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衍生集團(國際)控股有限公司

Hin Sang Group (International) Holding Co. Ltd.

HIN SANG LAUNCHES PROPRIETARY CHINESE MEDICINE FOR YOUNG CHILDREN AND SKINCARE PRODUCT

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BROADENS INCOME SOURCES THROUGH ACTIVE PRODUCT DIVERSIFICATION

(Hong Kong, 16 April 2015) **Hin Sang Group (International) Holding Co. Ltd.** (“Hin Sang” or the “Group”; stock code: 6893), a brand management company and distributor with a focus on health care, personal care, skin care and household products, is to launch a new proprietary Chinese medicine for young children under its own “Hin Sang” brand and a new skin care product under its “Beautymate” brand in May, broadening its income through product diversification. With increasing consumer awareness about health and food safety and gradual implementation of the two-child policy in Mainland China, the Group continues to enrich its product mix in a bid to capture the development opportunities of the child-specific health care and skincare market segments

The newly launched “Febrifuge (Granules)” under the Group’s flagship “Hin Sang” brand, with a registration as a proprietary Chinese medicine approved by the Department of Health, is the only young child specific proprietary Chinese medicine in granule form in Hong Kong, which helps children to relieve fever, fight against influenza virus and boost their immune systems. The product is to be available for sale in the chain stores of Manning’s, Watson’s, CRCare and pharmacies in Hong Kong at a suggested retail price HK\$68.9. As its flagship brand, “Hin Sang” has been a leader in the Hong Kong child-specific vitamin and dietary supplements market in 2013 with a market share of approximately 53.6%*.

Hin Sang is also to launch a new product “Acne Repairing Serum” under its widely-recognized skin care brand “Beautymate” to further enrich its skincare product mix and satisfy the related needs of consumers. With a suggested selling price of HK\$59.9, this new product is available for sale in Manning’s and Watson’s stores and pharmacies across Hong Kong. The Group has launched its “Beautymate” skincare brand in 2009, which has subsequently become one of its best-selling brands in Asia.

Mr. Pang Siu Hin, Chairman, CEO and Executive Director of Hin Sang Group, said, “Capitalizing on our extensive brand management and distribution experience, our distribution network has covered Mainland China, Hong Kong, Macau, Taiwan and Malaysia. With more new products soon to hit the market, we have confidence in our business prospects. While we strive to expand our presence in Asia and Mainland China, Hin Sang plans to further diversify the brand and product mix in order to expand income sources, enhance profitability and generate satisfactory returns for the shareholders.”

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About Hin Sang Group (International) Holding Co. Ltd (Stock Code: 6893)

Hin Sang was founded in 1996, focused on developing and distributing various personal care and skin care products, health care products and household products in Mainland China, Hong Kong, Macau, Taiwan and Malaysia. “Hin Sang” was a leader of Hong Kong child-specific vitamin and dietary supplements market in 2013 with a market share of approximately 53.6%*.

* Source: *The BMI Report (issued by BMI Appraisals Limited)*

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