

Naobaijin launched new packaging – three - bottle gift packing

In July 2007, Shanghai GoldPartner Biotech Co., Ltd (“the Company”) launched a new packaging of Naobaijin – three-bottle gift packing to our customers.

Two-bottle gift packing of Naobaijin has been used since it was launched 10 years ago. According to the market response, consumers prefer to buy 3 bottles of Naobaijin as one-month dosage when they purchase its single packing. The information from the after-sale service center of the Company indicated: “3 bottles of Naobaijin as one period of treatment” has been deeply embedded in the mind of consumers.

The three-bottle gift packing is priced at RMB192 in view of the product’s market position. This pricing will further enhance Naobaijin as the first-gift-choice to meet consumers’ needs for the gift class between RMB150 and RMB200.

The Company has been putting continuous efforts in improving its branding and core competitiveness of Naobaijin. The Mid-Autumn Festival is coming. We are positive that during the incoming peak season, the new packaging of Naobaijin should be welcome in the market and will stimulate the sales of Naobaijin again in Mid-Autumn festival.