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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)

PROFIT WARNING

This announcement is made by the Company pursuant to Rule 13.09(1) of the Listing Rules.

The Board wishes to inform the shareholders of the Company and potential investors that it is expected that the consolidated results of the Group for the six months ended 30 June 2010 may experience a significant decline as compared to the results for the same period last year.

The Board would like to inform the shareholders of the Company that the interim dividend will be similar to that of last year, despite the decline in consolidated results for the six months ended 30 June 2010.

Shareholders of the Company and potential investors are advised to exercise caution when dealing in the shares of the Company.

This announcement is made by Natural Beauty Bio-Technology Limited (the “Company” together with its subsidiaries, the “Group”) pursuant to Rule 13.09(1) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “Listing Rules”).

The board of directors of the Company (the “Board”) wishes to inform the shareholders of the Company and potential investors that it is expected that the consolidated profit of the Group for the six months ended 30 June 2010 may experience a significant decline as compared to the same period last year. Such decline is primarily attributable to: (i) decline in sales due to change of trade inventory strategy; (ii) higher operating

costs due to one-off marketing expense and staff costs of the new management team; (iii) lower other income due to one-off gains in the first six months in 2009; (iv) higher tax and (v) further non-cash provision for slow moving and obsolete inventory.

As the Company is still in the process of finalizing the results of the six months ended 30 June 2010, the information contained in this announcement is only based on the preliminary assessment by the Company's management according to the unaudited management accounts of the Group and not based on information or figures audited or reviewed by the auditors of the Company.

The Board would like to inform the shareholders of the Company that the interim dividend will be similar to that of last year, despite the decline in consolidated results for the six months ended 30 June 2010.

Shareholders of the Company and potential investors should read the Group's financial results announcement for the six months ended 30 June 2010 carefully, which is expected to be published on 17 August 2010.

Shareholders of the Company and potential investors are advised to exercise caution when dealing in the shares of the Company.

By order of the Board
Natural Beauty Bio-Technology Limited
Dr. Tsai Yen-Yu
Chairman

Hong Kong, 28 July 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-Yeung 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.