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**BEIJING TONG REN TANG CHINESE MEDICINE COMPANY LIMITED**

北京同仁堂國藥有限公司

*(Incorporated in Hong Kong with limited liability)*

**(Stock Code: 3613)**

**CONTINUING CONNECTED TRANSACTIONS  
REGARDING  
THE ADVERTISING AGENCY FRAMEWORK AGREEMENT**

**THE ADVERTISING AGENCY FRAMEWORK AGREEMENT**

The Board announces that, on 28 April 2020, the Company and Tong Ren Tang Century Advertising entered into the Advertising Agency Framework Agreement, pursuant to which, the Company agreed to entrust Tong Ren Tang Century Advertising, as a non-exclusive advertising agent, to provide the Advertising Agency Services to the Group in the PRC for a period from 1 May 2020 to 31 December 2022.

**LISTING RULES IMPLICATIONS**

Tong Ren Tang Technologies is a controlling shareholder of the Company, and is therefore a connected person of the Company under the Listing Rules. Tong Ren Tang Century Advertising is a wholly-owned subsidiary of Tong Ren Tang Technologies, thus it is also a connected person of the Company under the Listing Rules. Accordingly, the transactions contemplated under the Advertising Agency Framework Agreement constitute continuing connected transactions of the Company under Chapter 14A of the Listing Rules.

As one or more of the applicable percentage ratios (other than the profits ratio) of the proposed annual caps of the transactions contemplated under the Advertising Agency Framework Agreement exceed 0.1% but less than 5%, the transactions contemplated thereunder are subject to reporting, announcement and annual review requirements but exempt from the independent shareholders' approval requirements under the Listing Rules.

## THE ADVERTISING AGENCY FRAMEWORK AGREEMENT

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### The Advertising Agency Framework Agreement

**Date** : 28 April 2020 (after trading hours)

**Parties** : (1) the Company  
(2) Tong Ren Tang Century Advertising

**Term** : The Advertising Agency Framework Agreement shall be for a period from 1 May 2020 to 31 December 2022 (both days inclusive).

**Major terms and conditions** : 

- The Company agreed to entrust Tong Ren Tang Century Advertising, as a non-exclusive advertising agent, to provide the Advertising Agency Services to the Group in the PRC for a period from 1 May 2020 to 31 December 2022. Tong Ren Tang Century Advertising agreed to provide such services to the Group.
- The content of the advertisement which the members of the Group entrusts Tong Ren Tang Century Advertising to publish shall be in compliance with the laws, regulations and rules of the PRC in relation to the advertising and drug administration, and the publication of such advertisement shall be duly approved by relevant authorities, if needed.

**Pricing policy** : The service fees for the Advertising Agency Services to be provided by Tong Ren Tang Century Advertising shall be determined and agreed upon between the parties for each specific transaction via arm's length negotiations in accordance with the following pricing mechanism:

- (i) the fee proposal shall be made by Tong Ren Tang Century Advertising with reference to the actual quotation offered by the advertisers who are third parties, which is on the basis of its published price list, and a reasonable fee for the advertising agency service of Tong Ren Tang Century Advertising; and
- (ii) for the same or similar types of services in the same or similar locations of the services being provided, the service fees shall be determined with reference to the market price, which is based on the quotations and terms obtained by the members of the Group from at least two advertisers who are independent third parties within the PRC markets when an implementation agreement is entered into.

The service fees and terms to be charged by Tong Ren Tang Century Advertising shall be comparable to the service fees and terms which can be obtained by the members of the Group from other advertisers who are independent third parties as well as the service fees and terms which can be charged by Tong Ren Tang Century Advertising to other advertising customers who are independent third parties under the same condition.

**Payment of the fees :** The advertising agency service fees shall be settled by the Company within three months from the completion of the provision of the relevant services by Tong Ren Tang Century Advertising, unless otherwise provided by the parties in the implementation agreements.

### **Implementation Agreements**

Members of the Group and Tong Ren Tang Century Advertising will enter into, from time to time and as necessary, separate implementation agreements for each of the specific transactions contemplated under the Advertising Agency Framework Agreement during the term thereof. Each implementation agreement will set out the details of the Advertising Agency Services provided, any adjustments of Ad Scheduling, prices and other relevant terms thereof. Any such implementation agreements will be within the ambit of the Advertising Agency Framework Agreement and the relevant annual caps, and if exceeded, the Company will comply with the relevant Listing Rules accordingly.

### **Proposed annual caps**

The proposed annual caps (exclusive of value-added tax in the PRC) under the Advertising Agency Framework Agreements for the eight months ending 31 December 2020 and each of two years ending 31 December 2022 are set out below:

	<b>For the eight months ending 31 December 2020 (HK\$'000)</b>	<b>For the year ending 31 December</b>	
		<b>2021 (HK\$'000)</b>	<b>2022 (HK\$'000)</b>
<b>Proposed annual caps (exclusive of value-added tax in the PRC)</b>	<b>6,200</b>	<b>7,600</b>	<b>8,900</b>

The proposed annual caps set out above are determined based on the following factors which are applicable to the Advertising Agency Framework Agreement:

- (a) current service fees charged by Tong Ren Tang Century Advertising to other members of the Tong Ren Tang Group;
- (b) the estimation of the advertising agency service needs of members of the Group for the 8 months ending 31 December 2020 and two years ending 31 December 2022; and
- (c) a buffer for any unexpected increase of the advertising agency service need and for any potential appreciation in the RMB against HK\$. The buffer projection is assumed solely for determining the annual cap and shall not be regarded as any indication directly or indirectly as to the respective revenue, profitability or trading prospects of the Group and of Tong Ren Tang Century Advertising.

## **REASONS FOR ENTERING INTO THE ADVERTISING AGENCY FRAMEWORK AGREEMENT**

The Directors believe that engaging Tong Ren Tang Century Advertising to provide the Advertising Agency Services for the Group, is more efficient and effective in terms of publicizing and promoting the brand image of “Tong Ren Tang” and the products of the Group, in the building-up and maintaining of the overall image of “Tong Ren Tang”, as well as in the integration of the needs for advertising services among the members of Tong Ren Tang Group.

The Directors (including the independent non-executive Directors) are of the view that the terms of the Advertising Agency Framework Agreement (i) have been negotiated on an arm’s length basis; (ii) have been conducted and will be conducted on normal commercial terms or better; (iii) are entered into in the ordinary and usual course of business of the Group; and (iv) are fair and reasonable and in the interests of the Company and its Shareholders as a whole.

## **INTERNAL CONTROL MEASURES**

In order to ensure that the aforesaid pricing policies for the transactions contemplated under the Advertising Agency Framework Agreement will be adhered to, the Company will continue to adopt the following internal control measures:

- (i) the responsible person of the relevant business department of the Company shall monitor the performance of the implementation agreements and the service fees of the Advertising Agency Services to be provided by Tong Ren Tang Century Advertising to ensure that the relevant service fees are determined in strict accordance with the pricing policies as set out in the Advertising Agency Framework Agreement. If any revision of terms or any price adjustment is required or if any imminent or possible exceeding of the annual caps is discovered due to change of actual circumstances, the relevant business department is required to communicate to the finance department of the Company which will consider to initiate the appropriate approval process. Relevant business department shall also regularly report the actual transaction amount to the finance department of the Company;
- (ii) the finance department of the Company is responsible for monitoring, collecting, and evaluating the specific information in relation to the implementation agreements under the Advertising Agency Framework Agreement (including but not limited to the pricing terms of each specific transaction, payment arrangement and the actual transaction amount) to ensure the service fees charged by Tong Ren Tang Century Advertising are in compliance with the pricing policies and the aggregate transaction amount does not exceed the proposed annual caps. In particular, based on the actual transaction amount regularly reported by the relevant business department of the Company, the finance department will collect and add up the transaction amount of the continuing connected transactions. The finance department maintains a database, which is updated monthly (or more frequently if it is determined necessary) according to the advertisement projects of the Group, to store all the information in relation to the advertisement expenses, including the service fees paid and payable to Tong Ren Tang Century Advertising according to the implementation agreements under the Advertising Agency Framework Agreement. The finance department will check the information monthly (or more frequently if it is determined necessary) to ensure reasonableness of the continuing connected transactions; and

- (iii) the independent non-executive Directors and the auditor of the Company will on a regular basis be provided with (i) the Advertising Agency Framework Agreement; (ii) the fee quotations obtained by the Group from advertisers who are independent third parties in relation to the same type of advertising agency services; (iii) agreements entered into between the Group and advertisers who are independent third parties for the same type of advertising agency services; and (iv) separate implementation agreements entered into between the Group and Tong Ren Tang Century Advertising. The independent non-executive Directors will also review and compare the relevant payment terms, payment method and price payable under these agreements and to ensure that the transactions contemplated under the Advertising Agency Framework Agreement are conducted on normal commercial terms or better, and are fair and reasonable. The auditor of the Company will review and confirm the transactions contemplated under the Advertising Agency Framework Agreement are conducted in accordance with the terms of the Advertising Agency Framework Agreement on an annual basis.

Taking into account of that: (i) the above methods and procedures comprise necessary components of an internal control system with designated department and responsible officer, clear approval process and monitoring system and detailed and explicit assessment criteria; and (ii) the above-mentioned review procedures against the detailed and explicit assessment criteria can ensure that the transactions will be executed in compliance with the pricing principles stipulated in the Advertising Agency Framework Agreement. The Directors (including the independent non-executive Directors) are of the view that the Company has implemented effective internal control measures, and such methods and procedures can ensure that the transactions contemplated under the Advertising Agency Framework Agreement will be conducted on normal commercial terms and in the interests of the Company and its Shareholders as a whole.

## **LISTING RULES IMPLICATIONS**

As at the date of this announcement, Tong Ren Tang Technologies, directly holds 318,540,000 shares of the Company (representing approximately 38.05% of the issued share capital of the Company) is a controlling shareholder of the Company, and is therefore a connected person of the Company under the Listing Rules. Tong Ren Tang Century Advertising is a wholly-owned subsidiary of Tong Ren Tang Technologies, thus it is also a connected person of the Company under the Listing Rules. Accordingly, the transactions contemplated under the Advertising Agency Framework Agreement constitute continuing connected transactions of the Company under Chapter 14A of the Listing Rules.

As one or more of the applicable percentage ratios (other than the profits ratio) of the proposed annual caps of the transactions contemplated under the Advertising Agency Framework Agreement exceed 0.1% but less than 5%, the transactions contemplated thereunder are subject to reporting, announcement and annual review requirements but exempt from the independent shareholders' approval requirements under the Listing Rules.

To the best of the Directors' knowledge, information and belief, having made all reasonable enquiry, there is no continuing transaction entered into between any member of the Group and the Tong Ren Tang Century Advertising and its ultimate beneficial owner(s) or otherwise related, which would be, together with the transactions contemplated under the Advertising Agency Framework Agreement, aggregated under the Listing Rules.

Ms. Ding Yong Ling (who is the director and the deputy general manager of Tong Ren Tang Holdings), is considered to have material interests in the transactions contemplated under the Advertising Agency Framework Agreement by virtue of her positions in Tong Ren Tang Holdings and has abstained from voting on the relevant resolutions in the Board meeting to approve the transactions contemplated under the Advertising Agency Framework Agreement. Save as disclosed, there is no other Director who has a material interest in the transactions contemplated under the Advertising Agency Framework Agreement.

## **GENERAL INFORMATION**

### *The Company*

The Company is principally engaged in manufacturing, retail and wholesale of Chinese medicine products and healthcare products and provision of Chinese medical consultation and treatments.

### *Tong Ren Tang Technologies*

Tong Ren Tang Technologies is principally engaged in the manufacturing and sale of Chinese medicines.

### *Tong Ren Tang Century Advertising*

Tong Ren Tang Century Advertising is principally engaged in advertising design, production, agency and publication, etc..

## **DEFINITIONS**

In this announcement, unless the context otherwise requires, the following terms have the meanings set out below:

“Advertising Agency Framework Agreement”	an advertising agency framework agreement dated 28 April 2020 entered into between the Company and Tong Ren Tang Century Advertising, pursuant to which, the Company agreed to entrust Tong Ren Tang Century Advertising, as a non-exclusive advertising agent, to provide the Advertising Agency Services to the Group in the PRC for a period from 1 May 2020 to 31 December 2022
“Advertising Agency Services”	the advertising agency services to be provided by Tong Ren Tang Century Advertising to the Group under the Advertising Agency Framework Agreement, which mainly include the advertising design, publication, production, exhibition, consultation and other related services in respect of the brand and products of the Group
“associate”	has the meaning ascribed thereto under the Listing Rules
“Board”	the board of Directors of the Company
“Company”	Beijing Tong Ren Tang Chinese Medicine Company Limited, a limited company incorporated in Hong Kong, the shares of which were listed on GEM of the Exchange on 7 May 2013 and were transferred to the Main Board of the Exchange on 29 May 2018

“connected persons”	has the meaning ascribed thereto under the Listing Rules
“controlling shareholder”	has the meaning ascribed thereto under the Listing Rules
“Directors”	the directors of the Company
“GEM”	GEM operated by the Stock Exchange
“Group”	the Company and its subsidiaries (either directly owned or indirectly owned)
“HK\$”	Hong Kong dollar, the lawful currency of Hong Kong
“Hong Kong”	the Hong Kong Special Administrative Region of the PRC
“Listing Rules”	The Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (as amended from time to time)
“Main Board”	the stock market operated by the Stock Exchange, which excludes, the option market and which continues to be operated by the Stock Exchange in parallel with GEM and which, for avoidance of doubt, excludes GEM
“PRC”	the People’s Republic of China and, for the purpose of this announcement, excluding Hong Kong, the Macao Special Administrative Region of the PRC and Taiwan
“RMB”	Renminbi, the lawful currency of the PRC
“Shareholders”	the shareholders of the Company
“Stock Exchange” or “Exchange”	The Stock Exchange of Hong Kong Limited
“Tong Ren Tang Century Advertising”	Beijing Tong Ren Tang Century Advertising Co., Ltd. (北京同仁堂世紀廣告有限公司), a company incorporated in the PRC with limited liability and a wholly-owned subsidiary of Tong Ren Tang Technologies
“Tong Ren Tang Group”	Tong Ren Tang Holdings, its subsidiaries (either directly owned or indirectly owned), its jointly-controlled entities and its associates (other than Tong Ren Tang Technologies and its subsidiaries)
“Tong Ren Tang Holdings”	China Beijing Tong Ren Tang Group Co., Ltd., a state-owned enterprise established in the PRC on 17 August 1992 and is the ultimate controlling shareholder of the Company

“Tong Ren Tang Technologies”

Tong Ren Tang Technologies Co. Ltd., a joint stock limited company established in the PRC on 22 March 2000, the H shares of which have been listed on GEM since 2000 and have been transferred to the Main Board since July 2010, and is the immediate holding company of the Company

By order of the Board  
**Beijing Tong Ren Tang**  
**Chinese Medicine Company Limited**  
**Ding Yong Ling**  
*Chairman*

Hong Kong, 28 April 2020

*As at the date of this announcement, the Board comprises the executive directors, namely Ms. Ding Yong Ling (Chairman), Mr. Zhang Huan Ping and Ms. Lin Man; the non-executive director, namely Mr. Chen Fei; and the independent non-executive directors, namely Mr. Tsang Yok Sing, Jasper, Mr. Zhao Zhong Zhen and Mr. Chan Ngai Chi.*