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NB

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)

INSIDE INFORMATION 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 based on its preliminary assessment on the information currently available to the Board, the Group is expected to record a net loss of approximately HK\$23.6 million for the six months ended 30 June 2022, representing a significant decline by approximately 239% as compared to its net profits of approximately HK\$17.0 million for the corresponding period in 2021.

The information contained in this announcement is only based on a preliminary assessment by the Board based on the unaudited consolidated management accounts of the Group for the six months ended 30 June 2022 and the information currently available to the Company, which has not been reviewed by the Company's auditors or the audit committee of the Company and may be subject to adjustments.

Shareholders and potential investors are advised to exercise caution when dealings 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 of the Company (the “**Board**”) would like to inform the shareholders of the Company (the “**Shareholders**”) and potential investors that based on the preliminary assessment of the latest unaudited consolidated management accounts of the Group for the six months ended 30 June 2022 and the latest information available to the management of the Group, the Group is expected to record a net loss of approximately HK\$23.6 million for the six months ended 30 June 2022, representing a significant decline by approximately 239% as compared with the net profits of approximately HK\$17.0 million for the six months ended 30 June 2021.

Such change is mainly attributable to the decrease of revenue both in the PRC and Taiwan markets: (i) the “Zero-COVID” policy implemented in the PRC market resulted in the suspension of the business of the Group’s franchising stores in the PRC. In particular, owing to the 2-month-long lockdown in Shanghai which took place in the first half of 2022, the manufacturing and supply chains were suspended; and (ii) the “coexist with virus and effective epidemic control” policy implemented in Taiwan prompted Taiwan’s COVID cases to drastically increase within two months in the first half of 2022, which had significant impact on the Group’s operations in Taiwan market.

The Company is still in the process of finalising the interim results of the Group for the six months ended 30 June 2022. The information contained in this announcement is only based on a preliminary assessment by the Board of the unaudited consolidated management accounts of the Group for the six months ended 30 June 2022 and the information currently available to the Company, which has not been reviewed by the Company’s auditors or reviewed by the audit committee of the Company and may be, subject to adjustments. Shareholders and potential investors are advised to read carefully the results announcement of the unaudited interim results of the Group for the six months ended 30 June 2022, which is expected to be published in August 2022 pursuant to the requirements of the Listing Rules.

By order of the Board
Natural Beauty Bio-Technology Limited
LEI Chien
Chairperson

Hong Kong, 19 July 2022

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