



Besunyen carries out scientific and effective actions for practicing the saving concept

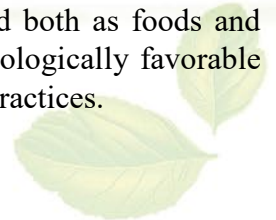
Recently, the government has unveiled multiple measures to support the construction of green and energy-efficient grain drying projects, aiming to minimize post-harvest disasters and losses in grain production and to ensure grain quality and national food security. As a national brand in the health sector, Besunyen recognizes the importance of ensuring food supply security for the advancement of domestic brands and the overall progress of the country. Therefore, throughout its enterprise development, Besunyen has consistently adhered to the concept of saving and carried out scientific and effective actions by improving the food safety management system.



Besunyen has established a robust scientific food safety management system and identified key steps to prevent wastage. In order to implement the food safety responsibility system, Besunyen has appointed food safety directors and food safety officers who are suitable in scale, food category, risk level, management level, and safety conditions, thus delineating their responsibilities. By effectively implementing the food safety system, Besunyen can not only ensure food safety, but also avoid food waste caused by food safety issues.

Besunyen has established the food purification workshop to avoid waste in the process of production. As a manufacturer of therapeutic teas, Besunyen has set up a clean area with high standards in the process of production to produce and package food according to good production practices of health food. The clean area is equipped with air purification devices to ensure that the air cleanliness in the workshop meets the standard of 100,000 level. By using the purification workshop, Besunyen can effectively implement saving measures and prevent wastage.

Besunyen purchases from the producers with self-built raw material base to avoid the deterioration of agricultural products. Raw materials for producing therapeutic teas are mainly a variety of Chinese herbal medicines and tea leaves which can be used both as foods and medicines. For food safety control, Besunyen purchases Chinese herbal medicines, tea leaves and other crops in ecologically favorable regions across the country, which are strictly managed and harvested by the producers according to good agricultural practices.





Besunyen improves employees' professional level and continuously creates high-quality health food

- ◆ Recently, Shanghai Municipal Bureau of Market Supervision (上海市市场监督管理局) issued the Administrative Measures for the Supervision, Spot Check and Assessment of Food Safety Knowledge of Food Practitioners in Shanghai (上海市食品从业人员食品安全知识监督抽查考核管理办法), requiring relevant entities to seriously implement it. The purpose of introducing and implementing these measures is to strengthen and standardize the supervision, spot check and assessment of food safety knowledge of food practitioners, implement the primary responsibility of food producers and operators, enhance the awareness of rule of law, knowledge level and operational skills of food practitioners, and prevent food safety accidents such as food poisoning.
- ◆ Administrative supervision plays a very important role in pursuit of food safety, while enterprises need to take the responsibility as the primary responsible person for assurance of food safety. In order to fully uphold the main responsibility of food safety, Besunyen not only improves the food safety management system, but also bolstered its efforts in food safety training, effectively improves the professional level of employees and continues to create high-quality health food for the public.
- ◆ In order to improve the safety and health quality of health food, Besunyen has improved the food safety management system, established a scientific food safety training system, and provided employees with comprehensive training of various aspects, including, Food Safety Law and its implementation regulations, Provisions on the Supervision and Administration of the Implementation of Main Responsibility for Food Safety by Enterprises, basic knowledge and management skills of food safety, operation skills of food safety processing, knowledge of food production and operation process control, knowledge of emergency treatment of food safety incidents, National Food Safety Standards for health food, good manufacturing practices for health food with national standards, detection of 75 types of illegally added chemicals in health food, administrative measures for registration and filing of health food, notice of the Ministry of Health on further standardizing the management of raw materials for health food, list of substances that may be illegally added in health foods (first batch), and CFDA announcement on standardising the functional claims of health food.





Besunyen innovates e-commerce operation mode to meet health needs of consumers more efficiently

- ◆ In recent years, online shopping has been flourishing in China, leading to an increasing number of businesses engaging in e-commerce marketing. Meanwhile, at the same time, e-commerce sales are also facing challenges such as regulatory updates and intensified competition. While the overall traffic growth rate of the Internet industry has slowed down, the competition between emerging platforms such as Tiktok, Kuaishou, Xiaohongshu and Bilibili and traditional Internet giants has intensified, the e-commerce traffic landscape has also changed significantly. How to obtain accurate traffic efficiently while strengthening compliant operations has become the core issue that e-commerce business must confront.
- ◆ In optimising the product structure, Besunyen e-commerce business division optimizes and adjusts OEM products and trade products, adheres to the product strategy of creating high-quality and popular products, deeply cultivates main products, and discontinues and reduces investment in low output products. In terms of logistics, Besunyen optimizes the physical location of warehouses and the combination of logistics service providers, and places warehouses in regions with cost advantages in logistics or uses cloud warehousing to reduce logistics costs. To optimize the input-output ratio, Besunyen e-commerce business division integrates business modules such as large pharmacy and new retail, timely resumes to improve the ROI, accurately controls the input-output ratio of various expenses, continuously optimizes the promotion expenses of e-commerce on various platforms, and explores ways to reduce costs and improve efficiency and effectiveness. In optimizing traffic acquisition channels, Besunyen grasps the traffic outlets such as short video platforms and word-of-mouth platforms, conducts short video content marketing and promotion through platforms such as Tiktok and Xiaohongshu, and drives traffic to various e-commerce platforms through multiple channels, so as to gain high-quality traffic more efficiently while expanding market influence and increasing brand exposure.
- ◆ In 2022, Besunyen continued to invest in the emerging e-commerce marketing platforms represented by Tiktok and Kuaishou platforms, and realised the expansion of brand user base and the growth of brand assets through various marketing methods such as short video, content advertising, store self-broadcasting and cooperation with talents. As of 31 December 2022, Besunyen has operated 16 stores in Tiktok and Kuaishou platforms, including 12 in Tiktok and 4 in Kuaishou. In 2022, Besunyen established brand strategic cooperation with Kuaishou, and built a brand matrix system with Kuaishou by promoting the business model of short video and live-streaming sales of Besunyen.



Six ministries launched the green building materials campaign to the countryside, and Besunyen practiced the concept of green consumption

- ◆ Recently, the six state ministries jointly launched the “2023 green building materials campaign to the countryside”, which is of great significance for promoting national health and promoting high-quality economic and social development. As a national brand committed to green development, Besunyen has been taking active actions, adhering to the green production mode under the guidance of the concept of green development, and continuously providing high-quality products such as green and healthy Besunyen therapeutic teas to the people.
- ◆ To support the implementation of the national health project, Besunyen has established the product development concept of “herbal extracts and therapeutic tea for body toning”. By inheriting the 5,000-year-old Chinese health tea culture, organically combining Chinese excellent traditional culture with modern science and technology, starting from the health concept of homology of medicine and food, Besunyen selected a variety of homologous herbal medicines and tea leaves as the main ingredients, and adopted modern bio-food technology and automation equipment to produce Besunyen therapeutic teas in a standardized and large-scale manner.
- ◆ In order to obtain high-quality food raw materials in the green consumption system and realize the coordination between green production and ecological protection, Besunyen procures raw materials crops in ecologically favorable regions across the country. Raw material crop producers plant green crops, including tea leaves and a variety of Chinese herbal medicines with the homology of medicine and food, under the agricultural standards. At the same time, the producer has built its own raw material processing plant in the origin of raw material crops, and processed tea leaves and Chinese herbal medicines freshly harvested from fields and mountains into primary agricultural products with low moisture through drying, sterilization, packaging and other processes, so as to prolong the shelf life of food raw materials.
- ◆ Besunyen actively responded to the national green building materials campaign to the countryside and contributed to the promotion of national health. By adhering to the green production mode and providing high-quality green and healthy products, Besunyen actively practices the concept of green consumption and provides people with green and healthy life choices. At the same time, Besunyen’s innovative measures in planting and processing raw materials procured have also contributed to green production and ecological protection.