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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)

**(1) RESIGNATION OF NON-EXECUTIVE DIRECTOR
(2) APPOINTMENT OF EXECUTIVE DIRECTOR
AND
(3) CHANGE IN COMPOSITION OF EXECUTIVE COMMITTEE**

The Board announces that with effect from 1 January 2024:

- (i) Ms. Lu Yu-Min will resign as a non-executive director and a member of Executive Committee of the Company; and
- (ii) Ms. Lin Yen-Ling will be appointed as an executive director a member of Executive Committee of the Company.

RESIGNATION OF NON-EXECUTIVE DIRECTOR

The board of directors (the “**Board**”) of Natural Beauty Bio-Technology Limited 自然美生物科技有限公司 (the “**Company**”) announces that:

Ms. Lu Yu-Min (“**Ms. Lu**”) will resign as a non-executive director and a member of Executive Committee of the Company with effect from 1 January 2024 due to the expiry of service contract and her intention to focus on personal matters.

Ms. Lu has confirmed that she has no disagreement with the Board and there is no matter in relation to her resignation that needs to be brought to the attention of the shareholders of the Company.

The Board would like to express its gratitude to Ms. Lu for her valuable efforts and contributions to the Company during her tenure of office.

APPOINTMENT OF EXECUTIVE DIRECTOR

The Board of the Company is pleased to announce that Ms. Lin Yen-Ling (“**Ms. Lin**”) will be appointed as an executive director and a member of Executive Committee of the Company with effect from 1 January 2024.

Ms. Lin Yen-Ling, aged 60, was appointed as the Chief Executive Officer of the Company and its subsidiaries (the “**Group**”) on 26 October 2018. She is currently also a director of some of the Company’s subsidiaries. She 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 the appointment as the Chief Executive Officer of the Group, 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.

Ms. Lin has entered into a service contract with the Company for an initial term of one year and the service contract can be terminated by either party giving one month’s written notice. She is subject to retirement by rotation and re-election in accordance with the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Listing Rules**”) and the Articles of Association of the Company. Ms. Lin is entitled to receive a director’s fee of HK\$240,000 per annum which is subject to review by the Board or its delegated committee with reference to her duties and responsibilities as well as the prevailing market conditions.

Save as disclosed above, Ms. Lin does not have any interest in any shares or underlying shares of the Company pursuant to Part XV of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong). She does not have any relationship with any directors or senior management or substantial shareholders or controlling shareholders of the Company.

Save as disclosed above, there is no other information which is discloseable pursuant to any of the requirements under Rules 13.51(2)(h) to 13.51(2)(v) of the Listing Rules, and there are no other matters relating to the appointment of Ms. Lin that need to be brought to the attention of the shareholders of the Company.

The Board would like to welcome Ms. Lin for joining as a member of the Board.

CHANGE IN COMPOSITION OF EXECUTIVE COMMITTEE

With effect from the 1 January 2024, Ms. Lin will be appointed as a member of the Executive Committee of the Company in place of Ms. Lu, who will cease to be a non-executive director and a member of the Executive Committee of the Company.

By Order of the Board
Natural Beauty Bio-Technology Limited
Lei Chien
Chairman

Hong Kong, 29 December 2023

As at the date of this announcement, the Board comprises Dr. Lei Chien and Mr. Lin Chia-Wei 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. Lin Tsalm-Hsiang and Mr. Yang Shih-Chien as independent non-executive directors.