

[For Immediate Release]



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

## **Survey reaffirms Besunyen Slimming Tea leading market position**

(25 Nov 2011 – Hong Kong)–A leading provider of therapeutic tea products in China, Besunyen Holdings Company Limited (“Besunyen” or the “Group”, stock code: 926) was pleased to announce the result of a recent market research which showed that the level of brand recognition of Besunyen Slimming Tea is well above that of other comparable products sold in the market, reaffirming Besunyen’s leading market position.

ACNielsen, an international market research company, issued a quantitative and qualitative research report on the slimming product market in China. It has conducted an online survey in first-tier mainland cities, including Beijing, Shanghai, Guangzhou and Chengdu, to analyze the market landscape and understand consumers’ knowledge and usage level of different brands of slimming products.

According to the result of the research, the Brand Equity Index (BEI) of Besunyen Slimming Tea reached 4.7, which is well above the average value of 2.3 for fast-moving consumer products. Among 1,442 respondents of the survey aged between 18 and 40 years old, their brand recognition level for Besunyen Slimming Tea was 92%, while among 500 respondents of the survey aged between 30 and 34 years old, 66% of them have experienced in using the product in the past year, both numbers were well above other comparative products. In addition, among the 1,324 respondents who know Besunyen Slimming Tea, 61%, 73% and 56% of them recognized the “detox”, “laxative” and “natural herbal” image of the brand respectively, which is also well above other comparative products.

Zhao Yihong, the Chairman and Chief Executive Officer of the Group said, “Stronger consumer demand on health and healthy life-style gives rise to tremendous market potential for slimming products. Leveraging on our enhanced sales and distribution networks, and strong national brand name, we will strive to maintain our leading market position of Besunyen in the therapeutic tea market in China. We will achieve this through devising appropriate marketing strategies, enhancing product development, and seizing market opportunities to drive better sales performance.”

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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, 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% in laxative and 25.5% in slimming in retail pharmacies in China. As of 30

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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.

### **ACNielsen**

ACNielsen is a leading global market research, information and analysis service provider in over 100 countries worldwide. It provides market trends, consumer behavior, traditional and new media monitoring and analysis services. It also helps companies analyze market competition as well as understands consumer attitudes and behavior.

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