



Press Release

Eu Yan Sang Shares its Brand Story Beyond Creativity

Bringing Across the Positive Energy of “Benevolence Conquers All” through Microblog Film

(18 October 2013 – Hong Kong) Backed by more than a century of tradition, Eu Yan Sang has always remained committed to offering quality traditional Chinese medicine products.

“Caring for Mankind” has long been at the foundation of the company’s business philosophy and value proposition. It has been a conviction which led the company to generously invest in scientific researches, to prove the effectiveness of traditional Chinese medicine and guarantee the quality and safety of its products.

Because of these long-standing beliefs and efforts, Eu Yan Sang has managed to build a strong brand and earned great confidence in the eyes of consumers.

Behind the success of Eu Yan Sang is its founder Eu Kong, an entrepreneur who embodied the term “Benevolent Man” and provided traditional Chinese herbal remedies to help treat ailing Chinese miners in Malaysia in 1879, which led to the opening of the first “Yan Sang” shop. “Yan” means benevolent, kind or humane in the Cantonese dialect, while “Sang” represents birth, life or livelihood. Together they reflect the company’s long-standing commitment of “caring for mankind.”

To reinforce this proposition, Eu Yan Sang will premiere a brand new two-minute microblog commercial-film on 21 October depicting how a brave young man rescues his companions with kindness, a touching story which portrays “benevolent man” and, in turn, symbolises the long-standing “Caring for Mankind” philosophy of Eu Yan Sang.

“‘Caring for Mankind’ has always been our management principle. We hope the new series of “Benevolence Conquers All” microblog films can communicate the concept of “Benevolence”, and help to spread positive energy among society. If a pill can heal a person, than a kind heart can rescue many,” said Ms. Alice Wong, Managing Director of Eu Yan Sang (Hong Kong) Limited.

Eu Yan Sang Hong Kong personnel, the cast and film crew travelled to Shanxi to film on location. Employing special visual effects and make-up to recreate a horrific mine explosion,

flawless production and touching scenes, the film is a short but powerful production certain to capture the hearts of its audience.

The story portrays a group of friends who constantly support each other at work and in everyday life when a coal mine explosion leads the film's star to sacrifice himself so that his companions may survive.

"It was very memorable when I first touched base with Eu Yan Sang. Their work attitude can clearly reflect their management value of "Caring of Mankind", especially their adherence and insistence in producing medicine really touches my heart, this was how the whole commercial idea popped up in my head," said the representative from Eu Yan Sang microblog film production.

Unlike general commercial productions, "Benevolence Conquers All" microblog film is not hard selling products at all, in turn, it is reminding society a forgetful value, "Benevolence", and inspiring the audience to think back.

"Eu Yan Sang hopes the commercial can bring across the all times philosophy, "Benevolence", that they are always committed with, it is rare to see such down to earth kind of commercial in today's society as many companies only aim to increase its revenue", " said the director of Eu Yan Sang microblog film.

Teaser of Eu Yan Sang "Benevolence Conquers All" microblog film commercial would premiere on 18 October at 10 o'clock on both TV and online, please also visit the official website: <http://www.euyansang.com.hk/benevolence/>

- End -

Pictures:



Though he is only an ordinary individual, but if one embodies kindness, can also be seen as a hero. The film's star is a humble mining worker, with his spirit of salvation, he presented benevolent wisdom at the crucial moment, encouraged his companions to stay strong, which is what we called a "benevolent man"



Regardless of race, class or birth, if one embodies kindness and expresses the spirit of love, then one is a "benevolent man".

Media Inquiries:

Ivy Yim

Ogilvy Public Relations

Telephone: 2884 8647/ 6303 9819

E-mail: ivy.yim@ogilvy.com

Eu Yan Sang International Ltd Corporate Profile

Listed on the Singapore Exchange, Eu Yan Sang International Ltd (Eu Yan Sang) is a trusted, global leading integrative healthcare and wellness company with a strong foundation in Traditional Chinese Medicine (TCM). Eu Yan Sang 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.

The Group has come a long way from its humble beginnings offering TCM remedies to tin mine coolies in Gopeng, Perak, Malaysia 134 years ago. Today, Eu Yan Sang is a household name in Asia with an unrivalled reputation as the leader in the TCM industry.

Eu Yan Sang's 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.

Manufacturing activities are carried out in two 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.

Apart from retailing fine quality Chinese herbs and Chinese Proprietary Medicines, Eu Yan Sang 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.

Eu Yan Sang's wholly-owned Australian subsidiary, Healthy Life Group Pty Ltd, operates a chain of 83 Healthy Life stores and a distribution business which is one of the largest health food distributors in Australia. This business has over 25 years' experience in Australia, supplying in excess of 3,500 products to around 600 independent retailers in the health food, pharmacy and grocery retail segments.

As of 30 June 2013, Eu Yan Sang has an extensive distribution network comprising 300 retail outlets in China, Hong Kong, Macau, Malaysia, Singapore and Australia. 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 29 TCM Clinics in Singapore and Malaysia, and 2 Integrative Medical Centres in Hong Kong.