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## **INSIDE INFORMATION POSITIVE 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 revenue of approximately HK\$270 million for the six months ended 30 June 2025, representing an increase of approximately 72% as compared to the revenue of approximately HK\$156.7 million for the corresponding period in 2024. The Group is expected to record a net profit of approximately HK\$10 million for the six months ended 30 June 2025, as compared to a net loss of approximately HK\$30.4 million for the corresponding period in 2024.

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 six months ended 30 June 2025 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 six months ended 30 June 2025 and the latest information available to the management of the Group, the Group is expected to record revenue of approximately HK\$270 million for the six months ended 30 June 2025, representing an increase of approximately 72% as compared to the revenue of approximately HK\$156.7 million for the corresponding period in 2024. The Group is expected to record a net profit of approximately HK\$10 million for the six months ended 30 June 2025, as compared to a net loss of approximately HK\$30.4 million for the corresponding period in 2024.

The expected turnaround from loss to profit is mainly attributable to:

- (i) The Group achieved a significant increase in total revenue, primarily attributable to the robust growth momentum in the Mainland China market, where revenue more than doubled compared to the corresponding period in the prior year. Leveraging an effective execution of its multi-channel & multi-brand strategy, the Group deepened its footprint in the wellness sector. The Group further accelerated the expansion of franchising stores through franchising agents, while driving channel efficiency through the strategic deployment of international high-end smart beauty devices. During the six months ended 30 June 2025, the substantial increase in new store openings effectively supported market expansion and strengthened end-user penetration. As a result, revenue generated from the Mainland China market increased from approximately HK\$108 million for the six months ended 30 June 2024 to approximately HK\$222 million for the six months ended 30 June 2025, representing a year-on-year growth of approximately 106%.
- (ii) The Group continued to strengthen its refined management practices and enhanced operational efficiency, thereby driving optimisation of its cost and expense structure, which in turn effectively supported a turnaround from net loss to net profit.

The Company is still in the process of finalising the interim results of the Group for the six months ended 30 June 2025. 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 2025 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 interim results of the Group for the six months ended 30 June 2025, which is expected to be published in no later than August 2025 pursuant to the requirements of the Listing Rules.

**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, 16 July 2025

*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.*