

[For Immediate Release]



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

**Besunyen Wins Four Awards at  
13th China International Healthcare Expo**

(7 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)** announced that the Group won four awards at the 13th China International Healthcare Expo, making it the biggest winner at the event.

During the awards selection at the expo, the Group’s two top-selling products -- Besunyen Detox Tea and Besunyen Slimming Tea -- won the “13th China International Healthcare Expo Excellent Product Award.” In addition, Beijing Outsell Health Product Development Co., Ltd., a wholly-owned subsidiary of Besunyen, won the “13th China International Healthcare Expo Excellent Enterprise Award.” Mr. Zhao Yihong, the founder of Besunyen, was awarded the “13th China International Healthcare Expo Excellent Entrepreneur Award.”

The expo is organized by the China Health Care Association, a leading authoritative body in the country’s healthcare industry. This expo successfully attracted therapeutic product producers and corporations from 20 provinces, cities and regions across China, boasting an exhibition area of nearly 8,000 square meters. Worldwide famous brands and elite players within the healthcare sector gathered at the expo, which attracted the attention of numerous media outlets.

**Mr. ZHAO Yihong, Chairman and CEO of Besunyen,** said: “Besunyen made outstanding achievements at the 13th China International Healthcare Expo, which is significant in displaying Besunyen’s strong brand strength and establishing our core leading position in the realm of Chinese therapeutic tea beverages. These honors actively help promote Besunyen’s perseverance in advocating a lifestyle of regular therapeutic tea consumption for body toning by promoting the concept of oriental tea techniques ( “东方茶术” ) as well as popularizing the importance of therapeutic tea for health maintenance. Meanwhile, these awards represent a seal of approval on our efforts to provide high quality products, produce tea beverages with a social and corporate conscience as well as to generalize our ideals of promoting healthier practices among Chinese.”

With the steady improvement in living standards, therapeutic foods increasingly become daily necessities. Hence the healthcare industry has been developing rapidly. In the future, adhering to the concepts of satisfying consumers’ health and wellness needs while also responding actively to the needs and market demands within our country, Besunyen will continue to promote the steady development of the healthcare industry backed by both our market strength and experience as well as our actions, thus providing high quality products for consumers.



Leaders and guests cut the ribbon at the Opening Ceremony of the Expo

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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 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-administered 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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