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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: 157)

### **APPOINTMENT OF GROUP CEO, COO CHINA AND COO TAIWAN & OTHER MARKETS**

The board (the "Board") of directors (the "Directors") of Natural Beauty Bio-Technology Limited (the "Company") and its subsidiaries (the "Group") is pleased to announce the appointment of new management namely Ms. CHOI Yat Ling Charing (蔡逸玲) ("Ms. Choi"), the Group Chief Executive Officer, Ms. YEUNG WONG Sau Ping Betty (楊王秀萍) ("Mrs. Yeung"), the Chief Operating Officer, China and Mr. SHIAO Wen Chung (蕭文聰) ("Mr. Shiao"), the Chief Operating Officer, Taiwan and other markets, in order to cope with the Group's accelerating business growth.

With an aim to achieve sustained growth, the Group has made various initiatives including brand revamp program, centralize logistics, expansion of distribution channels and revenue source since 2005. As these initiatives started to reap fruits, the Board believes that it is necessary to further strengthen our management team in order to cope with our business growth in the years ahead.

Ms. Choi joined Natural Beauty as the Group CEO with effect from 4th January 2007. Ms. Choi graduated with a Bachelor of Science in Business Administration from California State University, CA, USA in 1983. With over 23 years experience in the consumer-industry including 6 years of China experience, she will be responsible for the expansion of the Group's business in the skin-care and beauty product industry. She will identify opportunities for exploring the Group's distribution channels to gear up its expansion in the region. She was formerly the General Manager of the Good Baby Group Company Limited in China, managing the retail and merchandising operation, wholesale and franchise business of the company. She managed multiple brands, 14 factories and approximately 10,000 franchisee outlets, as well as 200 direct-owned stores. Prior to that, she has held the position of Chief Operation Officer of Theme International Holdings Limited. Ms. Choi also worked for The Gap Stores Inc. in United States as the Director of Product Development.

Mrs. Yeung joined Natural Beauty with effect from 4th January 2007. Mrs. Yeung graduated with a Bachelor of Sociology from Chinese University of Hong Kong in 1972. Accumulated over 27 years of management and operational experience in sales and marketing in the globally renowned multi-level direct-selling firm, Amway, she has spearheaded the development of the sales department in Hong Kong and China of that firm and was later promoted to General Manager, Sales of Amway (China) Company Ltd. In her role as COO, China of Natural Beauty, she will be in charge of the business in mainland China, which has been the focus of the Group's development in recent years.

Mr. Shiao joined Natural Beauty on 16th October 2006 as the COO, Taiwan and other markets. Mr. Shiao graduate from Department of Journalism of Taiwan Culture University in 1981. With over 23 years of operational management experience in the consumer goods industry, Mr. Shiao will be focusing on consolidating and expanding the operations in Taiwan. Prior to joining the Group, Mr. Shiao was the National Sales Director of Energizer Schick Taiwan Limited, leading the sales team of the company operating globally in the broad categories of household and personal care products. He also worked for Warner-Lambert in Taiwan as the National Sales Directors and Unilever Taiwan as Channel Sales Manager.

Save as disclosed in this announcement, Ms. Choi, Mrs. Yeung and Mr. Shiao do not have any relationship with any directors, senior management or substantial or controlling shareholders of the Company, nor has he any interests in the shares of the Company within the meaning of Part XV of the Securities and Futures Ordinance (Cap. 571 of the Laws of Hong Kong) 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 Ms. Choi, Mrs. Yeung and Mr. Shiao.

By Order of the Board  
**Natural Beauty Bio-Technology Limited**  
**Su Chien Cheng**  
Executive Director

*As of the date hereof, the Executive Directors of the Company are Dr. Tsai Yen Yu, Mr. Lee Ming Ta, Mr. Su Chien Cheng and Dr. Su Sh Hsyu. The Independent Non-executive Directors of the Company are Mr. Yeh Liang Fei, Mrs. Chen Shieh Shu Chen and Mr. Chen Ching.*

Hong Kong, 4th January 2007

"Please also refer to the published version of this announcement in The Standard."