

【Press Release - For Immediate Release】



天韵國際控股有限公司
Tianyun International Holdings Limited
(Stock code : 6836.HK)

**Topped 2018 Most Valuable Chinese Brands List
for its outstanding brand influence
Brand Value reached RMB 880 million**

(Hong Kong, 16 May 2018) **Tianyun International Holdings Limited** (“**Tianyun International**”, together with its subsidiaries, the “**Group**”) (Stock code: 6836.HK), a leading seller and manufacturer of processed fruits products in China, is pleased to announce that the Group’s subsidiary Shandong Tiantong Food Co.,Ltd. (the “**Tiantong Food**”) was being topped “2018 Most Valuable Chinese Brands List ”and “ Top 100 China Brand Value Evaluation List” for its comprehensive upgraded brand strategy management and outstanding brand value influence. The brand value of RMB 880 million has once again proved the market’s high recognition and affirmation of the Group’s brands, but also reflects the steady increase in the market share and consumer perception of the Group’s products.

"2018 China Brand Evaluation Press Conference and the 2nd China Brand Development Forum" was held in Shanghai on May 9, under the guidance of the the State Administration of Market Supervision and Management, which was also jointly organized by The Economic Daily Press, China International Trade Council, China Brand Construction Promotion Association, "the Chinese Brand" Magazine and ce.cn, the Forum covered 1,346 enterprises and 718 brands.

2018 Most Valuable Chinese Brands List was evaluated by the China Brand Construction Promotion Association together with the provincial quality and technical supervision departments and industry associations. Brand values were evaluated based on both international standards and national standards, and focus on corporate brand development, financial indicators and comprehensive indicators. Brand strength coefficient and brand value are obtained after the calculations. It is the most authoritative brand value evaluation activity in China with the aim to identify brands with the most market influence and growth potential. As one of the leading enterprises in domestic fruit processing industry, Tianyun International has emphasized on product quality and brand reputation, and is

committed to providing safe, healthy and high-quality food. It is the first fruit processor in the domestic fruit processing industry to be authorized to put “zero-add preservative” label on its products sold in China and is widely recognized by the market.

Mr. Yang Ziyuan, Chairman and CEO of the Group, said, “We are honored to be topped once again in the 2018 Most Valuable Chinese Brands List and to receive the recognition together with a number of well-known domestic brands. It is a high affirmation of the Group’s brand value and product quality. In the consumption upgrade era, we firmly believe that product quality is the only way to win the market, and to make the brand more competitive. In the face of new market opportunities, the Group will leverage on our upgraded brand strategy to enrich our product offerings for meeting with everchanging consumers’ needs. The Group will also put effort in product positioning, brand promotion, process development, marketing channels, food safety, and brand building for staying competitive within the market in terms of innovation and product quality. We will continue to uphold our belief in natural, healthy, nutritious and safe food products to reward the market.”

-END-

About Tianyun International Holding Limited (Stock Code: 6863.HK)

Tianyun International Holdings Limited (the “Company”) and its subsidiaries (collectively referred to as the “Group”) are principally engaged in (i) the production and sales of processed fruit packaged in metal containers, plastic cups and glass containers and ii) trading of fresh fruit. Processed fruit products are sold both on an OEM basis and under our own brands. On 7 July 2015, the Group was successfully listed on the Main Board of The Stock Exchange of Hong Kong Limited which had further consolidated our leading position in China’s processed fruit product industry.

The Group has been consistently committed to provide healthy and safe products to its customers. As one of the food enterprises with the most comprehensive list of overseas and local quality certifications, we have always been dedicated to following stringent international production standards and are accredited with BRC (A+), IFS Food (High), FDA, HALAL, SC, KOSHER, BSCI and ISO22000 etc in respect of our production facilities, quality control and management. The Group has also passed the internal food production standard reviews and audits from some of the UK and US supermarket chains. At the same time, within China, as a “Equal production line; Equal standard; Equal quality” food production and export enterprise, the Group has been supplying products of equivalent quality to domestic and international markets. Since 2016, the Group’s own brand processed fruit products have continued to obtain a high degree of market recognition, and have been awarded by a national institution the honour and qualification of “China Canned Product Quality Certification Label”, become the first fruit processor in China’s fruit processing industry to put the authorized “Zero Added Preservative Canned Products” label for its products sold in China.

For more information, please visit www.tianyuninternational.com

This press release is distributed by LBS Communications Consulting Limited.

For media inquiries, please contact:

Joanne Chan	Tel: (852)3679 3671	Email: jchan@lbs-comm.com
Pauline Fu	Tel: (852)3752 2674	Email: pfu@lbs-comm.com