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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)

PROFIT WARNING

This announcement is made by the Company pursuant to the Inside Information Provisions under Part XIVA of the SFO and Rule 13.09(2)(a) of the Listing Rules.

The Board wishes to inform the Shareholders and potential investors that the Group expects to record a significant decline in its profits for the year ended 31 December 2018 as compared to its profits for the corresponding period of 2017.

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 the Inside Information Provisions under Part XIVA of the Securities and Futures Ordinance (Cap. 571 of the Laws of Hong Kong) (the “**SFO**”) and Rule 13.09(2)(a) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Listing Rules**”).

The board of directors (the “**Board**”) of the Company would like to inform the shareholders of the Company (the “**Shareholders**”) and potential investors that the Group expects to record a significant decline in its profits for the year ended 31 December 2018 as compared to its profits for corresponding period of 2017. The main reasons for the profit decline are shift of operational strategies, revision of franchising terms and conditions, increase of marketing investment and delay of new products launch.

The Company is in the process of finalizing the annual results of the Group for the year ended 31 December 2018. The information contained in this announcement is only based on a preliminary assessment by the Board of the unaudited management accounts of the Group as at 31 December 2018 and the information currently available to the Company and is not based on any figures or information that have been audited or reviewed by the Company’s auditors. Details of the Group’s results will be disclosed as and when the annual results of the Group for the year ended 31 December 2018 is announced on 20 March 2019.

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
Chien LEI
Chairperson

Hong Kong, 24 January 2019

As at the date of this announcement, the Board comprises Dr. Chien Lei AKA Chien Joanna Lei and Mr. Pan Yi-Fan Ivan as executive directors; Dr. Tsai Yen-Yu, Mr. Hsiao Wen-Chung, Ms. Lu Yu-Min and Ms. Lin Shu-Hua as non-executive directors; and Mr. Chen Ruey-Long, Mr. Lu Chi-Chant and Mr. Yang Shih-Chien as independent non-executive directors.