

## 111, Inc & Beilin Pharma lay focus on digital marketing of Chinese patent medicines

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**111, Inc. reaches strategic partnership on direct supply with Beilin Pharmaceutical to blaze new trails in digital development of Chinese patent medicine**



111, Inc., a leading tech-enabled healthcare platform company in China, has signed a strategic cooperation agreement on direct supply with Xi'an Beilin Pharmaceutical.

The cooperation agreement will allow the two sides to fully leverage their respective advantages, explore the digital marketing of Chinese patent medicines, and tap into the resources and broad potential of the market.

111 and Beilin Pharmaceutical will work together to capitalize on the digital, intelligent and efficient capabilities of the Internet to expand the market coverage of high-quality Chinese patent medicines and enhance their accessibility to benefit more users.

The cooperation will see 111 proactively integrate its resources and combine them with Beilin Pharmaceutical's strengths to assist in quickly bringing its high-quality products to the broader market beyond hospitals. The two sides will also engage in mutually beneficial and win-win cooperation in the digital marketing of Chinese patent medicines, big data application and brand co-building to usher in a new era of digitalization for Chinese patent medicines and benefit society at large.