

[For Immediate Release]**碧生源控股有限公司**
Besunyen Holdings Company Limited

Besunyen Awarded ‘China Well-known Trademark’ Marks Important Milestone in Brand Development

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(17 March 2014 – Hong Kong, Mainland China) – **Besunyen Holdings Company Limited, a leading provider of therapeutic tea products in China (“Besunyen” or the “Group,” stock code: 926)** is pleased to announce that the “Besunyen and Device” has been identified as a “China Well-known Trademark” by the Trademark Office of the State Administration for Industry & Commerce of the People’s Republic of China (the “Trademark Office”). Being awarded the title of “China Well-known Trademark” not only represents recognition and commendation for Besunyen’s concept of “safe and healthy natural herbs” insisted upon for fourteen years now, but also represents an important milestone in Besunyen’s brand development campaign.

In December 2013, the Trademark Office issued its “Approval of the Recognition of ‘Besunyen and Device’ as a Well-known Trademark.” According to the relevant provisions of the “Trademark Law,” “Implementing Regulations of the Trademark Law” and “Provisions for the Determination and Protection of Well-known Trademarks,” following examination and research, the registered trademarks consisting of “Besunyen and Device” used by Beijing Outsell Health Product Development Co., Ltd., -- a wholly-owned subsidiary of Besunyen -- on products classified under Class 30 as teas and tea substitutes by the International Classification of Goods and Services for the Purposes of the Registration of Trademarks, is determined to be a well-known trademark.

The “China Well-known Trademark” is the most authoritative national level enterprise accolade in the realm of Chinese trademarks as well as the nationwide benchmark for trademarks in the PRC reserved only for the highest quality Chinese products. Firms hoping to win “China Well-known Trademark” honors face a sky-high entry threshold and rigorous determination processes which take into consideration factors including brand recognition, brand development strengths, brand promotion coverage, product quality reputation, sales geography, etc.

Besunyen, since its launch, provides a convenient way for healthcare with its high quality products with unique effects. In its process of enterprise development, Besunyen has placed heavy emphasis on trademark management, trademark protection and brand building to improve the capability of intangible asset operations and management. Alongside its brand image establishment campaign, Besunyen always strives to take responsibility for bringing healthier habits to Chinese and sticks to

the principle of law-abiding operations and quality above all, helping win recognition and affirmation from both consumers and relevant authorities.

Mr. ZHAO Yihong, Chairman and CEO of Besunyen, said: “It is a great honor for Besunyen to gain recognition from national authorities with the “China Well-known Trademark”, which represents a landmark success in the Group’s ongoing brand promotion and development process. Being recognized as a “China Well-known Trademark” is proof of the appreciation of Besunyen’s intangible assets, which not only establishes our leading position amid market competition, but also strongly suggests that Besunyen will win itself even greater attention and stronger support from the government for its future development. Besunyen, as the leading brand of therapeutic tea products in China, will remain committed to providing the highest quality products to our consumers thanks to our outstanding R&D team, advanced hi-tech facilities, rigorous scientific attitude and strict scientific management in order to fulfill diverse market demand for healthcare, in order to reward for trust and recognition from society and the country for our brand.”

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About Besunyen Holdings Company Limited (stock code: 926)

Besunyen Holdings Company Limited (the “Company”) and its subsidiaries (collectively the “Group”) are the leading provider of therapeutic tea in China, mainly engaging in the business of the development, production, sales and promotion of therapeutic tea.

In 2013, the majority of the Group’s turnover comes from the Group’s two bestselling products, namely Besunyen Detox Tea and Besunyen Slimming Tea. According to a survey conducted by an independent third party research organisation, these two products were the leading therapeutic tea products sold through retail pharmacies in China in the laxative and slimming products markets in terms of retail sales value in 2013, with a market share of 22.7% and 38.2% respectively.

Products of the Group use exclusive formulae and are manufactured with high quality Chinese herbal-based medicine and tea leaves, providing effective, safe, affordable and convenient-to-use health food products for those with chronic or recurring health problems, as well as those seeking to maintain a healthy body and lifestyle.

As at 31 December 2013, the Group’s distribution network covers 148 distributors and 630 sub-distributors in 31 provinces, autonomous regions and centrally administered municipalities in China. Through these distributors and sub-distributors, we are able to serve around 125,000 retail terminals, of which 94% are retail pharmacies.

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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