



For Immediate Release

Eu Yan Sang launches its 16th retail outlet in China, at Foshan, the birthplace of founder Eu Kong

Eu Yan Sang goes back to its roots and opens its first retail-museum concept store at LingnanTiandi

(Singapore), 26 March 2012—Eu Yan Sang International Limited (EYSI) opened the doors today to its 16th retail outlet in China, at Foshan— its first to offer customers a unique glimpse into its history with an interactive retail-museum concept.

The launch of this store marks the continued expansion of EYSI into China, and brings the total number of Eu Yan Sang retail outlets in Mainland China to 16. The Group has experienced strong growth in Greater China (including Hong Kong and Macau) in recent years, as reflected in its latest financial report for 2QFY12 ending 31 December 2011, which saw a 12% growth in this region.

In another first for EYSI, the company recently became the first foreign listed Traditional Chinese Medicine (TCM) company to receive a retail pharmacy license to dispense both prescription drugs and Chinese herbal medicine in China. The first Eu Yan Sang pharmacy will open in Dongguan, China later this year.

Prior to this, Eu Yan Sang retail outlets in China only carried food products and Eu Yan Sang Lingzhi cracked spores capsules, which was the first Lingzhi product by a foreign listed company to be awarded an import (blue cap) license in China in 2007. The Eu Yan Sang Lingzhi cracked spores capsule is still today the only Lingzhi product awarded the import license for health food (blue cap) in China.



EYSI Group CEO, Mr Richard Eu said, "China has been a challenging market for us to develop, due to its unique business environment and complicated regulatory processes. The opening of the Foshan retail-museum concept store is special to us as it marks our continued growth in China, and also brings us back to our roots. "

As the birthplace of EYSI founder Eu Kong, Foshan was the ideal location to introduce a new retail-concept that goes beyond purely retailing, to involving customers at a deeper level by sharing with them the roots and history behind their trusted brand of TCM and natural wellness products. Set in the historical preservation project 'LingnanTiandi' in Foshan, China, Eu Yan Sang's newest store takes customers on a journey through time with a Time-Tunnel, depicting the lives of Chinese immigrants in the 1800s, as they struggled to make a living away from home. The retail-museum also showcases the replica of a traditional medicine hall in 1930s, depicting how herbs were dispensed, and an exhibition of Eu Yan Sang Bird's Nest products to educate customers on the origin, production and benefits of Bird's Nest.

One of the highlights of the concept store is a one-of-a-kind Chinese medicinal chest made of super-grade transparent fibreglass and decorated with unique crystal knobs, which combines the benefits of modern technology with a traditional approach to storing medicinal herbs. The medicine chest contains over 3,000 drawers for storing a wide variety of herbs.

The opening of Eu Yan Sang's 16th retail outlet in Foshan pays homage to the birthplace of Eu Yan Sang founder, Eu Kong. Eu Kong left China in the 1870s, and brought the concept of TCM to Gopeng, a tin mining town in Perak, where he opened the first Eu Yan Sang TCM store, then known as shop 'Yan Sang'. 133 years later, Eu Yan Sang has grown to 212 retail outlets and 25 TCM clinics in five countries in Asia Pacific. It has also expanded into the Natural Wellness industry with its offering of selected Natural Wellness products at Eu Yan Sang retail outlets, collaborations with other lifestyle and wellness businesses including Nestle and Shangri-La Group, and the acquisition of Healthy Life Group in Australia.

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About Eu Yan Sang International Limited (SGX: EYSI)

Listed on the Singapore Exchange, Eu Yan Sang International Limited ('EYSI' or 'the Group') is a trusted, global leading integrative healthcare and wellness company with a strong foundation in Traditional Chinese Medicine (TCM). EYSI is an industry leader, and one of the largest TCM groups in South East Asia. It is at the forefront of adopting a modern and scientific approach in the production and retailing of both TCM and wellness products.

Its ability to control the total supply chain, from the sourcing of its raw materials to the production and distribution of its products and the provision of treatments, gives the Group an excellent competitive edge in the industry.

To give an added assurance to consumers, the Group developed the world's first certification standard for TCM herbs, called the "Eu Yan Sang Good Agronomic Practices for Herbs (EYSGAP-Herbs) Certification". This certification ensures world-leading standards are maintained at all stages of growing, processing and retailing of TCM herbs.

Apart from retailing fine quality Chinese herbs and Chinese Proprietary Medicines, EYSI also retails health foods and supplements. Currently, the Group offers more than 300 products under the Eu Yan Sang brand name and over 1,000 different types of Chinese herbs and other medicinal products. Manufacturing activities are carried out in two of its GMP-certified (Good Manufacturing Practices) factories located in Hong Kong and Malaysia.



EYSI has an extensive distribution network comprising over 200 retail outlets in China, Hong Kong, Macau, Malaysia and Singapore. Its products are available in drugstores, pharmacies, medical halls, supermarkets, convenience stores, hospitals, health clubs and spas worldwide. The Group also operates a chain of 23 TCM Clinics in Singapore and Malaysia, and 2 Integrative Medical Centres in Hong Kong. In February 2012, the Group expanded its footprint in Australia with the acquisition of around 100 Healthy Life stores and a distribution centre.