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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)

APPOINTMENT OF CHIEF EXECUTIVE OFFICER

The board of directors (the “**Board**”) of Natural Beauty Bio-Technology Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) is pleased to announce that Mr. Cheng Chi-Chung (“**Mr. Cheng**”) has been appointed as a Chief Executive Officer of the Group with effect from 16 July 2024.

The biographical details of Mr. Cheng are as follows:

Mr. Cheng, aged 57, graduated from Taiwan University with a bachelor degree and Tsinghua University in Beijing with a degree of Executive Master of Business Administration. Mr. Cheng has 30 years of experience (including 14 years in the groups in the People’s Republic of China) in media, retailing and e-commerce, large chain groups and listed companies.

Mr. Cheng previously worked as the general manager of Eastern Broadcasting Co., Ltd. and ETTV America Corporation and the director of Eastern Broadcasting News Channel (東森電視新聞台) from 1998 through 2006. He also served as the Chief Executive Officer of Beijing Gome Online Co., Ltd.* (北京國美在線有限公司) from 2008 through 2010. From 2011 through 2018, Mr. Cheng worked as the Chief Executive Officer and Chairman of SMI Holdings Group Limited (formerly listed on the Main Board of The Stock Exchange of Hong Kong Limited (stock code: 00198)).

Mr. Cheng is currently the director of ET New Media Holding Co., Ltd., a subsidiary of the Eastern Media International Corporation. Mr. Cheng was awarded the National Medal for Literature and Art.

* For identification purpose only.

Mr. Cheng has entered into an employment letter 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. Mr. Cheng is entitled to receive an emolument of RMB\$180,000 and TWD\$450,000 per month, and a year-end bonus is RMB\$420,000 per annum. Such remuneration is determined with reference to the duties and responsibilities of Mr. Cheng as well as the prevailing market conditions. Pursuant to employment letter between the Company and Mr. Cheng, Mr. Cheng will not receive any performance-based discretionary bonus and such other benefits from the Company for his service as the Chief Executive Officer, but he will be entitled to allowance and insurance provided by the Company.

As at the date of this announcement, save as disclosed above, Mr. Cheng 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. Cheng 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. Cheng 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).

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 appointment of Mr. Cheng 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 Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited.

The Board wishes to express its warm welcome to Mr. Cheng for taking up the position of Chief Executive Officer of the Group.

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

Hong Kong, 21 June 2024

As at the date of this announcement, the Board comprises Dr. Lei Chien, Mr. Lin Chia-Wei and Ms. Lin Yen-Ling as executive directors; 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.