

Biographical Information of Directors and Senior Management

DIRECTORS

Executive Directors

Dr. Tsai Yen Yu (alias Tsai Yen Pin), aged 54, is the founder and the Chairman of the Group. Dr. Tsai founded the Group in 1972 and is responsible for the Group's overall management, strategic planning and development, and formulation of company policies and business strategy. Dr. Tsai is a renowned professional beauty expert in Taiwan as well as in the PRC and has been engaged in the beauty and skin care industry over 30 years. In these years, Dr. Tsai has been awarded numerous honors, positions and prizes as shown below:

- Honorary Doctor of Commerce, Dewey University, US
- Outstanding Entrepreneurs of Taiwan awarded by Taiwan Women's Business Association
- Chairwoman of Industrial Cooperation Program in Tamkang University, Taiwan
- Chairwoman of Taiwan Beautician Association, Sessions VI
- Vice Chairwoman of Taiwan Golden Trademark Association, Session II
- Principal supervisor (監事長) of Taiwan Intellectual Property Protection Association
- Principal consultant in National Beauty Parlor Association of the PRC
- Honorary Principal of Chungming High School in the PRC
- "Bai Yu Lan" Award by the Shanghai City Government

Lee Ming Ta (alias Lee Ming Tah), aged 54, the husband of Dr. Tsai Yen Yu, is an executive director of the Group and is responsible for the general administration and internal management of the Group. Prior to joining the Group in September 1993, Mr. Lee had worked for various financial institutions at senior management level for over 10 years in corporate management and staff training. Mr. Lee graduated in Fengchia University (逢甲大學) in Taiwan with a bachelor degree in Banking and Insurance.

Su Chien Cheng, aged 30, the son of Dr. Tsai Yen Yu, is an executive director of the Group and is responsible for the financial management and sales and marketing of the Group. Mr. Su graduated from the University of Westminster with a master degree of business administration and is also a doctorate candidate of the Shanghai University of Finance and Economics of the PRC. He joined the Group in August 1999.



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Non-executive Director

Su Sh Hsyu, aged 28, the daughter of Dr. Tsai Yen Yu, is a non-executive director of the Group. Ms. Su graduated from the London School of Economics with a master degree of Science in Industrial Relations and Personnel Management, Industrial Relation and Human Resources Management and is a doctorate candidate of the Teachers College Columbia University in the City of New York, US. Ms. Su has been actively engaged in the marketing and business development of the Group in Taiwan and the PRC during the period from 1998 and 2000. She was appointed as Director on 22 June 2001 and is responsible for advising the Group in respect of the strategic planning and development.

Independent Non-executive Directors

Yeh Liang Fei, aged 70, worked in the police force of Taiwan for more than 40 years. Mr. Yeh held senior positions in several police bureaus in Taiwan. After his retirement from the police force, Mr. Yeh was appointed the honorary President of Ta Feng Securities Co., Ltd. (大豐證券) in Taiwan. He is very experienced in administration and human resources management in large organizations. Mr. Yeh graduated from Central Police Officer College (中央警官學校) of Taiwan. He was appointed as the Company's independent non-executive director on 11 March 2002.

Chen Shieh Shu Chen, aged 47, is a director of Taipei Australia International Investment Pty. Ltd., a company engaged in real estate development in Australia. Mrs. Chen is also a director of Ho Yin Garments Manufacturing Co., Ltd in Taiwan. She has been a director of Taipei Australia International Investment Pty. Ltd. for over 10 years and is experienced in property investment, general management and global trading. Mrs. Chen graduated from Soo Chow University (東吳大學) of Taiwan with a bachelor degree of Arts in History. She was appointed as the Company's independent non-executive director on 11 March 2002.

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SENIOR MANAGEMENT

Wang Pang Chi, aged 49, is the Associate Director of the Group and is responsible for daily overall administration and operation of the Group. Mr. Wang studied banking management in a business college at Tamsui (淡水工商管理專科學校) in Taiwan and has accumulated many years of experience in corporate management. Mr. Wang joined the Group in December 1981.

Liang Shih Hsien, aged 43, is the Associate Director of the Group and is responsible for the supervision of the sales and marketing department in Taiwan. Mr. Liang has many years of experience in sales and marketing from various international cosmetics companies. Mr Liang joined the Group in June 1999.

Niu Jia Lin, aged 45, is the General Manager of Natural Beauty Bio-Technology (Hong Kong) Company Limited and is responsible for the overall management of the Group's operations and business development in Hong Kong. Ms. Niu worked in management positions of banks, international trading firms and fitness clubs in the US, Hong Kong and the PRC for many years. Ms. Niu has been working with the Group since November 2000 as Assistant to President in charge of the Group's business development and market networking.

Qu Jia Qiang, aged 46, is the General Manager of Shanghai Natural Beauty Cosmetics Co. Ltd. ("NB Shanghai") and is responsible for the overall management of the Group's PRC operations. Mr. Qu worked for the PRC Provincial Government specialising in economic planning and corporate management. Mr. Qu joined the Group in January 1998.

Chu Chun Hwei, aged 40, is the Vice President of NB Shanghai and is responsible for corporate planning, the business development and sales and marketing in the PRC. Ms. Chu worked worked in various broadcasting companies holding management position before joining the Group. Ms. Chu joined the Group in July 2000.

Yan Yi Ling, aged 41, is the Associate Director of the NB Shanghai and is responsible for the finance and accounting of the Group's PRC operation. Ms. Yan holds a master degree in Statistics from West Virginia University in the US. Prior to joining the Group in July 2000, Ms. Yan worked in various commercial bank holding management position and has over 10 years of working experience in internal control and administration.

COMPANY SECRETARY

Wong Kin Tak, aged 30, is the Company Secretary of the Company and the Financial Controller of the Group, responsible for the financial planning and monitoring. He is an associate member of The Association of Chartered Certified Accountants and the Hong Kong Society of Accountants. Prior to joining the Group in October 2001, Mr. Wong held senior financial management positions in a telecommunication company and a venture capitalist and worked for an international accounting firm for more than 7 years.