



EU YAN SANG INTERNATIONAL LTD

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Strong consumer confidence in Eu Yan Sang spurs the company to top Influential Brands awards

- *Group Chief Executive Officer Mr Richard Eu is one of five leaders in Singapore awarded the 2016 CEO Brand Leader of the Year*
- *Eu Yan Sang wins Top Brands Award for two consecutive years*

SINGAPORE, 8 NOVEMBER 2016 – Leading integrative health and wellness company Eu Yan Sang International Ltd (“EYSI”, “the Group” or “余仁生国际企业”) is pleased to announce that its Group Chief Executive Officer, Mr Richard Eu, was awarded the inaugural 2016 Brand Leader of the Year by Influential Brands. He received the award during an award ceremony at the InterContinental Hotel yesterday evening.

This award recognises the top six corporate leaders in Singapore who have shown strong business leadership by integrating branding as a key pillar of the company’s strategy.

In the same awards ceremony, Eu Yan Sang swept the Top Brand Award in the Traditional Chinese Medicine category, which also marked the second consecutive year it has won this award.

“We are honoured to receive these two Influential Brands awards. They are a strong endorsement by our consumers of our ongoing efforts in making a difference in people’s lives. We strive to continue maintaining Eu Yan Sang as a trusted brand for our consumers known for our promise of quality and excellence,” said Mr Richard Eu.

The Influential Brands awards recognise the top consumer brands in Singapore. Companies are shortlisted locally through a survey of around 6,000 millennial consumers between 21 and 31 years old, with award winners selected by consumers voting for their top choices.

In addition to these awards, Eu Yan Sang was recently awarded the top honours for the Singapore Prestige Brand Award 2016 in the Heritage Brand category, jointly organised by the Association of Small and Medium Enterprise and Lianhe Zaobao.



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Eu Yan Sang Group CEO Mr Richard Eu (right) recognised as the 2016 Brand Leader of the Year at the Influential Brands award ceremony

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About EYSI

Eu Yan Sang International Ltd (“EYSI” or “the Group”) is a leading integrative health and wellness company with a unique heritage in Traditional Chinese Medicine (“TCM”). As one of the largest TCM groups in Asia, EYSI is at the forefront of adopting scientific and innovative approaches in the production and retail of its TCM and wellness products.

The Group has come a long way from its humble beginnings offering TCM remedies to tin mine coolies in Gopeng, Perak, Malaysia 137 years ago. Today, Eu Yan Sang is a household name in Asia with an unrivalled reputation as a trailblazer in the TCM industry. In line with its mission of “caring for mankind”, EYSI is an ardent supporter of community outreach in arts and culture, education, and social causes.

From the sourcing of raw materials to manufacturing and distribution of the finished products, as well as the provision of treatments—stringent quality control of the entire supply chain has earned the brand worldwide recognition for high quality products.

Manufacturing activities are carried out in four of its GMP-certified (Good Manufacturing Practices) factories located in Hong Kong and Malaysia. Every production process demonstrates full GMP accreditation for unmatched quality assurance. The factory in Hong Kong has also earned a certification



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by the Therapeutic Goods Administration (TGA) of Australia, in accordance with the Pharmaceutical Inspection Convention and Pharmaceutical Inspection Cooperation Scheme (PIC/S) Guide to GMP for Medicinal Products.

In addition to retailing fine quality Chinese herbs and Chinese Proprietary Medicines, the Group also retails health foods and supplements. Currently, it 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.

As at 30 September 2016, EYSI has an extensive distribution network comprising 256 retail outlets in China, Hong Kong, Macau, Malaysia, Singapore and Australia. Its products are available online at www.EuYanSang.com, as well as in drugstores, pharmacies, medical halls, supermarkets, convenience stores, hospitals, health clubs and spas worldwide. The Group operates a chain of 33 TCM Clinics in Singapore and Malaysia and two Integrative Medical Centres in Hong Kong. It also operates two food and beverage outlets in Malaysia.

EYSI was listed on Singapore Exchange from July 2000 to 6 October 2016. With effect from 7 October 2016, EYSI is majority-owned by Righteous Crane Holding Pte Ltd, a company set up by the Eu family, Tower Capital TCM Holdings L.P. and Blanca Investments Pte Ltd (an indirect wholly-owned subsidiary of Temasek Holdings).

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