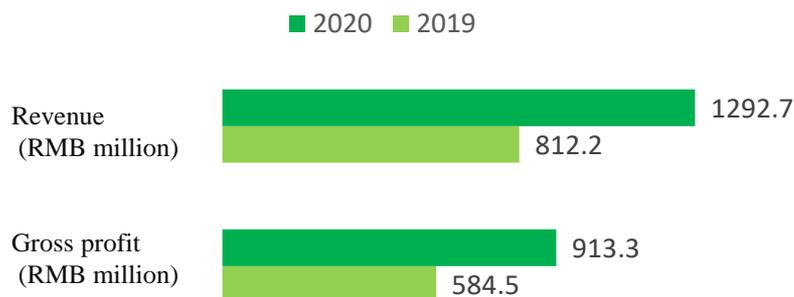




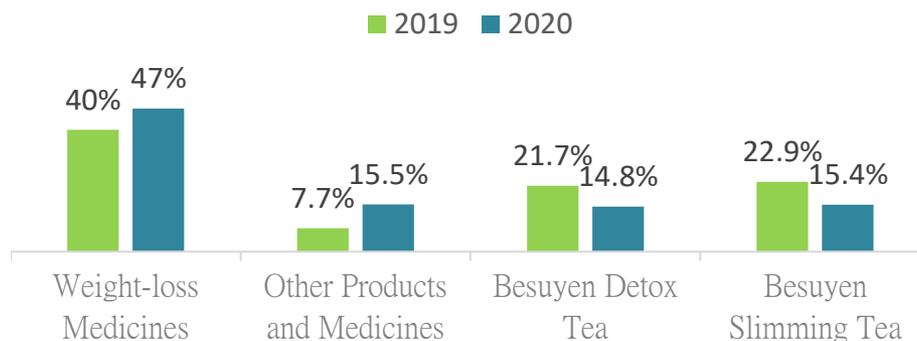
Besunyen Achieved Another Excellent Performance in 2020 with Revenue Soaring by Approximately 60%

Revenue Highlights



- ◆ The revenue was RMB1,292.7 million, representing a year-on-year increase of 59.2%.
- ◆ The gross profit was RMB 913.3 million, representing a year-on-year increase of 56.3%.
- ◆ The gross profit margin was 70.7%.
- ◆ The total comprehensive income was RMB130.9 million.
- ◆ The basic and diluted earnings per share was RMB2.85 cents.

Ratio of products revenue



- ◆ The ratio of revenue generated from weight-loss medicines increased from 40% in 2019 to 47% in 2020.
- ◆ The ratio of revenue from other products and medicines increased from 7.7% in 2019 to 15.5% in 2020.
- ◆ The ratio of revenue of Besunyen Detox Tea decreased from 21.7% in 2019 to 14.8% in 2020.
- ◆ The ratio of revenue of Besunyen Slimming Tea decreased from 22.9% in 2019 to 15.4% in 2020.





Besunyen Won the Social Responsibility Outstanding Enterprise Award



- ◆ In January 2021, at the 2020 China Corporate Social Responsibilities Cloud Summit jointly organized by Xinhua News Agency and China Enterprise Reform and Development Research Institute, Besunyen won the “2020 China Social Responsibility Outstanding Enterprise Award”.

- ◆ In the first half of 2020, Besunyen actively fulfilled its social responsibility and carried out the social welfare projects such as “Tibet Ecological Construction and Protection Capability Building Programme” and “Special Fund for Combating Illegal Trade of Endangered Wildlife” in cooperation with Beijing Green Sunshine Environmental Protection Public Welfare Foundation and China Green Carbon Foundation.
- ◆ During the COVID-19 Pandemic, the Group launched the “Luminosity Plan Public Welfare Undertaking” (「光明計劃公益行動」) and donated goods and materials jointly with charitable enterprises and individuals.
- ◆ Besunyen is committed to promoting poverty alleviation and children's public welfare campaigns. The Group cooperated with Beijing Overseas Community Affairs Development Foundation to make donation for poverty alleviation projects in Buda Xiahe Leke Village and Kule Airike Village, Moyu County, Xinjiang.

Besunyen Acquires 100% Equity Interest in Xueyinghua with RMB31.99 Million



- ◆ On 1 February 2021, Besunyen announced that Qianruiwanfu, an indirect wholly-owned subsidiary of the Company, entered into a restructuring investment agreement with Xueyinghua and the Administrator, and paid an investment amount of RMB31.99 million to acquire 100% equity interest in Xueyinghua. Upon completion of the restructuring investment, Xueyinghua becomes an indirect wholly-owned subsidiary of the Company.
- ◆ Henan Xueyinghua Pharmaceutical Co., Ltd. is mainly engaged in the production and sales of soft capsules, granules, tablets, hard capsules (including pre-treatment and extraction of traditional Chinese medicine) and anti-psychotic medicines. At present, Xueyinghua has 15,570.61 square meters of production workshops, warehouses, office buildings and auxiliary facilities buildings, as well as 53 medicine approvals.
- ◆ Through the investment in Xueyinghua, the Group is able to expand its product lines, especially the production of soft capsule, tablet and hard capsules, and gradually achieve an overall layout in the pharmaceutical, healthcare products and big health industry, promoting the Group to obtain more comprehensive qualifications in pharmaceutical research and development and production, while laying a solid foundation for the comprehensive layout and development in pharmaceutical industry.



企業通訊



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

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投資者關係：http://ir.besunyen.com/s/ir_highlights.php



Besunyen Entered into Baidu Health Mall

- ◆ In March, Besunyen entered into a cooperation agreement with “Baidu Health Mall”, which is another critical measure to accelerate the integration of new channels. In the past year, Besunyen leveraged its experience and resources in e-commerce operation to strengthen and deepen cooperation with major e-commerce platforms covering Tmall, Jingdong, Pinduoduo and Vipshop.
- ◆ According to the distinct features of each e-commerce platform and through subdividing consumer needs, the Group enriched its product categories and specifications and implemented different marketing strategies accordingly to conduct differentiated operations. While maintaining its advantage of the share of Orlistat products on major e-commerce platforms, the Group continued to expand its medicine categories and successively launched new products such as metronidazole gel, laxative capsules and folic acid tablets on e-commerce platforms, which boosted its share of medicine sales, increased the stores’ traffic on e-commerce platforms and expanded brand influence of the Group.



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On Slimming Super Category Day of JD Health Besunyen Won the First Place in “TOP Brands for Fat Reduction and Oil Removal”



- ◆ From April 15 to 21, JD Health launched the Slimming Super Category Day with the theme of “Scientific weight-loss and making you more beautiful.” Besunyen participated in it as a national big health brand. In terms of the transaction amount, Besunyen ranked first in the “TOP Brands for Fat Reduction and Oil Removal”, and the sales increased by four times compared with the same period last year.
- ◆ In the future, Besunyen will further explore health needs of users with greater motivation, constantly satisfy consumers’ dreams of becoming beautiful, create new consumption experiences with greater popularity among Chinese people, and continue to lead the trend of healthy weight-loss development and innovation.



Besunyen Took the Lead in Slimming Super Category Day of JD Health and Won the First Place in “Top Brands for Functional Slimming and Shaping”

- ◆ From April 15 to 21, JD Health launched the online activity of Slimming Super Category Day with the theme of "Scientific weight-loss and making you more beautiful," providing a one-stop scientific slimming and shaping solution for different weight loss groups.
- ◆ With its precise user insight and high-quality product line-up, Besunyen, as a national big health brand, performed amazingly during the activity, and won the first place in the “Top Brands for Functional Slimming and Shaping”, with sales increasing by 6 times compared with the same period last year. In the future, Besunyen and JD Health will continue to explore more diversified health management products and services to help more users enjoy healthy life.

