

**[For Immediate Release]**



**Biostime International Holdings Limited**

合生元國際控股有限公司

*(Incorporated in the Cayman Islands with limited liability)*

**Biostime Announces 2012 First Quarter  
Operating Information**

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**The Number of Active Mama100 Members increased to 1,044,828 and  
Distribution Channels expanded rapidly**

(Hong Kong, 10 April 2012) **Biostime International Holdings Limited** ("Biostime" or the "Company", together with its subsidiaries, the "Group"; stock code: 1112), a premium pediatric nutrition and baby care products provider in China, announces its first quarter operating updates as at 31 March 2012.

During the first quarter of 2012, the Group's active Mama100 members and distribution network both recorded robust growth. The number of active Mama100 members increased by 219,598, or about 26.6%, to 1,044,828 as at 31 March 2012 from 825,230 as at the end of December 2011, reflecting the Group's premium products and brands are trusted and recognized by more and more mothers. It further consolidated the Group's core strategy of promoting rapid income growth through the Mama100 Membership Program.

The Group continued to expand its distribution channels with the member retail outlets it covered increased by 1,103, or about 10.8%, to 11,343 as at 31 March 2012 from 10,240 as at the end of December 2011. Among all distribution channels, the number of VIP specialty stores increased by about 13.9% to 7,659 as at 31 March 2012 from 6,727 as at the end of December 2011. The number of retail sales organizations that carry the Group's products increased by about 3.7% to 3,079 as at 31 March 2012 from 2,968 as at the end of December 2011, while the number of Mama100 Members' Zones and counters in various pharmacies throughout the nation increased by about 11.0% to 605 as at 31 March 2012 from 545 as at the end of December 2011.

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## **About Biostime**

Biostime is a premium pediatric nutrition and baby care products provider in China. The company's family of products includes premium probiotic supplements for children, infant formulas and dried baby food products marketed under the brand name Biostime™. In May 2010, the Company launched baby diapers and other baby care products marketed under the brand name of BMcare™. According to The Nielsen Company, in the first half of 2011, Biostime™ is the largest player with approximately 44.0% market share in terms of retail sales in the supreme-tier infant formula market in China, and its market share in terms of retail sales in the high-tier infant formula market in China is 7.4%.

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