



Seizing the Opportunities of the Development of the Big Health Industry, Besunyen will Adhere to the Operating Policy of “Stabilizing Operation, Adjusting Structure, Reducing Costs, and Improving Quality and Efficiency” in 2023

- ◆ In October 2022, the 20th National Congress Report clearly stated that it is necessary to advance the Healthy China initiative, give strategic priority to ensuring the people’s health and improve policies on promoting people’s health. The big health industry was one of the important industries to advance the Healthy China initiative. With the strategy of in-depth development in the big health industry, Besunyen strived to create new growth momentum for the Company by continuously facilitating innovation, expanding multi-channel deployment, refining online and offline operation while innovating e-commerce business and exploring digital marketing and new retail business.
- ◆ In 2022, the operation and management of Besunyen focused on the following aspects: firstly, achieving sales growth by consolidating the fundamentals of offline business and strengthening OTC business and chain cooperation; secondly, being profit-oriented, optimizing business and product structure, and improving operation quality of e-commerce business; thirdly, exploring emerging platforms represented by Douyin and Kuaishou to seek new growth drivers; fourthly, enhancing brand image continuously and facilitating in-depth cooperation and win-win cooperation with marketing channels and platforms; fifthly, advancing management reform, merging institutions to improve efficiency, and improving incentive system to enhance organizational vitality; sixthly, ensuring the safety of health food consumption, and performing quality management from production and sales links based on a two-wheel-driven strategy.
- ◆ Besunyen believes that it will seize the opportunities of the development of the big health industry, continue to adhere to the goal of profit and positive cash flow in 2023, and achieve high-quality development with the operating policy of “stabilizing operation, adjusting structure, reducing costs, improving quality and efficiency”, consolidate the foundation and capability, and create a new pattern of high-quality development.



Besunyen Always Adheres to the Principles of Green and Low-carbon Development for Ecological Environment Construction

- ◆ On 2 February 2023, the world celebrates the 27th World Wetlands Day. According to the National Forestry and Grassland Administration, China has achieved significant progress in wetland protection, with a total wetland area of 56.35 million hectares, ranking first in Asia and fourth in the world. Enterprises play an important role in protecting wetlands. Besunyen, a well-known health food enterprise, has consistently adhered to the principles of green and low-carbon development for ecological environment construction.
- ◆ Guided by the principles of green and low-carbon development, Besunyen has been taking actions to support various ecological protection projects. For example, in order to habitat conservation of endangered species to promote education and training on wildlife protection, Besunyen partnered with the China Green Carbon Foundation, to sign the "Donation Agreement" and to initiate the establishment of a "Special Fund for Combating Illegal Trade in Endangered Wildlife" to promote wildlife protection, and to raise public awareness of and participation in wildlife protection.
- ◆ To help protect snow leopards, Besunyen cooperated with China Green Carbon Foundation to launch the public welfare project themed "To Be the Snow Leopard Photographer" for conducting investigation on snow leopard survival status in Qiangtang, Tibet. In addition, Besunyen donated funds for the "Tibet Ecological Construction and Management Capacity Construction Project".
- ◆ Wetlands play an important role in maintaining ecological quality and safeguarding public health. National enterprises have a responsibility to enhance the protection of ecosystems, including wetlands. During the past 20 years of development, Besunyen has been actively contributing to ecological environment construction and fulfilling its social responsibility as a responsible corporate citizen.





Besunyen Tea Bags Offer a Healthy Companionship on High-speed Trains During the Spring Festival



- ◆ During the 2023 Spring Festival holiday, the nationwide passenger flow on high-speed trains surged. While the number of high-speed rail passengers increased, sales of Besunyen tea bags, which had accompanied passengers during their journeys, has also shown a growth trend. The popularity of Besunyen tea bags among high-speed rail consumers can be attributed to their health benefits and easy-to-brew nature.
- ◆ Besunyen therapeutic teas are primarily aimed at providing two major health fields - weight loss and laxative. The production process involves using high-quality Chinese medicinal herbs and tea leaves, sourced from the same raw materials used in food and medicine. Based on the concept of homology of medicine and food, researchers have adopted modern biological food technology and organically integrated traditional Chinese medicine health culture with modern technology to creatively develop Besunyen therapeutic teas. The teas are produced with high standards, automation, large-scale production, and are packaged in small bags which effectively meet the increasing demand of the people for high-quality therapeutic teas. To further expand the consumption scenarios of Besunyen therapeutic teas, advertisements have been placed on high-speed trains, resulting in increased brand recognition and a boost in consumer conversion rates and not only building a connection between consumers and the Besunyen brand, but also providing the consumption of high-quality therapeutic teas among the public.



Besunyen's Commitment to Quality Strong Country: Food Safety Control from the Source

- ◆ Recently, China has issued an outline to improve the overall quality of its economy amid efforts to promote high-quality development while to better meet the expectations of the people for a good life. In line with this, Besunyen, the national brand, has been committing to quality control from the source of food safety - the raw materials. This commitment is engrained in the development of the Besunyen brand for over two decades, based on the concept of quality strong country to make every bag of health tea with care.
- ◆ To meet the diverse demand for high-quality health among the people, while strengthening flagship health products, Besunyen will continue to focus on the two major health fields of weight loss and laxative. Through continuous efforts in research and product development, Besunyen will improve the parallel development pattern of multiple categories of “health food + OTC medicine + general food + medical devices”, adding new momentum towards national health.

