

BY-HEALTH Co., Ltd

BY-HEALTH was established in October 1995, and in 2002 it began to supply dietary supplements to Chinese indirect sales market. It quickly became the leader and benchmark enterprise in Chinese dietary supplement market, and was also the first in the Chinese healthcare industry to earn an AAA credit rating. On the 15th December, 2010, BY-HEALTH became public.

In 2014, By-health's operating revenue was 240 M Euro, which delivered 78 M Euro profit. In the past 5 years, the company's average revenue growth rate is 38%, and average profit grew 40% each year.

In China, our retail network reaches over 60,000 outlets now. Our products cover over 30% markets of the dietary supplements in China. We have over 100 approved registrations of functional foods, which is the second largest in China.

There are over 2000 employees in By-health, among them there are 170 people in R&D.

By-health uses over 76% of raw materials imported from the selected sources with the best quality all over the world. In 2012, By-health opened a see-through factory at our production centre in Zhuhai China, this factory received over 20,000 visitors each year, who could come and see the whole producing process through the massive glass corridors. The factory uses the state-to-art facilities which are imported from Germany. Together there are three factory bases in our production centre, and there will be the four one, as the largest one open this year.

We have built up a global tracking system now which allows registered consumers to track the origin of ingredients. For distributors, retailers and business partners, a second layer of database-tracking can show scans of official documents and papers, import certificates and government approvals, all the way back to suppliers.

Next up for By-health, we will extend our business to "big health" area, by adding services such as health management. We are going to focus on developing functional foods/supplements. We are also interested in conducting research projects together with different research bodies for new technologies in "big health" area, including personalised nutrition and new methods of nutrient measurement.