



Besunyen Joined Hands with the Marketing Creativity Competition at the 28th China International Advertising Festival



- ◆ December 11-13, 2021, Besunyen participated in the 28th China International Advertising Festival, at which it joined hands with the Marketing Creativity Competition series activities to create interaction scenarios and to convey the brand concept to young consumers through social media and campus media.
- ◆ The cooperation between Besunyen and the Marketing Creativity Competition series activities built a three-dimensional communication matrix, enabling communication among young users through various online media and displaying the brand's vitality to media companies at the festival. It's the brand's exploration of experiential communication to young consumers and a perfect practice of its brand rejuvenation strategy.





13 Years' Pursuit of Creativity Besunyen Present at the Launching Ceremony for the Spring Solicitation of the Academy Award 2022



- ◆ On December 11, 2021, the launching ceremony for the Spring Solicitation of the Academy Award 2022 was held at the Youth Creativity Festival in Xiamen. Mr. Guo Wenquan, Market Manager of Besunyen, attended the launching ceremony as a representative of the propositions.
- ◆ In the past 13 years, Besunyen has constantly absorbed young energy through the Academy Award, and established a strong link with college students in terms of scenarios and emotions. Through a series of co-creation initiatives, Besunyen has become an old friend of college students. It has not only harvested over 200,000 creative works, which enriched Besunyen's content marketing treasury and brought creative inspirations to the brand, but also built up its influence and rejuvenation matrix through online and offline communication channels.





Besunyen Selected as “Excellent Case of CSR” in China Corporate Social Responsibility Cloud Summit 2021

- ◆ At the end of December, the China CSR Cloud Summit 2021 sponsored by Xinhuanet was held with the theme of "Love Lights up Hope, Action Fulfills Responsibility", aiming to promote the entrepreneurial spirit in the new era, to lead enterprises to actively fulfill social responsibility and to promote the high-quality development of Chinese economy in the new stage. Besunyen was selected as the “Excellent Case of CSR”.
- ◆ In 2021, Besunyen took practical actions to promote positive social energy by donating RMB150,000 and RMB300,000 respectively to Beijing Green Sunshine Environmental Protection Charitable Foundation and Jiankun Charitable Foundation for the implementation of public welfare projects. Hangzhou station of Besunyen E-commerce Operation Center cooperated with the China Foundation for Poverty Alleviation in the emergency aid to Henan Province, donating materials worth RMB240,000, which were swiftly delivered to Henan Province. Guangzhou station of Besunyen E-commerce Operation Center joined hands with the green grocery shopping platform under Pinduoduo to help the affected communities in Zhengzhou, donating materials worth RMB2.67 million in total.





[Profit Warning] Besunyen 2021 revenue expected to decline by approximately 15% year-over-year

- ◆ Besunyen announced that it is estimated the Group's revenue for the year ended 31 December 2021 may record a decrease by approximately 15% as compared to 2020, and the Group may record a net loss attributable to the shareholders of approximately RMB120 million to RMB130 million for the year ended 31 December 2021.
- ◆ The increase in loss was mainly due to the facts that: (i) a decrease in the sales amount as a result of the change in inventory management practice of a main distributor; (ii) the sales performance of the Group in “11.11” and “12.12” shopping festivals in 2021 failed to achieve the expected sales amount; (iii) the share price change of Chaoju Eye Care Holdings Limited caused a fair value loss of nearly RMB20 million for the group in the second half of the year; and (iv) the re-layout in sales and marketing forces had a greater impact on the Group's temporary revenue than expected. However, the current losses did not include potential impairment losses from long-term asset impairment tests, etc. Specific and accurate financial information will be disclosed in the annual results announcement to be released in March 2022.
- ◆ In response, Besunyen will make timely strategic adjustments to reverse the current loss situation by enriching product lines, actively adapting to digital marketing and maintaining its R&D momentum, etc., so as to achieve positive and long-term development of its brand and to continuously consolidate and enhance its leading position in the health product market.