

Explore New Market and Win in Health Field

Ipsen China Cooperates with K-Max to Lay out Health Food Field and Explore "Big Health" Market

On December 30, 2020, Ipsen China (hereinafter referred to as "Ipsen") announced that it would carry out strategic cooperation with K-Max, a health food brand of the KANGLONG Group Corp. U.S.A., in relevant channels to lay out the "big health" field.

Qu Yuanzheng, general manager of KANGLONG group, and Chen Jialin, general manager of Ipsen China, signed the cooperation agreement on behalf of both parties. During the cooperation period, Ipsen will cooperate with K-Max in selling and promoting the K-Max health food series of the KANGLONG Group in designated fields, and both sides will work together to better meet the needs of Chinese consumers in "big health" products.



Chen Jialin, general manager of Ipsen China, and Qu Yuanzheng, general manager of KANGLONG Group, took a group photo at the signing ceremony

Founded in 1991, K-Max is a high-quality, all-natural-ingredient nutrition and health food enterprise which has passed the GMP certification of the United States and integrates the business of R & D, production and sales. K-Max entered the Chinese market in 1997 as one of the first import health food brands in China. After nearly 29 years of development, K-Max now sells its products in more than 30 countries and regions, such as Europe, Asia, America, etc., providing high-quality

nutrition products for the world and striving to lead a healthy future and solve health problems for global consumers.

As a global leading biopharmaceutical company with a history of more than 90 years, Ipsen is developing its specialty fields and the diversified health field in a coordinated way. The company has operated in China for 28 years with its star product Smecta® being introduced to the China market. Taking privileges of its good reputation the product won among consumers, Ipsen has expanded its distribution network to 31 Chinese provinces and municipalities as well as more than 2,200 counties, and successfully covered more than 200,000 pharmacies through cooperation with key national and regional chains.

Layout "big health" with big retail model

At the signing ceremony, Qu Yuanzheng, general manager of KANGLONG Group Corp.

U.S.A., said: " K-Max has witnessed the vigorous development of China's health product market during the 23 years since we entered the China market. With the development of the China economy, Chinese consumers pay more and more attention to scientifically making dietary supplement and solving health problems. Meanwhile, Chinese people's requirements for good brand and high quality in the health field are increasing. Ipsen has great accumulation and good reputation in the retail channel. I believe that our cooperation with Ipsen will enable the K-Max product series to better serve Chinese consumers. "

Ipsen entered the Chinese market in 1992. After 28 years of steady development, it has made China the Group's third largest market in the world. In recent years, the diversified health field dominated by gastrointestinal disease products is accelerating in serving its patients and consumers with diversified business models.

At the signing ceremony, Chen Jialin, general manager of Ipsen China, said, "during the development of China's medical industry and consumer field, Ipsen will always take the needs of patients and consumers as the core and driving force of our strategic development. As a leading biopharmaceutical company in the world, Ipsen bears the retail gene, and has laid out a large retail system integrating retail, distribution and e-commerce ahead. This cooperation with K-Max brand is a key step for Ipsen to explore the "big health" field and promote the layout of its diversified health strategy, so as to help high-quality products better serve consumers. "

The scale of health food industry is about RMB 194.8 billion in 2020

Zhang Yingnan, President of China Haiwang Xingchen (NEP Star) Chain Pharmacy Co., Ltd., said: "Haiwang Xingchen was founded during the rise of China's pharmaceutical retail industry in the 1990s. Since the open of our first community retail pharmacy in 1996, we have achieved a steady development growing from one pharmacy to more than 3,000 health chain pharmacies. Diversification has become the industry consensus, and even the rich product categories and professional pharmaceutical services are constantly innovating. In recent years, health

products are developing rapidly in retail pharmacies, with dietary supplements, probiotics and more health foods maintaining a high growth. For the retail industry as a whole, 'big health' generates more close cooperation between industrial brands and commercial brands. " She added, "This year, the outbreak of the COVID-19 pandemic raised the health awareness of the masses unprecedentedly. With people's awareness changing from passive disease treatment in the past to active prevention today, the demands for nutrition and health care products are expanding."



Zhang Yingnan, President of China Haiwang Xingchen Chain Pharmacy Co., Ltd.

Li Junguo, vice president of Sinohealth Co., Ltd., said, " under the construction guidance of the 'healthy China 2030' initiative, Chinese consumers' health awareness has been improved. And, with the increase of the national income, demands for health consumption are greatly released. The proportion of health care consumption expenditure is expected to increase significantly, highlighting the huge development potentials of the health food market. Citing the Sinohealth reports, the scale of health food industry is about RMB 194.8 billion in 2020."

全球规模前20名的保健食品市场容量与增速分析



Li Junguo, vice president of Sinohealth

In the face of the rapid growth of the Chinese market, K-Max has been committed to providing high quality products to Chinese consumers. Qu Yuanzheng, general manager of KANGLONG Group Corp., said: "we highly understand the concerns of Chinese consumers about high-quality products. K-Max brand has always attached great importance to product quality and has always made unremitting efforts to improve product quality. We feel very lucky. Ipsen has the same idea with us in this respect. We both put the needs of consumers first. K-Max is very happy to establish a cooperative relationship with Ipsen. We hope that both sides can work together to develop the market demands, improve the accessibility of the K-Max products and provide professional products and services for Chinese consumers. "

In order to accelerate the layout of diversified health fields, Ipsen attaches great importance to the integration of the retail channels and the diversified business models to serve consumers. Chen Jialin said: "Ipsen has accumulated good experience in consumer services. Smecta® is a top brand of gastrointestinal drugs being included in the " Healthy China Brand List " for 10 consecutive years, and is always deeply trusted by Chinese consumers. Now, through the big retail layout of Ipsen, we will profoundly cultivate Smecta, develop health foods, strengthen the synergy of o2o retails, and improve the ability of serving consumers. We firmly believe that our cooperation with K-Max will promote a more far-reaching layout in the field of health food. "

About K-Max product series

Founded in 1991, K-Max is a high-quality, all-natural-ingredient nutrition and health food enterprise which has passed the GMP certification of the United States and integrates the business of R & D, production and sales. With the high-tech production process of the United States, it has created a full line of health products with strong efficacy and high quality. K-Max focuses on the production of tablets, powders, capsules, oral liquids, functional candies and other types of health foods, and cooperates with well-known academic research universities and world-class researchers to develop nutrition formulas suitable for white-collar workers, students, middle-aged & elderly people, children and other groups. Now it has 25 import health care product approvals, with health care functions covering the vitamin and mineral series for children and adults, female and gastrointestinal health series, immune enhancement and anti-fatigue series, cardiovascular, cerebrovascular and sleep series for middle-aged and old people. For more information about K-Max, please visit <https://kmaxgroup.com/>

About Ipsen

Ipsen is a global specialty-driven biopharmaceutical group focused on medical innovation and specialty care. The group develops and commercializes innovative drugs in oncology, neuroscience, rare diseases and multiple health fields. The group's commitment in the field of cancer is reflected in the continuous expansion of its key therapeutic product portfolios in prostate cancer, neuroendocrine cancer, renal cell cancer and pancreatic cancer. Ipsen also has excellent performance in the field of diversified health business. In 2019, Ipsen achieved a total sales volume of more than 2.5 billion euro. Its sales network covers more than 115 countries around the world, selling more than 20 kinds of drugs, and directly conducting business in more than 30 countries. Ipsen's R&D Centre focuses on the construction of its innovative and differentiated technological platforms, which are located in the heart of the leading biotechnological and life sciences hubs (Paris-Saclay, France; Oxford, UK; Cambridge, US). The Group has about 5,800 employees worldwide. Ipsen is listed in Paris (Euronext: IPN) and listed in the United States through the Class I depositary receipts program (ADR: IPSEY). For more information about Ipsen, please visit www.ipsen.com; Ipsen China www.ipsen.cn