



## Besunyen's 2021 Revenue Reached RMB1,101 Million The Market Share of its Products Continues to be in the Leading Position

- ◆ On March 18, Besunyen announced its 2021 annual results, recording revenue of approximately RMB1,101 million, representing a decrease of 14.81% as compared with the revenue in 2020, mainly due to (i) the change in inventory management measures of a major distributor has led to a reduction in the supply of goods to that distributor; (ii) the market price competition of Orlistat resulted in a decrease in the transaction amount of the overall market; (iii) the sales performance in “11.11” and “12.12” shopping festivals failed to achieve the expected sales amount; (iv) the re-layout in sales and marketing forces had a greater impact on the Group’s temporary revenue than expected.
- ◆ With the increase in per capita GDP of China, health foods are gradually transforming to must-have consumer goods in terms of consumption attribute, and the industry has entered a period of strategic development opportunities. As disclosed in the annual results announcement, in 2021, the market share of Besunyen Slimming Tea in retail pharmacy was approximately 22.74%, representing a year-on-year increase of 0.36%; the market share of Besunyen Detox Tea in retail pharmacy was approximately 12.69%, ranking first in the market. In addition, as far as the orlistat market is concerned, the market share of Besunyen Orlistat accounted for approximately 28.85%, ranking top one in the market, but the sales amount recorded a significant decrease when compared to last year’s.

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碧生源控股有限公司

BESUNYEN HOLDINGS COMPANY LIMITED

*(Incorporated in the Cayman Islands with limited liability)*

(Stock Code: 926)

ANNUAL RESULTS ANNOUNCEMENT  
FOR THE YEAR ENDED 31 DECEMBER 2021

### FINANCIAL HIGHLIGHTS

The revenue of the Group was RMB1,101.2 million in 2021, representing a decrease of 14.81% as compared with the revenue of RMB1,292.7 million in 2020.

The gross profit margin decreased to 63.4% in 2021 from the gross profit margin of 70.7% in 2020.

The total comprehensive loss of the Group was RMB114.0 million in 2021, compared with the total comprehensive income for the year of RMB130.9 million in 2020.

The basic and diluted losses per share were RMB9.13 cents in 2021, as compared with the basic and diluted earnings per share of RMB2.85 cents in 2020.

### FINAL DIVIDEND

The Board has resolved not to recommend for the declaration and payment of a final dividend for the year ended 31 December 2021.





## Setting Up Three Main Business Divisions Strengthening the Management on Marketing System

In order to strengthen the management on marketing system, Besunyen actively adjusts the business operation model, and strengthens the sense of operation, to ensure the sustainable and stable development of the company.

- ◆ Set up three main business divisions: the OTC Business Division, the E-commerce Business Division, the New Retail Business Division, and established a “service + management” business operation model.
- ◆ The OTC Business Division: comprised the National Key-Account (NKA) Division, the Local Key-Account (LKA) Division, the Business Operation Division and nine main business regions.
- ◆ The E-commerce Business Division: three main business lines and four main platforms.
  - Three Main Business Lines: the medicine business line, the Four Teas business line, and the new products business line.
  - Four Main Platforms: the promotion platform, the contents platform, the live-streaming platform and the member platform.
- ◆ The New Retail Business Division: explores the customer value and enhances the performance by short video and live-streaming commerce.





## Besunyen “40-to-1” Share Consolidation

- ◆ On March 18, Besunyen issued an announcement proposing “40-to-1” share consolidation.
- ◆ The Board proposed to implement the Share Consolidation on the basis that every forty (40) issued and unissued Existing Shares be consolidated into one (1) Consolidated Share. The Share Consolidation was effective on 19 April 2022.
- ◆ On March 18, there were 1,630,207,820 Original Shares in issue which were fully paid or credited as fully paid. Upon effective, there are 40,755,195 Consolidated Shares in issue which are fully paid or credited as fully paid.

