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For immediate release

Eu Yan Sang, Hung Fook Tong and HKBN Team Up for a Win-Win-Win Partnership

(Hong Kong—23 July 2020) **Eu Yan Sang (Hong Kong) Limited** (“EYS”), **Hung Fook Tong Group Holdings Limited** (“HFT”, SEHK stock code: 1446) and **HKBN Group** (“HKBN”) are thrilled to announce a strategic partnership where all three parties stand to gain from their resource and channel collaboration. The partnership enables all parties to leverage on each other’s competitive strengths and resources, to facilitate business growth during these challenging times. Customers and employees of EYS, HFT and HKBN will also get to enjoy a wider range of valuable privileges from the partnership.

Being deeply rooted in Hong Kong, EYS, HFT and HKBN believe in giving back to where their home is, by providing high quality products and services to Hong Kong customers. EYS is dedicated to innovating traditional Chinese medicine (“TCM”), to keep it relevant to mainstream healthcare and modern lifestyles. HFT aims at advocating the benefits of natural herbal products and promoting a modern wellness concept of healthy diet and living, while HKBN delivers stable and fast broadband services at competitive prices for residential customers in Hong Kong. With this partnership, they will gain exposure at each other’s extensive customer touchpoints, to further expand their sales channels and customer reach. Customers and employees of EYS, HFT and HKBN will get to enjoy exclusive membership / customers and employee discounts on a diversified range of product offerings at all three companies, starting from the end of July.

Following HFT and HKBN's announcement on a five-year Barter and Bundle strategic partnership, EYS and HKBN also announced today that they will enter a long-term strategic partnership. HKBN Enterprise Solutions will be the key telecom service provider to EYS, offering telecom and technology solutions such as high-speed broadband services to over 40 EYS retail stores in Hong Kong. In return, EYS will be settling part of its payments for HKBN’s services in the form of EYS coupons, thereby extending its health and wellness solutions to HKBN’s customers at a privileged price.

By playing to the unique strengths of the respective brands, EYS and HFT plan to develop crossover products, incorporating EYS expertise in producing premium quality TCM and health products with HFT’s herbal experience in food and beverage, to provide customers with more healthy and reliable choices. Meanwhile, EYS and HFT will also set up branded counters for each other in selected retail stores to cross-sell health products and food.

Mr. Francis Phua, Managing Director of Eu Yan Sang (Hong Kong) Limited said, “EYS has been providing TCM health and wellness solutions to Hong Kong people for over a century. Amid the global pandemic, people are paying more attention to their health, and we believe TCM has an important role to play in keeping them well. The partnership with HFT and HKBN not only expands our distribution channels and product offering for every day needs, but more importantly, gives us an opportunity to promote TCM as a lifestyle habit to benefit more Hong Kong people.”



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Dr. Ricky Szeto, Chief Executive Officer & Executive Director of HFT said, “Cross brand collaborations and resource sharing are exceptionally important in this critical period, and we have to make it even faster. Following the former announcement of strategic collaboration with HKBN, HFT is pleased to start a long-term partnership and share resources with the long-standing brand EYS, as the partnership holds potential to a win for both, in our product development and customer building efforts, and even for the leadership positioning of both brands in the health and wellness industry.”

HKBN Co-Owner and Executive Vice-chairman William Yeung said, “Together with our partners, we are looking for opportunities in a time of crisis. We leverage our unique strengths to provide exceptional offers, improve convenience for our customers through complementary strategies, and ultimately achieve win-win-win. Following our previous announcement that HKBN Enterprise Solutions has become HFT’s key telecom and technology solutions provider in Hong Kong, this time our win-win cooperation with EYS again serves to showcase the flexibility of our Barter & Bundle model.”

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