

Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.

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\$29.6 million for the year ended 31 December 2022 as compared to its net profit of approximately HK\$35.3 million recorded for the corresponding period in 2021.

The information contained in this announcement is only based on a preliminary review and assessment by the Board according to the unaudited consolidated management accounts of the Group for the year ended 31 December 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 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 year ended 31 December 2022 and the latest information available to the management of the Group, the Group is expected to record a net loss of approximately HK\$29.6 million for the year ended 31 December 2022, as compared with the net profit of approximately HK\$35.3 million recorded for the corresponding period in 2021.

Such change is mainly attributable to the decrease of revenue both in the PRC and Taiwan markets:

- (i) As impacted by the COVID-19 and the persistent social distancing and quarantine measures imposed by the authority throughout the majority of the year 2022, the economic growth of mainland China slowed down significantly. The COVID-19 spread throughout the entire country, and most franchise stores were prohibited to operate in full capacity. Furthermore, two-month lockdown of Shanghai resulted in no production and no supply in April & May of 2022, which led to the decrease of the Group’s revenue in PRC market.
- (ii) The “coexist with virus and effective epidemic control” policy implemented in Taiwan prompted the number of COVID-19 cases in Taiwan to drastically increase in the first half of 2022 and continued to increase ever since, which led to the decrease of the Group’s all-channels revenue in Taiwan market.

The Company is still in the process of finalising the annual results of the Group for the year ended 31 December 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 year ended 31 December 2022 and the information currently available to the Company, which have 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 annual results of the Group for the year ended 31 December 2022, which is expected to be published in no later than March 2023 pursuant to the requirements of the Listing Rules.

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

Hong Kong, 18 January 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.