

【For immediate release】



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

**Besunyen Chairman and CEO Mr. Zhao Yihong
Reaffirms Confidence in the Outlook of the Company by Increasing the Stake**

(11 January 2012 — Hong Kong)— Besunyen Holdings Company Limited (“Besunyen” or the “Group”, stock code: 926), a leading provider of therapeutic tea products in China announces that Mr. Zhao Yihong, the Chairman and Chief Executive Officer of Besunyen, and/or his associate(s), purchased an aggregate of 2,500,000 shares of Besunyen in the Hong Kong stock market on 9 January 2012 at an average share price of HK\$0.84. The share purchases have boosted Mr. Zhao’s interest in issued shares of Besunyen from 61.57% to 61.72%.

Commenting on raising the stake in Besunyen, Mr. Zhao said, “As the largest shareholder and the Chairman of the Group, I believe strongly in the future of Besunyen. Despite the slowing down of the economy in China, we stay optimistic about demand for Besunyen products from end-users. Through our persistent brand-building effort and market education, and increasing awareness on healthcare and well-beings of the Chinese consumers, the sustainable growth of the therapeutic tea products market in China will continue to fuel the long-term development of our Company.”

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Besunyen Holdings Company Limited

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 2010, 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 25.8% and 25.5% in the detox and slimming categories respectively in retail pharmacies in China. As of 30 June 2011, the Group’s products were sold in about 123,000 retail outlets all over China, among which about 97% are retail pharmacies. The Group’s distribution network covered about 429 distributors in 31 provinces, autonomous regions and centrally- administrated municipalities in China.

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