

【For Immediate Release】



Besunyen taps into teabag beverage market to broaden product portfolio

(9 May 2012 – Hong Kong) – Besunyen Holdings Company Limited, a leading provider of therapeutic tea products in China (“Besunyen” or the “Group”, stock code: 926) is pleased to announce the entrance of the Group in the teabag beverage market by launching two new double chamber tea products – Chinese herbal tea series and floral tea series.

To satisfy consumers’ demand for tasty and healthy beverages, Besunyen launches the two new double chamber Chinese herbal tea series and floral tea series, leveraging on its leading brand position in the therapeutic tea market and its innovation capabilities. The Group targets female consumers with the new products, upholding its brand concept of “healthy therapeutic herbal-based teabag teas for generations”.

Besunyen’s herbal Chinese tea series is a delicious and healthy teabag drink with therapeutic functions, using only the best tea leaves, resulting in a perfect blend of natural herbal benefits with wisdom of Chinese medicine. The Chinese herbal tea series has four flavors - lemon and ginger tea, hibiscus and red dates tea, ginger tea, chrysanthemum and goji tea, packaged in 12 bags or 20 bags a box. Besunyen’s floral tea series is a perfect blend of choice tea leaves with quality petals. The series has three flavors – rose black tea, royal chrysanthemum green tea, and golden osmanthus pu’er tea, packaged in 20 bags or 25 bags a box. The new products will be in production at the end of this month, mainly to be sold in supermarkets and e-commerce channels and are expected to be launched in the market in June.

Mr. Zhao Yihong, the Chairman and Chief Executive Officer of the Group, said, “Leveraging on the Group’s leading brand position in the therapeutic tea market, Besunyen will extend the idea of promoting the health and therapeutic benefits of herbal teas to the teabag beverage market and expand the coverage of target consumer groups through supermarkets and e-commerce channels. The Group will also continue to strengthen product development and enrich its product mix, in addition to exploring new business opportunities in the bagged-tea industry and strengthening market penetration, for the healthy development of the Group.”

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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 2011, 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 28.1% and 35.7% in the detox and slimming categories respectively in retail pharmacies in China. The Group’s distribution network covers over 400 distributors in 31 provinces, autonomous regions and centrally- administrated municipalities in China.

For further inquiries, please contact:

iPR Ogilvy LTD.

Natalie Tam/ Tina Law/ Juliana Li / Cindy Cheuk

Tel : (852) 2136 6181/ 2136 6182/ 2169 0467/ 3920 7648

Fax : (852) 3170 6606

Email : natalie.tam@iprogilvy.com/ tina.law@iprogilvy.com/ juliana.li@iprogilvy.com/
cindy.cheuk@iprogilvy.com