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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)

RESIGNATION OF INTERIM CHIEF EXECUTIVE OFFICER AND APPOINTMENT OF CHIEF EXECUTIVE OFFICER

The Board hereby announces that, with effect from 26 October 2018:

- (1) Ms. YANG Shu-Hwa has resigned as Interim Chief Executive Officer of the Group due to personal reasons; and
- (2) Ms. LIN Yen-Ling has been appointed as Chief Executive Officer of the Group.

RESIGNATION OF INTERIM 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 Ms. YANG Shu-Hwa (“**Ms. YANG**”) has tendered her resignation as Interim Chief Executive Officer of the Group with effect from 26 October 2018 due to personal reasons.

Ms. YANG has confirmed that she has no disagreement with the Board and that there are no matters in relation to her resignation 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. YANG for her efforts and valuable contributions to the Group during her tenure of office.

APPOINTMENT OF CHIEF EXECUTIVE OFFICER

The Board is pleased to announce that, with effect from 26 October 2018, Ms. LIN Yen-Ling (“**Ms. LIN**”) has been appointed as Chief Executive Officer of the Group.

The biographical details of Ms. LIN are as follows:

Ms. LIN, aged 55, graduated with a Bachelor of Arts degree from National Chengchi University in Taiwan. Ms. LIN has been working in Eastern Group since May 2018 as Chief Marketing & Sales Officer of Eastern Media International Corp., Chief Marketing Officer of Eastern Home Shopping & Leisure Co., Ltd., and Chief Sales Officer of ETtoday Co., Ltd. Prior to this appointment, Ms. LIN was the general manager of Lintas China Group from 2016 to 2017. From 1997 to 2016, Ms. LIN had worked at Eastern Broadcasting Co., Ltd. as Chief Operation and Sales Officer and Havas Worldwide as Executive Vice President of Greater China and Chief Executive Officer of Taiwan.

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

Save as disclosed above, Ms. LIN 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, Ms. LIN is not interested in any securities of the Company within the meaning of Part XV of the Securities and Futures Ordinance (chapter 571 of the laws of Hong Kong).

Ms. LIN is appointed as Chief Executive Officer of the Group for a term of one year commencing from 26 October 2018. She has not entered into any service contract with the Company. Her remuneration will be determined by the Board with reference to her duties, responsibilities and performance and results of the Company, and shall be reviewed by the Remuneration Committee 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 Ms. LIN as 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 Ms. LIN for taking up the position of Chief Executive Officer of the Group.

By Order of the Board
Natural Beauty Bio-Technology Limited
Dr. Chien Lei
Chairperson

Hong Kong, 26 October 2018

As at the date of this announcement, the Board comprises Dr. Chien Lei AKA Chien Joanna Lei, Mr. Pan Yi-Fan Ivan, Mr. Lee Ming-Ta and Dr. Su Chien-Cheng as executive Directors; Dr. Tsai Yen-Yu, Mr. Hsiao Wen-Chung and Dr. Su Sh-Hsyu as non-executive Directors; and Mr. Chen Ruey-Long, Mr. Lu Chi-Chant and Mr. Hsieh Pang-Chang as independent non-executive Directors.