprise ESG Outstanding Social Responsibility Practice Cases"

- ◆ The 2022 Boao Forum for Chinese Entrepreneurs was held in Boao, Hainan. At the sub-forum of the 2022 Enterprise ESG Development Forum held on 26 November, Besunyen was selected as one of the "2022 Enterprise ESG Outstanding Social Responsibility Practice Cases".
- ◆ From a small bag of tea to a well-known brand in the big health industry, the development of Besunyen in the 22 years since its establishment has gathered the hard work and contributions of countless people. Besunyen upheld integrity and social contribution as its core business philosophy, giving back to the society with grateful heart, actively performed its social responsibilities, and delivered the positive energy of the brand. In April 2022, Besunyen donated RMB800,000 to the China Foundation for Youth Entrepreneurship and Employment to support youth creative entrepreneurship and employment. At the same time, Besunyen has continuously participated the targeted poverty alleviation project "10,000 enterprises assisting 10,000 villages" launched in 2019, repeatedly purchasing agricultural and sideline products from poor households in the form of economic support and industrial assistance, expanding sales channels of agricultural products, providing targeted aid and assistance funds to students in difficulties, and participating in the construction of rural primary school buildings.
- ◆ The four-day 2022 Boao Forum for Chinese Entrepreneurs was hosted by the Xinhua News Agency and the People's Government of Hainan Province, undertaken by the Xinhua News Agency's National Brands Project Office and Xinhuanet. The 2022 Enterprise ESG Development Forum, as one of the sub-forums was jointly organized by Xinhuanet, the China Enterprise Reform and Development Society and China ESG Research Institute of Capital University of Economics and Business, with the theme of "practicing ESG concept and co-creating a sustainable future", inviting representatives from different sectors to talk about their experience in practicing ESG, looking forward to a bright future of ESG, and releasing 2022 excellent enterprise ESG cases.







## "AAA" Grade Credit Rating Certificate of Beijing Outsell Health Product Development Co., Ltd. was Successfully Renewed

- ◆ Beijing Outsell Health Product Development Co., Ltd. successfully renewed its credit rating certificate, and was evaluated as the highest credit rating of "AAA".
- ◆ The evaluation is an objective and true assessment of the creditworthiness of the Company based on its output value, profit, financial position, prospect, financing and loan repayment, etc. in 2022. The enterprise credit rating certificate is the result of the Company's emphasis on the internal credit, the training and improvement of management capacity, the social responsibility and the corporate culture over the years. The "AAA" credit rating certificate is the Company's "Identity Card" in the market, and the successful acquisition of the certificate will be more conducive to the Company's activities and improve the competitiveness of the enterprise in the market.





## Beijing Outsell Health Product Development Co., Ltd. was Recognized as an "Innovative SME in 2022" in Beijing Fangshan District

- ◆ According to the requirements of the Notice on Organizing the Evaluation of Innovative Small and Medium-sized Enterprises in Beijing and the Identification of Specialized, Fine, Unique and Innovative Small and Medium-sized Enterprises in Beijing in 2022 issued by Beijing Municipal Bureau of Economy and Information Technology, Beijing Fangshan District organized the evaluation of the second batch of innovative small and medium-sized enterprises in 2022.
- ◆ Beijing Outsell Health Product Development Co., Ltd. has been approved, identified and announced as the second batch of innovative small and medium-sized enterprise in Fangshan District in 2022 after the Company's independent declaration, evaluation by the district authorities, field sampling and other procedures. The Company was successfully selected by virtue of its industry influence in health products and its core competitiveness in production technology, R&D and product quality.
- ◆ The selection as "Innovative SME" in Fangshan District in 2022 also demonstrates the recognition of the Company in the realm of big health and the full affirmation of technology research and development capabilities and innovation capabilities by Fangshan District Government and industry authorities. In the future, the Company will continue to aim at innovation and development, adhere to the "serving public health" as its mission, and promote the continuous development of big health business.

房山区2022年第二批创新型中小企业认定公示名单  
(排名不分先后)

序号	企业名称
1	北京润气源医药有限公司
2	北京智天数据科技有限公司
3	北京福康(北京)科技发展有限公司
4	北京公利医药器械有限公司
5	北京福康(北京)科技发展有限公司
6	北京公利医药器械有限公司
7	北京公利医药器械有限公司
8	中益科(北京)电气设备有限公司
9	北京天源电子技术有限公司
10	北京悦康医药有限公司
11	北京澳特好尔保健品开发有限公司
12	北京普安科技有限公司
13	北京飞燕北洋科技发展有限公司
14	北京万联北洋科技发展有限公司
15	北京普安科技有限公司
16	北京普安科技有限公司
17	北京普安科技有限公司

