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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)

**RE-DESIGNATION OF INTERIM CHIEF EXECUTIVE OFFICER
AS CHIEF EXECUTIVE OFFICER
CESSATION AS CHIEF OPERATING OFFICER
AND
APPOINTMENT OF CHIEF FINANCIAL OFFICER**

The Board hereby announces that Mr. HSIAO Wen-Chung, the Chief Operating Officer and Interim Chief Executive Officer of the Group, will be re-designated as Chief Executive Officer of the Group and cease to be Chief Operating Officer, in each case, with effect from 1 September 2016.

The Board further announces that, with effect from 1 July 2016, Mr. TSAI Tien-Chun, has been appointed as Chief Financial Officer of the Group.

RE-DESIGNATION OF INTERIM CHIEF EXECUTIVE OFFICER AS CHIEF EXECUTIVE OFFICER AND CESSATION AS CHIEF OPERATING OFFICER

The board (the “**Board**”) of directors (the “**Directors**”) of Natural Beauty Bio-Technology Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) hereby announces that Mr. HSIAO Wen-Chung, alias Mark Shaw (“**Mr. HSIAO**”), the Chief Operating Officer and Interim Chief Executive Officer of the Group, will be re-designated as Chief Executive Officer of the Group and cease to be the Chief Operating Officer, in each case, with effect from 1 September 2016.

The biographical details of Mr. HSIAO are as follows:

Mr. HSIAO, aged 59, joined the Group on 16 October 2006 as the Chief Operating Officer of 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 was appointed as Chief Operating Officer and Interim Chief Executive Officer with effect from 21 December 2015 and 1 January 2016 respectively. 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 Part XV 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 Executive Officer of the Group for a term of three years commencing from 1 September 2016. 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 re-designation of Mr. HSIAO 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.

APPOINTMENT OF CHIEF FINANCIAL OFFICER

The Board further announces that Mr. TSAI Tien-Chun (“**Mr. TSAI**”) has been appointed as Chief Financial Officer of the Group with effect from 1 July 2016.

Mr. TSAI, aged 46, graduated from National Taiwan University with a Master degree in Accounting in 1995 and graduated from Guanghua School of Management of Peking University with a Master degree in Business Administration in 2008. He is currently a PhD student in Accounting at Xiamen University. He obtained certificate of Certified Public Accountant in Taiwan in 1995 and qualified as a Chartered Financial Analyst (CFA) Charterholder in 2004. Prior to joining the Group, Mr. TSAI worked for Ta-Yung Shin Yeh Co. Ltd. and Yulon Motor Co. Ltd. with practical experience of more than twenty years; the former is the biggest private land management company in Taiwan, while the latter is the biggest automotive group in Taiwan. While serving as Senior Manager of Strategy & Planning Department of Ta-Yung Shin Yeh Co. Ltd., Mr. TSAI devoted to optimizing land utilization through investment management in organic agriculture, hotel management, leisure farm exploitation, kindergarten, department store, supermarket and etc. In Yulon Motor Co. Ltd., he was responsible for tax, treasury, accounting, cost management and external negotiations, and he successfully consolidated almost a hundred subsidiaries into an automotive management center through investment management. After that, Mr. TSAI worked for Luxgen (Hangzhou) Motor Co. Ltd. as Administrative Director with extensive management experience in the People’s Republic of China.

The Board would like to welcome Mr. HSIAO and Mr. TSAI on their new appointments.

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

Hong Kong, 26 August 2016

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. Lu Chi-Chant and Mr. Hsieh Pang-Chang as independent non-executive directors.