



THE MARKET

Cerebos is a leading health food and supplements enterprise that integrates its heritage with innovative research and development to constantly provide customers with trusted preventive measures for better health maintenance.

The company's flagship product, BRAND'S Essence of Chicken, is the market leader with 85% of market share across the region.

Other products from Cerebos include BRAND'S Bird's Nest and a range of health supplements.

ACHIEVEMENTS

Brand's Essence of Chicken and Bird's Nest are both leading products in the Asian market and has developed loyal following in the region. In 1997, the Ministry of Health approved Brand's Essence of Chicken as a health care product after it has been scientifically proven to help increase metabolism and relieves fatigue. In recent years, the product has also received the China Reliable Health Care Product award from the China Health Care Association, and the Shanghai Health Care Product Industry Honorable Mention and Shanghai Nutritional Association Jinqiao Healthy Food Processing awards from the Shanghai Health Food Industry Association.

Over the past 30 years, Brand's has collaborated with International Institutions such as the University of London, Kansai University, the National University of Singapore and Sun Yat-Sen University in Guangzhou to conduct clinical research and trials to prove the benefits of Brand's Essence of Chicken in human body. To-date, these collaborations have generated 15 papers published in various international medical and nutrition journals. Studies have shown that regular intake of Brand's Essence of Chicken helps keep the human body healthy.



HISTORY

Brand's Essence of Chicken was developed by a royal chef named Mr H W Brand for an ailing King George IV in the 1835. He concocted the chicken soup which boosted his Majesty's vitality. The nutritious, easily digested chicken consommé quickly helped King George IV regain his strength. As the British Empire expanded across Asia, so did Brand's. It was not long before Brand's became a leading brand in Asian markets with the slogan: "Brand's, helping you on the road to better health and wellness".

sealing and high-temperature sterilisation to ensure high quality. The end product is an all-natural essence of chicken that is completely nutritious, safe, bacteria-free, fat-free and cholesterol-free. The vacuum extraction process retains the nutrients from the chicken, thus providing more complete nutrition. Brand's essence of chicken, which contains no artificial

THE PRODUCT

With a rich heritage of 170 years, Brand's has successfully integrated heritage and innovation, becoming the leading brand in China's health care market. Brand's original essence of chicken, which was scientifically formulated, is produced from AA fresh chicken, which goes through a manufacturing process which includes double boiling, fat-skimming, vacuum extraction, bottle-packing,



colouring, additives or preservatives, is certified by countless international and domestic scientific tests to ensure product quality.

It is crucial to maintain maximum wellness in order to meet daily challenges and enjoy every minute of life, and Brand's Essence of Chicken is necessary for this task. It helps boost the





the body's immune system, while amino acids significantly reduce the risk of hypertension.

Other types of Brand's products include:

- Essence of Chicken with Cordyceps – boosts the body's resistance to illness
- Essence of Chicken with Tangkwei – sweet taste and an excellent tonic for the blood
- Essence of Chicken with Lingzhi – strengthens the body's immune system
- Essence of Chicken with American Ginseng – improves mental alertness and restores physical energy

All of these products were specifically designed for the nourishment needs of Chinese.

RECENT DEVELOPMENTS

Brand's is a household name in Shanghai and southern China and has recently penetrated other major markets such as Beijing, Jiangsu, Zhejiang and other eastern cities.

Besides producing traditional products such as essence of chicken and bird's nest, Brand's is making efforts to develop new products, aiming to introduce a wider product

range and better cater to the needs of different consumers.

PROMOTION

Brand's underwent another makeover at the end of 2004, marketing the concept of "vitality" to rejuvenate its brand image and stimulate consumer demand. To celebrate the company's centenary, a TV campaign was launched marketing Brand's as a trustworthy, high-quality, all-natural product for health-conscious women – a product scientifically proven to improve wellness of the mind and body and help women better face life's challenges and achieve their goals.

Following the TV campaign, Brand's embarked on a series of new online and

offline activities for 2005. It is determined to make Brand's "100% Vitality" Essence of Chicken the hottest and most trusted health food in the new century.

BRAND VALUES

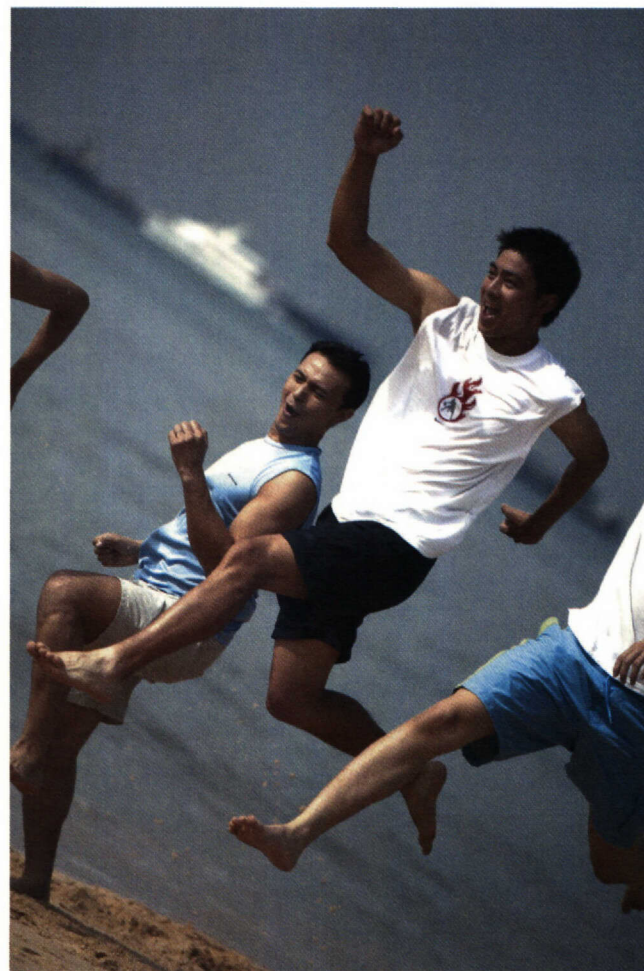
Brand's sees itself as Your Health Partner for Life.

Brand's is well aware of the high demands consumers have for their quality of life and their need to maintain long-term overall well-being.

Brand's develops high-quality health products from the finest, safest and most natural foods to cater to the needs of consumers at various stages of their lives.

metabolism, relieve fatigue and enhance alertness. With amino acids and metabolic enzymes, it can increase the body's metabolic rate by between 12% and 16% and boost mental activity. It also stimulates catabolism in the blood, notably increases levels of 5-HIAA, enhances sleep, alleviates mood swings, quickly lowers blood pressure and helps relaxation, all of which restore wellness of the mind and body. Furthermore, the peptides in the essence of chicken stimulate the body's immune cells. Regular intake, therefore, can strengthen the body's immune system and ensure overall wellness.

In addition, Brand's Essence of Chicken significantly increases the body's efficiency in absorbing and utilising iron; and improves lactation in post-natal women, helping them produce higher quality milk. Antioxidants activate



Brand's ensures that all products are manufactured under the strictest and highest of standards and guarantees that all products are tested by modern, scientific experiments.

Brand's sees itself as a partner to consumers and regularly provides them with health information to encourage healthy living.

THINGS YOU DIDN'T KNOW ABOUT BRAND'S

- All Brand's Essence of Chicken distributed in the mainland is manufactured under stringent supervision in Guangzhou Province. Its production process conforms to safety standards set by the ISO and GMP
- The product is manufactured through a high-pressure, double-boiling process at a temperature of more than 100 degrees Celsius. It is then disinfected using high-heat treatment