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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)

POSITIVE PROFIT ALERT

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, based on preliminary review by the Group's management of the unaudited management accounts of the Group for the six months ended 30 June 2011, the Group is expected to record a significant increase in its consolidated net profit as compared to that of 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 based on preliminary review by the Group's management of the unaudited management accounts of the Group for the six months ended 30 June 2011, the Group is expected to record a significant increase in its consolidated net profit as compared to that of the six months ended 30 June 2010.

Based on the information currently available, the profit increase is expected to be mainly attributable to (i) significant increase in sales in PRC; and (ii) significant reduction on slow moving and obsolete inventory provision for the first six months this year compared to that of last year.

As the Company is still in the process of finalizing the results of the six months ended 30 June 2011, the information contained in this announcement is only based on the preliminary assessment by the Group'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.

Shareholders of the Company and potential investors should read the Group's financial results announcement for the six months ended 30 June 2011 carefully, which is expected to be published on 23 August 2011.

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

Hong Kong, 28 July 2011

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.