

[For Immediate Release]



## **Exceeding 1.37 billion Besunyen detox tea bags sold in 11 years**

(7 Dec 2011 – Hong Kong)–Besunyen Holdings Company Limited (“Besunyen” or the “Group”, stock code: 926) was pleased to announce that Besunyen Detox Tea, one of the major products of the Group, has reached a sales volume of over 1.37 billion tea bags in the past eleven years, turning it into the leading brand in processed tea products in China.

Selling mainly herbal therapeutic teas, Besunyen combines the modern way of tea brewing in teabags with functionality of traditional Chinese herbs. This has allowed easier product quality control and provided customers with a more convenient, healthier and economic way of tea drinking. According to a survey conducted by China Southern Medicine Economy Research Institute, Besunyen accounted for the largest market share of 25.8% in laxative products sold in retail pharmacies in China in 2010. For the past eleven years, Besunyen Detox Tea has reached a sales volume of over 1.37 billion tea bags, making the product the leading brand in processed tea products in China.

Zhao Yihong, Chairman and Chief Executive Officer of the Group said, “Besunyen has been pursuing the idea of promoting health among drinkers of herbal therapeutic teas and is committed to exploring market opportunities in the bagged-tea industry. Over the past eleven years, Besunyen Detox Tea has delivered outstanding results by selling more than 1.37 billion tea bags. This equals to a Besunyen detox tea bag for each person in China, and reinforces the Chinese belief in the therapeutic benefit of herbal teas. We will continue to strengthen our research and development capability to maintain our leading market position in the therapeutic tea market in China.”

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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 tea and other health food products. The Group’s products use an exclusive formula and are manufactured with high-quality traditional Chinese medicine and tea leaves, providing effective, safe, affordable and convenient use for those with mildly chronic or recurring health problems as well as those who seek to keep fit and lead a healthy life. 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 Economy Research Institute, these two products of the Group were both the leading products in the detox and slimming categories distributed through retail pharmacies in China in 2010. In terms of sales turnover, these two products accounted for a market share of 25.8% in laxative and 25.5% in slimming products 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% were retail pharmacies. The Group’s distribution network covers about 429 distributors in 31 provinces, autonomous regions and centrally-administrated municipalities in China.

### **For further inquiries, please contact:**

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