

【For Immediate Release】



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

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**Besunyen Wins ‘2013 China CSR Outstanding SME’ Award
for ‘Outstanding Achievements’ in Public Welfare**

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(27 January 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.HK)** is pleased to announce that it has won the “2013 China Corporate Social Responsibility Outstanding SME” Award at the Sixth China Corporate Social Responsibility (CSR) Summit. The “2013 China Corporate Social Responsibility Outstanding SME” Award, issued after extensive consideration by authorities in the realm of China corporate social responsibility, confirms the concept of corporate social responsibility always insisted upon by Besunyen and represents the strong encouragement and support for Besunyen in its efforts to actively promote the development of charitable community affairs.

The Sixth China Corporate Social Responsibility Summit (cum the Third “White Papers of China Corporate Social Responsibility Report” conference) was initiated by *Xinhuanet* and hosted by the Corporate Social Responsibility Research Center, within the Economics Department of the Chinese Academy of Social Sciences. The China Corporate Social Responsibility Summit is an authoritative activity in China’s CSR realm with widespread impact. The “China Corporate Social Responsibility Outstanding SME” Award highlights outstanding contributions of SMEs in China regarding social welfare, with considering all aspects including the practical strength of corporate social responsibility, the input of the company in charitable community affairs and the efforts of the company in promoting China’s public welfare, with the honor representing authoritative recognition for outstanding achievements of the company in terms of corporate social responsibility.

Since its establishment 13 years ago, Besunyen has always contributed to society

with a grateful heart. Besunyen set up its “Besunyen Charity Fund” to fulfill its corporate social responsibilities through sponsoring and participating in large-scale commonweal activities and launching various commonweal projects. Besunyen puts its core business philosophy of “integrity in action and giving back to society” into practice with every commonweal activity.

Besunyen is enthusiastic about education and endeavors to help the general public by way of donations to schools -- including building the Hope Primary School -- promoting campus commonweal concepts, etc. Besunyen also helps care for vulnerable groups through donating to hearing impaired and mute children, mentally and physically challenged children and AIDS orphans, along with constructing medical facilities to protect the health of vulnerable segments of society.

Mr. ZHAO Yihong, Chairman and CEO of Besunyen, said: “As the only enterprise winning the award, we are grateful to everyone for approving our efforts in China’s charity affairs. Since our establishment, Besunyen has actively participated in various community charity affairs and fulfilled our corporate responsibilities in providing education to the public, caring for the needy, supporting disaster relief, etc. Meanwhile, we appreciate society’s witnessing our efforts in public welfare and giving us recognition. In the future, we are willing to further advance our corporate social responsibilities and will do our best to promote the development of community charity affairs.”

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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, engaged in the development, production, sales and marketing of therapeutic teas and other health food products. The Group’s products use exclusive formulas and are manufactured with high-quality traditional Chinese medicines and tea leaves, thus providing effectiveness, safety, affordability and convenience for those with mild, chronic or recurring health problems as well as people 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 the 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 market shares 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-administered municipalities in China, reaching 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.

For IR and Media enquiries, please contact,

Aries Consulting Limited

Ms. Cara Pang	carapang@ariesconsulting.com.hk
Ms. Canace Xie	canacexie@ariesconsulting.com.hk
Mr. Mark Lee	marklee@ariesconsulting.com.hk
Tel :	(852) 2610-0846
Fax :	(852)2610-0842