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自然美
natural beauty

Natural Beauty Bio-Technology Limited

自然美生物科技有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock code: 00157)

APPOINTMENT OF CHIEF EXECUTIVE OFFICER

The board (the “Board”) of directors (the “Directors”) of Natural Beauty Bio-Technology Limited (the “Company”) and its subsidiaries (the “Group”) are pleased to announce the appointment of Mr. John Hsin-Sheng Tseng (“Mr. Tseng”) as the Chief Executive Officer effective from 4 January 2010.

Mr. Tseng, aged 59, will join Natural Beauty as the Chief Executive Officer with effect from 4 January 2010. Mr. Tseng graduated from American Graduate School of International Management (Thunderbird), USA with a Master in Business Administration in 1982. He was the Chairman and President, Greater China of The Goodyear Tire & Rubber Company from 2005 to 2008. Prior to that, Mr. Tseng had been working in Eastman Kodak Company from 1982 to 2005, and had served as the General Manager and Corporate Vice President of Consumer and Professional Imaging in Greater China and Greater Asia regions from 2000 to 2005.

As at the date of this announcement, Mr. Tseng has entered into a service contract with the Group for a term of three years commencing from 4 January 2010. The remuneration payable to Mr. Tseng has been determined and approved by the Remuneration Committee of the Company with reference to his duties and responsibilities and the prevailing market conditions.

Save as disclosed in this announcement, Mr. Tseng does not have any relationship with any directors, senior management or substantial or controlling shareholders of the Company, nor have any interests in the shares of the Company within the meaning of Part XV of the Securities and Futures Ordinance as at the date of this announcement.

Save as disclosed above, the Board is not aware of any other matters which need to be brought to the attention of the shareholders of the Company relating to this appointment and would like to take this opportunity to express its warm welcome to Mr. Tseng.

By Order of the Board
Natural Beauty Bio-Technology Limited
Dr. Tsai Yen-Yu
Chairperson

Hong Kong, 30 December 2009

As at the date of this announcement, the board of the Company comprises Dr. Tsai Yen-Yu, Mr. Lee Ming Ta and Dr. Su Chien-Cheng as executive directors, Dr. Su Sh-Hsyu, Mr. Gregory Michael Zeluck, Mr. Patrick Thomas Siewert, Ms. Christina Shieu-Yeung Ng and Ms. Janine Junyuan Feng as non-executive directors and Mr. Yeh Liang Fei, Mrs. Chen Shieh Shu Chen and Mr. Chen Ching as independent non-executive directors.