This summary aims to give you an overview of the information contained in this prospectus. As this is a summary, it does not contain all the information that may be important to you. You should read the whole document before you decide to invest in the Offer Shares.

There are risks associated with any investment. Some of the particular risks in investing in the Offer Shares are set out in the section headed "Risk Factors" in this prospectus. You should read that section carefully before you decide to invest in the Offer Shares.

OVERVIEW

We are one of the largest comprehensive marketing, promotion and channel management service providers dedicated to imported pharmaceutical products and medical devices in China. We have a 17-year operating history, and, according to the Frost & Sullivan Report, we were the second largest marketing and promotion service provider for pharmaceutical products in China based on wholesale value of products sold, accounting for 9.4% of the market in 2012. As is customary for pharmaceutical marketing, promotion and channel management service providers in China, we purchase our products from our suppliers and onward sell such products primarily to our distributors to generate revenue. Under this business model, the level of services we provide in respect of our suppliers' products is reflected in the prices we are able to obtain through our onward sale of their products primarily to our distributors as compared to our suppliers' pricing of their products, rather than through the direct payment of marketing, promotion or service fees by our suppliers. Please see the section headed "Industry Overview — Pharmaceutical Marketing, Promotion and Channel Management Services Industry in China — Overview" of this prospectus.

Our Services

We provide comprehensive marketing, promotion and channel management services to small- and medium-sized overseas suppliers that lack the critical mass or ability to independently market their products in the rapidly growing Chinese healthcare market. We provide co-promotion and channel management services to Alcon, the world's largest eye care products company. In 2010, 2011, 2012 and the six months ended 30 June 2013, our revenue generated from the sale of products for which we provide comprehensive marketing, promotion and channel management services amounted to RMB170.5 million, RMB194.4 million, RMB323.7 million and RMB200.3 million, respectively, representing 29.9%, 27.1%, 33.8% and 36.3% of our revenue for the respective period. In 2010, 2011, 2012 and the six months ended 30 June 2013, our gross profit for such products amounted to RMB93.9 million, RMB105.1 million, RMB202.5 million and RMB106.4 million, respectively, representing 56.5%, 53.7%, 66.0% and 65.2% of our gross profit for the respective period, and our gross profit margin for such products was 55.0%, 54.0%, 62.6% and 53.1% for the respective period. In 2010, 2011, 2012 and the six months ended 30 June 2013, our sale of Alcon products in aggregate amounted to RMB400.1 million, RMB523.4 million, RMB635.0 million and RMB351.1 million, respectively, representing 70.1%, 72.9%, 66.2% and 63.7% of our revenue for the respective period. In 2010, 2011, 2012 and the six months ended 30 June 2013, our gross profit from the sale of Alcon products in aggregate amounted to RMB72.2 million, RMB90.7 million, RMB104.2 million and RMB56.9 million, respectively, representing 43.5%, 46.3%, 34.0% and 34.8% of our gross profit for the respective period.

Our marketing and promotion services include formulating marketing and promotion strategies, educating individual physicians on the clinical uses and benefits of our products, organising academic conferences, seminars, symposiums and other promotional activities, and appointing and supervising third-party promotion partners (who are responsible for most of the day-to-day marketing and promotional activities). When required by our suppliers, we also manage the product registration process that is necessary to enable the sale of imported pharmaceutical products and medical devices in China.

As of 30 June 2013, we had 219 in-house marketing and promotion employees and 967 third-party promotion partners. Our in-house team is primarily responsible for formulating our marketing and promotion strategies, conducting selected marketing programmes, and appointing, training and supervising our promotion partners. Our in-house team typically conducts pilot marketing programmes for new products in selected regions. Based on the pilot programmes, our third-party promotion partners implement our marketing plans across the country. Our promotion partners are experienced in promoting pharmaceutical products and medical devices in their respective target markets and conduct their activities under the supervision of our in-house team. Our marketing and promotion model allows us to extend our geographic coverage, maintain operational flexibility, reduce fixed costs and lower our overall marketing and promotion costs.

Our channel management services focus on customs clearance and warehousing, participating in tender processes that are a requirement for selling pharmaceutical products and medical devices to public hospitals and medical institutions, appointing and managing distributors (who primarily process purchase orders, deliver products and collect payments), managing and optimising inventory levels at distributors and hospitals, and collecting, integrating and analysing sales data.

Product Portfolio

We had a product portfolio of 32 pharmaceutical products (substantially all of which are prescription products), covering ophthalmology, pain management, cardiovascular, respiratory, gastroenterology, immunology and other therapeutic areas, and medical devices covering four medical specialties, as of the Latest Practicable Date. We had also secured marketing, promotion and sales rights for 14 additional prescription pharmaceutical products and 21 additional medical devices, and are in the process of registering them or preparing for their registration with the CFDA for their import for sale in China, as of the Latest Practicable Date. Please see the section headed "Business — Our Products — Product Pipeline" of this prospectus for further details of our product pipeline. For the six months ended 30 June 2013, we sold our products through our nationwide marketing, promotion and channel management service network to a total of 21,589 hospitals and other medical institutions (including 1,092, or 67.2% of Class III hospitals nationwide, 2,658, or 40.5% of Class II hospitals nationwide, and 17,839 Class I hospitals and other medical institutions), and 85,420 pharmacies, across 31 provinces, municipalities and autonomous regions in China.

Our current product portfolio includes a number of products manufactured by small- and medium-sized overseas suppliers, sales of which experienced high growth rate during the Track Record Period. These products address unmet medical needs or have superior clinical profiles, improved quality or formulations, or relatively limited competition in the Chinese market. For example, in 2004, we secured the marketing, promotion and sales rights in China for Fluxum, one of the fastest-acting heparin products for the treatment and prophylaxis of deep-vein thrombosis, according to the Frost & Sullivan Report. Fluxum is a well-recognised originator brand and has competed favourably and commanded premium pricing in hospital tenders across China over comparable generic products manufactured in China. Fluxum was the fourth most popular low molecular weight heparin product in China in 2012, with an 8% market share, according to the Frost & Sullivan Report. From 2010 to 2012, our revenue and gross profit from the sale of Fluxum grew at a CAGR of 55.2% and 86.4%, respectively. In 1997, we secured the exclusive marketing, promotion and sales rights in China for Difene, an anti-inflammation pain-relief drug featuring a unique dual-release formulation with enhanced safety profile. Difene was the second most popular oral diclofenac sodium product in China in 2012, with a market share of approximately 14%, according to the Frost & Sullivan Report. From 2010 to 2012, our revenue and gross profit from the sale of Difene grew at a CAGR of 17.6% and 22.0%, respectively.

Suppliers

We currently purchase our products primarily from eight major suppliers based in Europe and North America. We believe we enjoy good business relationships with our suppliers, two of which have been supplying products to us for over 16 years and another two of which have been supplying products to us for around 10 years. We have maintained a supply agreement renewal rate of 100% over the past 10 years for our products, except for our supply agreement for an antibiotic named Bestcall, the supplier of which decided to exit the PRC market for the product after the PRC government imposed additional restrictions on antibiotics that significantly impacted the product's sales and profitability. In 2010, 2011, 2012 and the six months ended 30 June 2013, products purchased from our largest supplier, Alcon, accounted for 80.6%, 84.6%, 79.7%, and 79.6% of our total products purchased, and products purchased from our five largest suppliers accounted for 97.1%, 96.7%, 94.5%, and 92.2% of our total products purchased, for the respective period.

We provide comprehensive marketing, promotion and channel management services to all of our suppliers other than Alcon, and are generally the sole provider of such services to our suppliers in China for the relevant products. We focus on providing such services to small- and medium-sized overseas suppliers who seek to sell their products in the rapidly growing Chinese healthcare market but lack the critical mass or ability to independently market their products in China.

We provide co-promotion and channel management services to Alcon. We have enjoyed an uninterrupted business relationship with Alcon since 1996. We are the sole provider of channel management services for all of the ophthalmic pharmaceutical products Alcon sells in China. In January 2010, we expanded the scope of services we provide to Alcon to include co-promotion services for six of its ophthalmic pharmaceutical products. Such co-promotion services are targeted at hospitals and pharmacies not covered by Alcon's in-house sales and marketing team. Our revenue generated from the sale of these six products accounted for 65.4%, 61.1%, 60.1% and 59.1% of our total sales of Alcon products in 2010, 2011, 2012 and the six months ended 30 June 2013, respectively. In January 2013, we started providing co-promotion services for one additional product of Alcon. We believe the expansion of collaboration with Alcon substantially strengthens the business relationship between Alcon and us. In October 2013, Alcon extended its supply agreement with us for a further term of five years until 31 December 2018. Please see the section headed "Business — Our Services — Co-Promotion and Channel Management Services — Co-Promotion Services" of this prospectus for further details of the co-promotion services we provide to Alcon.

Distributors and Customers

We sell the large majority of our products to distributors that onward sell the products to hospitals and pharmacies, either directly or through their sub-distributors. In 2010, 2011, 2012 and the six months ended 30 June 2013, aggregate sales to our five largest customers accounted for 19.9%, 17.6%, 17.5% and 16.4% of our revenue, and sales to our largest customer accounted for 5.7%, 4.1%, 4.3% and 4.0% of our revenue, for the respective period. As of the Latest Practicable Date, we had a nationwide network of over 500 distributors located across 31 provinces, municipalities and autonomous regions in China. Our in-house team and third-party promotion partners work closely with our distributors to execute purchase orders and respond to hospitals and pharmacies' demands for our products in a timely manner.

Revenue and Profit

In 2010, 2011 and 2012, our revenue was RMB570.6 million, RMB717.8 million and RMB958.7 million, respectively, representing a CAGR of 29.6% over the three years. Our revenue increased by 27.4% from RMB432.7 million in the six months ended 30 June 2012 to RMB551.3 million in the six months ended 30 June 2013. Our gross profit in 2010, 2011 and 2012 was RMB166.1 million, RMB195.7 million and RMB306.7 million, respectively, representing a CAGR of 35.9% over the three years, and our gross profit margin for the respective year was 29.1%, 27.3% and 32.0%. Our gross profit increased by 22.3% from RMB133.4 million in the six months ended 30 June 2012 to RMB163.2 million in the six months ended 30 June 2013 and our gross profit margin decreased from 30.8% to 29.6%. Our net profit in 2010, 2011 and 2012 was RMB75.1 million, RMB97.0 million and RMB185.7 million, respectively, representing a CAGR of 57.3% over the three years, and our net profit margin for the respective year was 13.2%, 13.5% and 19.4%. Our net profit increased by 42.2% from RMB78.1 million in the six months ended 30 June 2012 to RMB111.1 million in the six months ended 30 June 2013, and our net profit margin increased from 18.1% to 20.1%.

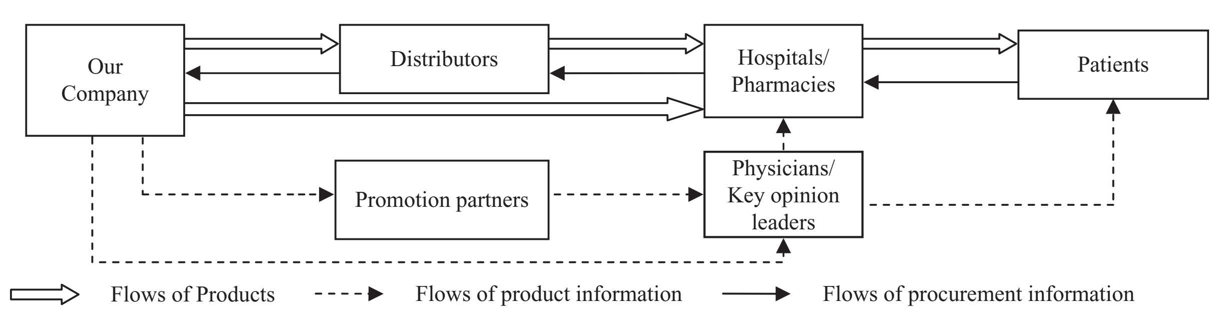
KEY DIFFERENCES BETWEEN OUR TWO CATEGORIES OF SERVICES

The following table summarises the key differences between our two categories of services, namely (i) our comprehensive marketing, promotion and channel management services and (ii) our co-promotion and channel management services:

	Comprehensive Marketing, Promotion and Channel Management Services	Co-Promotion and Channel Management Services
Suppliers receiving the services	We provide comprehensive marketing, promotion and channel management services to all of our suppliers other than Alcon. These suppliers are typically small- and medium-sized overseas manufacturers of healthcare products that lack the critical mass or ability to independently market their products in China.	We currently provide co-promotion and channel management services only to Alcon. Our co-promotion services are provided for seven of Alcon's ophthalmic pharmaceutical products and are designed to complement Alcon's in-house marketing and promotion efforts in China.
Formulating marketing strategies	We are responsible for formulating and implementing marketing strategies and plans with minimal involvement from product suppliers.	Alcon's in-house team is responsible for the overall marketing strategies and plans for its ophthalmic pharmaceutical products in China. We are responsible for formulating and implementing the more detailed strategies and plans to target only pharmacies and hospitals designated by Alcon.
Marketing and promotion personnel	Marketing and promotion activities are carried out by our in-house marketing and promotion team and third-party promotion partners.	The co-promotion services are provided by our in-house marketing and promotion team.
Market coverage	We generally have the right to market and promote the products to all hospitals, medical institutions and pharmacies in China or in specified provinces in China in accordance with the supply agreements.	Market coverage for co-promotion services is not dictated by specific regions. We are only authorised to promote Alcon's selected ophthalmic pharmaceutical products to pharmacies and hospitals designated by Alcon and which are not covered by Alcon's in-house marketing and promotion team.

	Comprehensive Marketing, Promotion and Channel Management Services	Co-Promotion and Channel Management Services
Marketing and promotion activities	Our marketing and promotion services focus on educating physicians on uses, benefits and other clinical aspects of our products and appointing and managing third-party promotion partners. We provide training for the marketing and promotion personnel and provide academic and technical support for their marketing and promotion activities.	Our co-promotion services focus on conducting visits to designated pharmacies and hospitals, visual merchandising and shelf space management at pharmacies. Alcon provides certain training for our in-house team and provides necessary academic and technical support for our co-promotion activities.
Product registration and renewal	We may manage the product registration and renewal process depending on the needs of our suppliers.	We are not required to provide services relating to the registration and renewal process for Alcon's products.
Cost and expense structure	We are responsible, at our own costs and expenses, for the marketing, promotion and sales of these products in China. We bear all the costs and expenses including, for example, administrative overheads, distribution and selling expenses such as marketing and promotion expenses and salaries and benefits for marketing and sales employees, as well as costs and expenses for product registrations and renewals and for academic and technical support for marketing and sales activities.	We bear all the costs and expenses incurred by our in-house marketing and promotion team, including administrative overheads, promotion expenses and other variable costs resulting from the co-promotion and channel management services provided by our in-house team. However, as described above, our in-house team plays a comparatively limited role in the marketing and promotion efforts as our co-promotion serves are designed to complement Alcon's in-house marketing and promotion efforts in China. Alcon is responsible for all the costs and expenses incurred by its in-house marketing and sales team, including administrative overheads, promotion expenses and other variable costs, such as costs and expenses for product registrations and renewals and for academic and technical support.

The following diagram illustrates the typical flow of products, product information and procurement information in connection with our services:



The following table sets forth our revenue, cost of sales, gross profit and gross profit margin in relation to each category of our services for the periods indicated:

	For the year ended 31 December						For the six months ended 30 June			
	2010		2011		2012		2012		2013	
	RMB'000	%	RMB'000	%	RMB'000	%	RMB'000 (unaudited)	%	RMB'000	%
Revenue										
Products sold via the provision of comprehensive marketing, promotion and channel management services	170,549	29.9	194,437	27.1	323,721	33.8	135,883	31.4	200,257	36.3
Products sold via the provision of co-promotion and channel management services[(1)]	400,098	70.1	523,394	72.9	635,002	66.2	296,816	68.6	351,073	63.7
Total	570,647	100.0	717,831	100.0	958,723	100.0	432,699	100.0	551,330	100.0
Cost of sales										
Products sold via the provision of comprehensive marketing, promotion and channel management services	76,667	19.0	89,387	17.1	121,173	18.6	50,375	16.8	93,883	24.2
Products sold via the provision of co-promotion and channel management services[(1)]	327,890	81.0	432,742	82.9	530,805	81.4	248,890	83.2	294,214	75.8
Total	404,557	100.0	522,129	100.0	651,978	100.0	299,265	100.0	388,097	100.0
Gross profit										
Products sold via the provision of comprehensive marketing, promotion and channel management services	93,882	56.5	105,050	53.7	202,548	66.0	85,508	64.1	106,374	65.2
Products sold via the provision of co-promotion and channel management services[(1)]	72,208	43.5	90,652	46.3	104,197	34.0	47,926	35.9	56,859	34.8
Total	166,090	100.0	195,702	100.0	306,745	100.0	133,434	100.0	163,233	100.0

	For the year ended 31 December			For the six months ended 30 June	
	2010	2011	2012	2012	2013
	%	%	%	% (unaudited)	%
Gross profit margin					
Products sold via the provision of comprehensive marketing, promotion and channel management services	55.0	54.0	62.6	62.9	53.1
Products sold via the provision of co-promotion and channel management services(1)	18.0	17.3	16.4	16.1	16.2
Overall	29.1	27.3	32.0	30.8	29.6

Note:

(1) Representing Alcon's ophthalmic pharmaceutical products.

THE IMPORTED PHARMACEUTICAL AND MEDICAL DEVICES MARKET

According to the Frost & Sullivan Report, the market for imported pharmaceutical products grew from RMB26.8 billion in 2008 to RMB60.3 billion in 2012, representing a CAGR of 22.5% from 2008 to 2012, and is expected to continue to grow at a CAGR of 21.1% and reach RMB159.6 billion in 2017; the market for imported medical devices grew from RMB31.4 billion in 2008 to RMB72.2 billion in 2012, representing a CAGR of 23.2% from 2008 to 2012, and is expected to continue to grow at a CAGR of 20.5% and reach RMB177.0 billion in 2017. We provide comprehensive marketing, promotion and channel management services to small- and medium-sized overseas suppliers that lack the critical mass or ability to independently market their products in China. Imported healthcare products manufactured by small- and medium-sized overseas manufacturers are generally sold at more affordable prices in China than similar products manufactured by large international companies. As such, these products fulfil a distinct and rapidly growing market need in China and accounted for over 40.0% of the total imported pharmaceutical product and medical device market in China in 2012, according to the Frost & Sullivan Report. According to the same report, imported pharmaceutical products manufactured by small- and medium- overseas manufacturers are expected to grow at a CAGR of 21.8% and imported medical devices manufactured by small- and medium-overseas manufacturers are expected to grow at a CAGR of 22.6% from 2013 to 2017.

COMPETITIVE LANDSCAPE WITHIN OUR INDUSTRY

The following table summarises the market share of the top providers of pharmaceutical marketing, promotion and channel management services in China for the years indicated:

	Market share	
Key industry players	**2011**	**2012**
China Medical System	16.7%	18.4%
Our Group	8.7%	9.4%
Eddingpharm	8.5%	7.7%
NT Pharma	14.7%	5.0%
RXmidas	3.8%	4.1%

Source: Frost & Sullivan

OUR COMPETITIVE STRENGTHS

- We are one of the largest comprehensive marketing, promotion and channel management service providers dedicated to imported pharmaceutical products and medical devices in China.
- We have historically strategically targeted the highly attractive segments of the fast-growing healthcare market in China and gained experience in servicing this market segment.
- We have a track record in identifying, and securing the marketing, promotion and sales rights to, imported products that contribute to our growth and improving profit margin.
- We provide one-stop services and customised service solutions to increase the number of products for which we provide marketing and promotion services.
- We employ a cost-effective and flexible marketing and promotion service model supported by a highly-qualified and experienced marketing and promotion team.
- We have an experienced, dedicated and entrepreneurial management team.

OUR STRATEGIES

- Continue to increase penetration of the Chinese healthcare market by broadening our marketing, promotion and channel management service network.
- Continue to expand our product portfolio.
- Establish strategic relationships with suppliers to secure long-term marketing, promotion and sales rights for attractive products.
- Enhance our service capabilities in selected countries in Southeast Asia to assist our suppliers in developing such markets.
- Continue to upgrade and invest in our information management systems to improve our operating efficiencies and cost effectiveness.
- Continue to invest in our logistics facilities to increase capacity and improve cost and operating efficiencies.

RESULTS OF OPERATIONS

The following tables summarise our consolidated financial results during the Track Record Period. The summary of consolidated statement of financial position data as of 31 December 2010, 2011 and 2012 and as of 30 June 2013 and the summary of consolidated statement of profit or loss and other comprehensive income data and the summary of consolidated statement of cash flows data for the three years ended 31 December 2010, 2011 and 2012 and for the six months ended 30 June 2013 included in the following tables are derived from, and should be read in conjunction with, the accountants' report set out in Appendix I to this prospectus and the section headed "Financial Information" of this prospectus.

Summary of Consolidated Statements of Profit or Loss and Other Comprehensive Income

	For the year ended 31 December						For the six months ended 30 June			
	2010		2011		2012		2012		2013	
	RMB '000	% of revenue	RMB '000	% of revenue	RMB '000	% of revenue	RMB '000 (unaudited)	% of revenue	RMB '000	% of revenue
Revenue	570,647	100.0	717,831	100.0	958,723	100.0	432,699	100.00	551,330	100
Cost of sales	(404,557)	(70.9)	(522,129)	(72.7)	(651,978)	(68.0)	(299,265)	(69.2)	(388,097)	(70.4)
Gross profit	166,090	29.1	195,702	27.3	306,745	32.0	133,434	30.8	163,233	29.6
Other income	14,453	2.5	15,944	2.2	26,604	2.8	15,073	3.5	42,536	7.7
Other gains and losses	691	0.1	3,922	0.5	3,682	0.4	(3,347)	(0.8)	(7,091)	(1.3)
Distribution and selling expenses	(63,811)	(11.2)	(68,652)	(9.6)	(92,087)	(9.6)	(41,375)	(9.5)	(47,740)	(8.6)
Listing expenses	-	-	-	-	-	-	-	-	(7,440)	(1.3)
Administrative expenses	(15,565)	(2.7)	(18,333)	(2.5)	(28,670)	(3.0)	(11,681)	(2.7)	(13,596)	(2.5)
Finance costs	(4,976)	(0.8)	(5,490)	(0.8)	(9,435)	(1.0)	(4,805)	(1.1)	(3,820)	(0.7)
Share of loss of an associate	-	-	-	-	-	-	-	-	(1,160)	(0.2)
Profit before tax	96,882	17.0	123,093	17.1	206,839	21.6	87,299	20.2	124,922	22.7
Income tax expense	(21,805)	(3.8)	(26,081)	(3.6)	(21,122)	(2.2)	(9,194)	(2.1)	(13,842)	(2.6)
Profit for the year/period	75,077	13.2	97,012	13.5	185,717	19.4	78,105	18.1	111,080	20.1

Summary of Consolidated Statements of Financial Position

	As of 31 December			As of 30 June
	2010	2011	2012	2013
	RMB'000	RMB'000	RMB'000	RMB'000
Non-current Assets	26,085	29,488	61,579	82,775
Current Assets	494,853	758,024	866,974	967,200
Total Assets	520,938	787,512	928,553	1,049,975
Non-current Liabilities	-	-	-	460
Current Liabilities	336,062	594,486	715,728	1,043,839
Total Liabilities	336,062	594,486	715,728	1,044,299
Total Equity	184,876	193,026	212,825	5,676
Total Equity and Liabilities	520,938	787,512	928,533	1,049,975

Summary of Consolidated Statements of Cash Flows

	For the year ended 31 December			For the six months ended 30 June	
	2010	2011	2012	2012	2013
	RMB'000	RMB'000	RMB'000	RMB'000 (unaudited)	RMB'000
Net cash from (used in) operating activities	71,205	(21,777)	120,758	41,727	159,325
Net cash from (used in) investing activities	45,912	(147,341)	(27,498)	(41,643)	(25,729)
Net cash from (used in) financing activities	(84,642)	106,334	(85,082)	2,694	(97,574)
Net increase (decrease) in cash and cash equivalents	32,475	(62,784)	8,178	2,778	36,022
Cash and cash equivalents at beginning of the year/period	81,861	114,336	51,356	51,356	59,559
Effect of foreign exchange rate changes	-	(196)	25	609	560
Cash and cash equivalent at end of the year/period, represented by bank balances and cash	114,336	51,356	59,559	54,743	96,141

Recent Development

Our Directors confirm that there has been no material adverse change in our financial, operational or trading position or prospects since 30 June 2013, being the date of our latest audited financial results as set out in the accountants' report in Appendix I to this prospectus, up to the date of this prospectus. Both our revenue and gross profit have continued to grow since 30 June 2013, and, based on unaudited consolidated financial information prepared by our Directors, our revenue and gross profit were RMB760.6 million and RMB220.6 million, respectively, for the eight months ended 31 August 2013. As of 30 June 2013, our Group owed RMB209.2 million to Pioneer Pharma. Of that amount, we have paid RMB110.6 million to Pioneer Pharma as of 31 August 2013 (which was funded through borrowings from Independent Third Parties in an aggregate amount of RMB50.2 million, as well as cash on hand and cash from operations), and with respect to the remaining balance of RMB98.6 million that was due to Pioneer Pharma as at 30 June 2013, we expect to settle it prior to the Listing (which we expect to fund by our cash on hand, cash from operations and borrowings). As of 30 June 2013, our Group owed RMB4.5 million to Mr. Li. This amount was subsequently fully settled and recorded as part of Mr. Li's indirect capital contributions to Pioneer Pharma (HK) through Pioneer Pharma (BVI) and our Company in September 2013. As far as we are aware, there was no material change in the general conditions in the Chinese healthcare market that had affected our business operations or financial conditions materially and adversely.

KEY PRODUCTS AND LICENCES

The following table sets forth a breakdown of our revenue by key products and as a percentage of our revenue for the periods indicated. Please see the section headed "Business — Our Products — Product Portfolio" of this prospectus for further details of our key products.

	For the year ended 31 December						For the six months ended 30 June			
	2010		2011		2012		2012		2013	
	RMB'000	%	RMB'000	%	RMB'000	%	RMB'000 (unaudited)	%	RMB'000	%
Products sold via the provision of comprehensive marketing, promotion and channel management services										
Difene	68,222	12.0	65,579	9.1	94,383	9.9	45,426	10.5	57,884	10.5
Fluxum	25,592	4.5	36,938	5.1	61,683	6.4	25,812	6.0	36,611	6.6
Polimod	-	-	17,567	2.4	38,939	4.1	17,954	4.1	26,379	4.8
Macmiror complex and Macmiror	-	-	11,116	1.6	21,756	2.3	8,720	2.0	12,253	2.2
Vinpocetine API	6,402	1.1	4,855	0.7	12,466	1.3	-	-	14,171	2.6
Zenotec CAD/CAM series	-	-	-	-	5,896	0.6	-	-	2,897	0.5
Neoton	-	-	-	-	4,840	0.5	862	0.2	7,653	1.4
Budesonide Easyhaler and Salbutamol Easyhaler	-	-	5	0.0	1,144	0.1	285	0.1	572	0.1
Bestcall	48,319	8.5	24,849	3.5	24,268	2.5	12,184	2.8	550	0.1
Fleet Phospho-Soda	10,014	1.7	15,034	2.1	26,729	2.8	15,957	3.7	311	0.1
Others	12,000	2.1	18,494	2.6	31,617	3.3	8,683	2.0	40,976	7.4
Products sold via the provision of co-promotion and channel management services										
Alcon series of ophthalmic pharmaceutical products	400,098	70.1	523,394	72.9	635,002	66.2	296,816	68.6	351,073	63.7
	570,647	100.0	717,831	100.0	958,723	100.0	432,699	100.0	551,330	100.0

We, through our PRC subsidiaries, own various key licences, permits and certificates, such as pharmaceutical supply permit, licence to engage in medical device trading business and GSP certificate, that are necessary for us to conduct our business operations in China. Please see the section headed "Business — Legal Matters and Proceedings" of this prospectus for further details of these licences, permits and certificates.

PRICE CONTROLS

A majority of our pharmaceutical products, primarily those included in the national or provincial Insurance Catalogues, are subject to price controls in the form of maximum retail prices. From time to time, the PRC government publishes and updates a list of pharmaceutical products that are subject to price controls, either at the national level or the provincial level. Maximum retail prices on pharmaceutical products are the maximum prices at which pharmaceutical products may be sold to patients at hospitals and pharmacies, and are determined based on profit margins that the relevant government authorities deem reasonable, the product's type, quality and production costs, the prices of substitute pharmaceutical products and the extent of the manufacturer's compliance with the applicable GMP standards. The PRC government authorities do not impose restrictions over the prices at which pharmaceutical products may be sold to distributors, hospitals and pharmacies. We set the selling prices for our products to our distributors and other customers by taking into account factors such as the successful bidding prices with hospitals, our purchase costs from suppliers, our gross profit margins, and the margins for our distributors and promotion partners. There is usually a reasonable gap between the maximum retail prices and the average selling prices of our products. In the event of any maximum retail price reduction and if necessary, we are able to adjust our selling prices at our discretion provided that such selling prices do not exceed the maximum retail prices and allow reasonable margins for the other parties on the value chain, such as distributors and hospitals. Please see the section headed "Regulatory Framework — Industry Regulatory Framework — Pricing Policy" of this prospectus for further details of PRC price controls.

As of the Latest Practicable Date, 16 of our pharmaceutical products were included in the National Insurance Catalogue and subject to price controls at the national level, and 13 additional products were included in the relevant provincial Insurance Catalogues and subject to price controls within the respective province, municipality or autonomous region. The 16 products subject to price controls at the national level accounted for 71.4%, 71.1%, 68.7% and 66.4% of our revenue for 2010, 2011, 2012 and the six months ended 30 June 2013, respectively. The additional 13 products subject to price controls at the provincial level accounted for 17.1%, 22.3%, 24.0% and 21.3% of our revenue for 2010, 2011, 2012 and the six months ended 30 June 2013, respectively. In addition, seven of the 14 additional prescription pharmaceutical products in our product pipeline will be subject to price controls if the current price control measures remain unchanged when the sale of such products commences in China.

During the Track Record Period, the NDRC lowered the maximum retail prices of certain of our products in March 2011, June 2011, October 2012 and February 2013, respectively. Please see the section headed "Business — Pricing" of this prospectus for further details of these price adjustments. The lowering of the maximum retail prices for those products had only a limited impact on the overall average selling prices, revenue and gross profit margins of our products during the Track Record Period because we were able to partially pass on the price adjustments to our distributors and suppliers and provide the products to hospitals and pharmacies through our distributors at prices that allow a profit margin for the hospitals and pharmacies. In 2010, 2011 and 2012, our revenue was RMB570.6 million, RMB717.8 million and RMB958.7 million, respectively, representing a CAGR of 29.6% over the three years. Our revenue increased by 27.4% from RMB432.7 million in the six months ended 30 June 2012 to RMB551.3 million in the six months ended 30 June 2013. Our gross profit in 2010, 2011 and 2012 was RMB166.1 million, RMB195.7 million and RMB306.7 million, respectively, representing a CAGR of 35.9% over the three years, and our gross profit margin for the respective year was 29.1%, 27.3% and 32.0%. Our gross profit increased by 22.3% from RMB133.4 million in the six months ended 30 June 2012 to RMB163.2 million in the six months ended 30 June 2013 and our gross profit margin decreased from 30.8% to 29.6%. However, controls over and adjustments to retail prices of pharmaceutical products, if significant, could have a corresponding impact on the prices at which we sell such products to our distributors or directly to hospitals and pharmacies and therefore our gross profits and gross profit margins. To mitigate the risks associated with any potential price control measures imposed on our products and to reduce the potential impact on our business and results of operations, we seek to continue to expand our product portfolio and increase the number of products that we market, promote and sell to reduce our reliance on any single or a small group of products. We will also continue to monitor and adjust our product portfolio with the aim to focusing on products with higher margins to mitigate the impact of the future price control measures on our overall profitability. Please see the sections headed "Business — Pricing" and "Risk Factors — Risks Relating to Our Business — The majority of the pharmaceutical products we market, promote and sell are subject to government price controls that may adversely affect our margins" of this prospectus for further details.

All of our pharmaceutical products, including Difene, Fluxum and all other products that were affected by the NDRC price adjustments, have been and will continue to be sold to distributors, hospitals and pharmacies at prices that are lower than the maximum retail prices under the price controls and also allow a profit margin for the hospitals and pharmacies. To the best of our knowledge, during the Track Record Period, we were not subject to any investigations by the PRC government authorities concerning our product pricing policies or practices.

GLOBAL OFFERING

The Global Offering comprises:

- the Hong Kong Public Offering of initially 33,334,000 Shares (subject to adjustment) in Hong Kong as described in the section headed "Structure of the Global Offering — The Hong Kong Public Offering" of this prospectus; and

- the International Offering of initially 300,000,000 Shares (subject to adjustment and exclusive of the Over-Allotment Option) outside the United States in offshore transactions in reliance on Regulation S, and in the United States to QIBs, as described in the section headed "Structure of the Global Offering — The International Offering" of this prospectus.

Investors may either apply for Hong Kong Offer Shares under the Hong Kong Public Offering or apply for or indicate an interest for International Offer Shares under the International Offering, but may not do both.

The Offer Shares will represent approximately 25% of the issued share capital of the Company immediately following the completion of the Global Offering, assuming the Over-allotment Option is not exercised. If the Over-allotment Option is exercised in full, the Offer Shares will represent approximately 28.8% of the issued share capital of the Company immediately following the completion of the Global Offering.

OFFERING STATISTICS

	Based on Offer Price of HK$4.10	Based on Offer Price of HK$5.00
Market capitalisation(1)	HK$5,466.7 million	HK$6,666.7 million
Adjusted net tangible asset value per Share(2)	HK$0.96	HK$1.18

Notes:

(1) The calculation of market capitalisation is based on 1,333,334,000 Shares expected to be in issue immediately after completion of the Global Offering.

(2) The adjusted net tangible asset value per Share is based on 1,333,334,000 Shares expected to be in issue immediately after completion of the Global Offering. Please see the section headed "Appendix II — Pro Forma Financial Information" of this prospectus for further details regarding the assumptions used and the calculation method.

DIVIDEND POLICY

Subject to certain limitations, our Directors currently intend to pay dividends in the amount representing no less than 30% of our distributable profits for the year. Any amount of dividends we pay will be at the discretion of our Directors and will depend on a number of factors that our Directors consider relevant. Any declaration and payment as well as the amount of dividends will be subject to our Articles of Association and Cayman Islands law. There can be no assurance that in any given year a dividend will be proposed or declared. Please see to the section headed "Financial Information — Dividend Policy" in this prospectus for further details.

USE OF PROCEEDS

We estimate that the aggregate net proceeds to our Company (after deducting underwriting fees and estimated expenses) from the Global Offering, assuming an Offer Price of approximately HK$4.55 per Share, being the mid-point of the indicative range of the Offer Price of HK$4.10 to HK$5.00 per Share, will be approximately HK$1,439.3 million.

We intend to use the net proceeds we receive from the Global Offering as follows:

- approximately 30% of our total estimated net proceeds (or approximately HK$431.8 million) will be used to continue expanding our business operations and enhancing our marketing, promotion and sales capabilities;

- approximately 15% of our total estimated net proceeds (or approximately HK$215.9 million) will be used to upgrade existing, and construct new, warehousing and logistics facilities in Hubei Province to increase our warehousing capacity and improve our operational efficiency;

- approximately 5% of our total estimated net proceeds (or approximately HK$72.0 million) will be used to change, improve or upgrade both hardware and software of our information management systems in order to improve our management and control of our promotion network and business operations;

- approximately 25% of our total estimated net proceeds (or approximately HK$359.8 million) will be used to enlarge our product portfolio;

- approximately 15% of our total estimated net proceeds (or approximately HK$215.9 million) will be used to fund purchases of imported pharmaceutical products and medical devices from overseas suppliers to meet the increasing demand for our products; and

- approximately 10% of our total estimated net proceeds (or approximately HK$143.9 million) will be used for our working capital and other general corporate purpose.

LISTING EXPENSES

The total amount of listing expenses, commissions, together with SFC transaction levy and Hong Kong Stock Exchange trading fee that will be borne by us in connection with the Global Offering is estimated to be approximately RMB68.7 million (based on the mid-point of our indicative price range for the Global Offering), of which approximately RMB41.8 million is expected to be capitalised after the Listing. The remaining approximately RMB26.9 million fees and expenses were or are expected to be charged to our profit and loss accounts, of which RMB7.4 million was charged for the six months ended 30 June 2013 and RMB3.8 million was charged for the period from 1 July 2013 to 31 August 2013.

RISK FACTORS

We believe some of the more significant risks relating to our business include:

- We rely on a limited number of suppliers under fixed term supply agreements to provide us with the pharmaceutical products and medical devices we market, promote and sell. If we cannot renew such agreements or otherwise maintain our relationships with our suppliers, our business, financial condition and results of operations may be materially and adversely affected.

- We depend on the sale of Alcon products for a substantial portion of our revenue and may have limited bargaining power in negotiating the terms of our supply agreement with Alcon. If we fail to maintain the rights for Alcon products or our relationship with Alcon, or the market demand for Alcon products declines, our business, financial condition and results of operations may be materially and adversely affected.

- The majority of the pharmaceutical products we market, promote and sell are subject to government price controls that may adversely affect our margins.

- Our employees, suppliers, promotion partners and distributors could act contrary to our interest and instructions, engage in corrupt or other improper practices and harm our reputation, sales and business prospects.

- If our promotion partners fail to effectively market and promote our products or our distributors fail to properly and efficiently distribute our products, our business, financial condition and results of operations could be materially and adversely affected.

- If we are unable to successfully add new products or manage an expanding product portfolio, our business and prospects and our ability to maintain and grow our revenue, profits and margins may be adversely affected.

- We may not be able to renew the licences and permits for the import and sale of our existing products or obtain the licences and permits for our new products, which could materially and adversely affect our business, financial condition and results of operations.

- We may not be able to compete successfully in the tender processes for the sale of pharmaceutical products and medical devices to public hospitals and medical institutions, which may materially and adversely affect our business, financial condition and results of operations.

- If any of our existing products do not remain in, or new products which we market, promote and sell are not admitted to, the Insurance Catalogues, our sales volume for those products would be materially and adversely affected.

- We are subject to potential changes or termination of the preferential tax treatments and governmental support policies currently applicable to us.

CONTROLLING SHAREHOLDERS

Immediately following the completion of the Global Offering, Pioneer Pharma (BVI) will own approximately 75.0% of our issued share capital (assuming the Over-allotment Option is not exercised). Pioneer Pharma (BVI) is an investment holding company owned by Mr. Li and Mrs. Li as to 48.5% each and Mr. Wang as to 3.0%. Accordingly, Pioneer Pharma (BVI), Mr. Li and Mrs. Li are our Controlling Shareholders. Please see the section headed “Relationship with Controlling Shareholders” of this prospectus for further details.