

[For Immediate Release]



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

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Besunyen Annual Report 2012
Won 2013 International ARC Awards

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(18 December 2013 – Hong Kong) – **Besunyen Holdings Company Limited, a leading provider of therapeutic tea products in China (“Besunyen” or the “Group”, HK stock code: 926.HK)** is pleased to announce that its superbly designed 2012 Annual Report won the Silver Prize for Traditional Annual Reports under the Health and Well-Being Products Companies category in the 2013 International ARC Awards. This is the second year in a row that Besunyen’s Annual Report gained professional recognition at the ARC Awards.

Besunyen’s Annual Report 2012 utilized “Natural Health” as its overriding theme. Its design and contents demonstrate the concept of “herbal extracts and therapeutic teas for body toning” that Besunyen has always adhered to. The Annual Report was lauded for its cohesive presentation, accurate wording and clear diagrams to provide investors with comprehensive, detailed and real-time company information. Having fulfilled the ARC Award selection criteria, it stood out from a number of candidates and won international professional recognition as well.

The International ARC Awards are internationally recognized Annual Report competition providing a platform for the highest standards in the Annual Report industry, which are regarded as the Academy Awards of Annual Reports. The ARC Awards presents various honors within 21 categories to highlight the outstanding achievements of companies, agencies or individuals in Annual Reports and corporate communication, which is for corporations, government agencies, non-profit organizations as well as agencies and individuals involved in producing Annual Reports. The international ARC Awards are organized in 1987 by MerComm, Inc., the world’s only independent awards organization in the realm of corporate communications, which have attracted over 90 different organizations and enterprises from 19 countries and regions to participate in the competition.

Mr. Zhao Yihong, Chairman and CEO of Besunyen, said: “As a leading provider of therapeutic tea products in China, Besunyen is committed to upgrading our overall strength to create a professional corporate image. In particular, Besunyen emphasizes the extremely positive role that investor relations play in our development. This award represents a seal of approval on our efforts which have been made in the area of investor relations. In the future, we will put more effort into investor relations and constantly strive for excellence.”

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About Besunyen Holdings Company Limited(stock code:926.HK)

The Group is a leading provider of therapeutic tea products in China, engaging in the development, production, sales and marketing of therapeutic teas and other health food products. The Group's products use exclusive formula and are manufactured with high quality traditional Chinese medicine and tea leaves, providing effective, safe, affordable and convenience for those with mild chronic or recurring health problems as well as those seeking to maintain a healthy body and lifestyle. The majority of the Group's sales turnover comes from the Group's two best-selling products, namely Besunyen Detox Tea and Besunyen Slimming Tea. Based on a survey conducted by China Southern Medicine Economic Research Institute in February 2013, these two products of the Group were both the leading products in the detox and slimming categories distributed through retail pharmacies in China. In terms of sales turnover, these two products accounted for a market share of 20.8% and 32.5% in the detox and slimming categories respectively in retail pharmacies in China in 2012. The Group's distribution network covers over 309 distributors in 31 provinces, autonomous regions and centrally- administrated municipalities in China, covering approximately 126,000 retail outlets including 118,000 retail pharmacies and 8,000 supermarkets, hypermarkets and chain stores as of 30 June 2013.

Please visit the Company's website: <http://ir.besunyen.com/html/index.php>

Issued by Aries Consulting Ltd for and on behalf of Besunyen Holdings Company Limited.

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