

Dear valued partners, associates, suppliers, employees and customers,

Ref: News broadcast titled “Sweden finds high levels of arsenic in Chinese medicine”

On 18 July 2013 at 9:04pm, Channel NewsAsia’s ‘Business Central’ programme highlighted in its world news segment that the Swedish National Food Agency has found high levels of arsenic in a Traditional Chinese Medicine (TCM) product, *Niu Huang Jie Du Pian*.

In reporting this piece of information to its audience, Channel NewsAsia used footages of Eu Yan Sang logo, products and retail store, which has, indirectly or directly, falsely implied or is implying that Eu Yan Sang’s products contain high dosage of arsenic not permitted in Sweden.

We would like to highlight to you that Eu Yan Sang in Singapore, Malaysia, Hong Kong, China and Macau does not produce or sell *Niu Huang Jie Du Pian*.

Please do not be alarmed if you receive calls or queries from concerned business partners, customers or strangers on this matter. Please assure them that Eu Yan Sang doesn’t produce or sell this product. At Eu Yan Sang, it is our credo to be mindful and cautious on ensuring our products are safe to be consumed and are manufactured and sourced from socially responsible suppliers.

All Chinese Proprietary Medicines (CPM) i.e. products in the finished dosage forms such as tablets, capsules and liquids are regulated and have to be within the permitted limit of arsenic content before the relevant authorities grant the permit for the sales of CPM.

We have since sought clarifications from Channel NewsAsia on this matter to correct the mistake in order to deliver the right information to its audience and the general public. In response, Channel NewsAsia has confirmed that it will run a story on TCM in the late evening of 19 July in the ‘Business Singapore’ and ‘Business Central’ programmes that will incorporate a product safety statement by Eu Yan Sang.

Thank you for your support and understanding.

Regards,

Richard Eu, Group CEO
Eu Yan Sang International Ltd