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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 GROUP CHIEF FINANCIAL OFFICER AND GROUP CHIEF OPERATING OFFICER

The board (the “Board”) of directors of Natural Beauty Bio-Technology Limited (the “Company”) is pleased to announce that the Company has on 9 February 2010 approved the appointment of Mr. Chan Yiu Wing (“Mr. Chan”) as the Chief Financial Officer and Chief Operating Officer of the Company and its group of companies.

Mr. Chan graduated from the University of Hong Kong with a Master in Business Administration in 1990 and a Bachelor of Social Sciences in the same university in 1979. Prior to joining the Company as the Group Chief Financial Officer and Group Chief Operating Officer, Mr. Chan was the General Manager of Evergreen Packaging (Shanghai) Co. Ltd.. Prior to that, Mr. Chan had been working in Eastman Kodak Company from 1980 to 2007, and held broad spectrum of senior positions in general management, sales and marketing, finance, operations, product development and project management including the go-to-market transformation director, regional operations director and general manager of Kodak.

The Board would like to take this opportunity to express its warm welcome to Mr. Chan.

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

Hong Kong, 10 February 2010

As at the date of this announcement, the board of the Company comprises Dr. Tsai Yen-Yu and Mr. Lee Ming-Ta as executive directors, Dr. Su Chien-Cheng, Dr. Su Sh-Hsyu, Mr. Patrick Thomas Siewert, Mr. Gregory Michael Zeluck, Ms. Janine Junyuan Feng and Ms. Christina Shieu-Yeing Ng as non-executive directors and Mr. Francis Goutenmacher, Ms. Su-Mei Thompson, Mr. Chen Ruey-Long and Mr. Yang Tze-Kaing as independent non-executive directors.