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RETIREMENT OF CHIEF EXECUTIVE OFFICER

The board (the "Board") of directors (the "Directors") of Natural Beauty Bio-Technology Limited (the "Company", together with its subsidiaries, the "Group") announces that Mr. John Hsin-Sheng Tseng ("Mr. Tseng"), currently the Chief Executive Officer ("CEO") of the Company, had informed the Board that he would retire from the position of CEO when his current contract as the CEO expires on 3 January 2013. Mr. Tseng will therefore cease to be the CEO with effect from 4 January 2013.

Mr. Tseng has confirmed that he has no disagreement with the Board and is not aware of any matters in connection with his retirement that needs to be brought to the attention of the shareholders of the Company.

The Board would like to take this opportunity to thank Mr. Tseng for his effort and valuable contributions to the Group during his tenure of office and wish him all the best in his future retirement life.

The nomination committee of the Company is in the process of identifying and selecting suitable candidates as the new CEO of the Company and will issue an announcement when the appointment of the new CEO is made.

By Order of the Board Natural Beauty Bio-Technology Limited

Hong Kong, 29 October 2012

As at the date of this announcement, the Board comprises Dr. Tsai Yen-Yu, Mr. Lee Ming-Ta, Dr. Su Chien-Cheng and Dr. Su Sh-Hsyu as executive directors, Mr. Patrick Thomas Siewert, Ms. Janine Junyuan Feng, Ms. Christina Shieu-Yeing Ng and Mr. Poon Yee Man Alwin 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.