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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)

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 of the Company and potential investors that the Group expects to record a significant decline in its profits for the six months ended 30 June 2019 as compared to its profits for the corresponding period of 2018.

Shareholders of the Company and potential investors are advised to exercise caution when dealing 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 (the “**Board**”) of the Company would like to inform the shareholders of the Company and potential investors that the Group expects to record a significant decline in its profits for the six months ended 30 June 2019 as compared to its profits for the corresponding period of 2018. The main reasons for the profit decline are (i) adverse impact from RMB depreciation; (ii) higher expenses due to more research & development and new product launch efforts aiming at expanding our customer base; and (iii) continuous adjustment of distribution channels and investment in marketing to enhance the brand value.

The Company is in the process of finalizing the interim results of the Group for the six months ended 30 June 2019. The information contained in this announcement is only based on a preliminary assessment by the Board of the unaudited management accounts of the Group as at 30 June 2019 and is not based on any figures or information that have been audited or reviewed by the Company's auditors. Shareholders of the Company and potential investors are advised to peruse the interim results of the Group for the six months ended 30 June 2019 to be released in due course.

Shareholders of the Company and potential investors are advised to exercise caution when dealing in the shares of the Company.

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

Hong Kong, 19 July 2019

As at the date of this announcement, the Board comprises Dr. Lei Chien and Mr. Pan Yi-Fan as executive directors; Mr. Hsiao Wen-Chung, 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.