

Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.



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)

**DEPARTURE OF CHIEF EXECUTIVE OFFICER
AND
APPOINTMENT OF CHIEF OPERATING OFFICER AND
INTERIM CHIEF EXECUTIVE OFFICER**

The Board hereby announces that, with effect from 21 December 2015:

- (1) Mr. HSIAO Wen-Chung will be appointed as Chief Operating Officer of the Group.

The Board further announces that, with effect from 1 January 2016:

- (2) Ms. CHANG Karen Yi Fen has decided to cease to hold office as Chief Executive Officer of the Group upon expiry of the term of employment; and
- (3) Mr. HSIAO Wen-Chung will be appointed as Interim Chief Executive Officer of the Group and will tentatively hold office as Chief Executive Officer.

DEPARTURE 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 the term of employment of the current Chief Executive Officer of the Group, Ms. CHANG Karen Yi Fen (“**Ms. CHANG**”), will expire on 1 January 2016, and she has decided to cease to hold office as Chief Executive Officer of the Group.

Ms. CHANG has confirmed that she has no disagreement with the Board and that there are no matters in relation to her departure that need to be brought to the attention of the shareholders of the Company.

The Board would like to take this opportunity to express its gratitude to Ms. CHANG for her efforts and valuable contributions to the Group during her tenure of office.

APPOINTMENT OF CHIEF OPERATING OFFICER AND INTERIM CHIEF EXECUTIVE OFFICER

The Board is pleased to announce that, with effect from 21 December 2015, Mr. HSIAO Wen-Chung, alias Mark Shaw (“**Mr. HSIAO**”) has been appointed as the Chief Operating Officer of the Group.

The Board further announces that, with effect from 1 January 2016, Mr. HSIAO will be appointed as Interim Chief Executive Officer of the Group and will tentatively hold office as Chief Executive Officer, following the departure of Ms. CHANG.

The biographical details of Mr. HSIAO are as follows:

Mr. HSIAO, aged 58, joined the Group on 16 October 2006 as the Chief Operating Officer, Taiwan and other markets. He was subsequently re-designated as the Chief Operating Officer of the Group with effect from 15 April 2009 and was responsible for consolidating and expanding the Group’s operations until 9 February 2010. Mr. HSIAO graduated from the Department of Journalism of Chinese Culture University in 1981. Prior to joining the Group in October 2006, Mr. HSIAO has over 23 years of operational management experience in the consumer goods industry. He was the National Key Account Manager of Tait & Co., the National Sales Director of Unilever Taiwan, the Sales and Marketing Director, Greater China of Warner-Lambert and Energizer Schick Taiwan Limited, leading the sales team of the company operating globally in the broad categories of household and personal care products. From November 2014 to November 2015, Mr. HSIAO was the Executive Vice President of Panion & BF Biotech Inc., Taiwan (Stock Code: 1760).

As at the date of this announcement, save as disclosed above, Mr. HSIAO has not held any directorship in the last three years in any public companies the securities of which are listed on any securities market in Hong Kong or overseas.

Save as disclosed above, Mr. HSIAO does not have any relationship with any other Directors, senior management or substantial or controlling shareholders of the Company.

As at the date of this announcement, Mr. HSIAO was not interested in and did not have any interest or short positions in any shares or underlying shares in or any debentures of the Company or any of its associated corporations within the meaning of Part XV of the Securities and Futures Ordinance (the “**SFO**”) as recorded in the register required to be kept pursuant to Section 352 of the SFO, or as otherwise notified to the Company and The Stock Exchange of Hong Kong Limited (the “**Stock Exchange**”) pursuant to the Model Code for Securities Transactions by Directors of Listed Issuers, Appendix 10 to the Rules Governing the Listing of Securities on the Stock Exchange (the “**Listing Rules**”).

Mr. HSIAO is appointed as the Chief Operating Officer of the Group for a term of three years commencing from 21 December 2015. The Company will enter into a service contract with Mr. HSIAO. His remuneration will be determined by the Board with reference to his duties, responsibilities and performance and results of the Company, and shall be reviewed by the Remuneration Committee of the Board from time to time.

Save as disclosed above, there are no other matters that need to be brought to the attention of the shareholders of the Company in connection with the appointment of Mr. HSIAO as the Chief Operating Officer and the Interim Chief Executive Officer of the Group and there is no other information that should be disclosed pursuant to Rules 13.51(2)(h) to (v) of the Listing Rules.

The Board wishes to express its warm welcome to Mr. HSIAO for taking up the position of the Chief Operating Officer and Interim Chief Executive Officer of the Group.

The Company is in the process of identifying and selecting an appropriate candidate to succeed the position of Chief Executive Officer of the Group. Further announcement will be made upon the appointment of new Chief Executive Officer becoming effective.

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

Taipei, Taiwan, 18 December 2015

As at the date of this announcement, the Board comprises Dr. Tsai Yen-Yu, Mr. Lee Ming-Ta and Dr. Su Chien-Cheng as executive directors; Dr. Su Sh-Hsyu as non-executive director; and Mr. Chen Ruey-Long, Mr. Yang Tze-Kaing and Mr. Lu Chi-Chant as independent non-executive directors.