

Profile of Directors and Senior Management 董事及高級管理層履歷

EXECUTIVE DIRECTORS

Dr. Tsai Yen Yu (alias Tsai Yen Pin) (“Dr. Tsai”), aged 56, is the founder and the Chairman of the Group. Dr. Tsai founded the Group in 1972 and is responsible for the Group’s overall management, strategic planning and development, and formulation of company policies and business strategy. Dr. Tsai is a renowned professional beauty expert in Taiwan as well as in the PRC and has been engaged in the beauty and skin care industry over 30 years. In these years, Dr. Tsai has been awarded numerous honours, positions and prizes including:

- Top 20 most influential businesswomen in Taiwan
- Honorary Doctor of Commerce, Dewey University, the United States of America (the “US”)
- Outstanding Entrepreneurs of Taiwan awarded by Taiwan Women’s Business Association
- Chairwoman of Industrial Cooperation Program in Tamkang University, Taiwan
- Chairwoman of Taiwan Beautician Association, Sessions VI
- Vice Chairwoman of Taiwan Golden Trademark Association, Session II
- Principal supervisor of Taiwan Intellectual Property Protection Association
- Principal consultant in National Beauty Parlor Association of the PRC
- Honorary Principal of Chungming High School in the PRC
- “Bai Yu Lan” Award by the Shanghai City Government

執行董事

蔡燕玉博士 (又名蔡燕萍) (「蔡博士」), 56 歲, 本集團創辦人兼主席。蔡博士於一九七二年創辦本集團, 負責本集團的整體管理、策略規劃及發展、制定公司政策及業務策略。蔡博士在台灣及中國大陸為享負盛名的專業美容專家, 並在美容及護膚業內擁有超過30年經驗。近年, 蔡博士榮獲多項榮譽、職銜及獎項, 包括:

- 台灣20個最有影響力的女企業家
- 美利堅合眾國(「美國」)杜威大學商學榮譽博士
- 台灣傑出工商婦女
- 淡江大學建教管理研究班班主任
- 台灣儀容美協會第六屆理事長
- 台灣金商標協進會第二屆副會長
- 台灣智慧財產權保護協會監事長
- 中國大陸工商聯美容工會首席顧問
- 中國大陸崇明中學榮譽校長
- 上海市政府頒授的「白玉蘭獎」殊榮

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EXECUTIVE DIRECTORS (continued)

Lee Ming Ta (alias Lee Ming Tah), aged 56, the husband of Dr. Tsai, is an executive director of the Group and is responsible for the general administration and internal management of the Group. Prior to joining the Group in 1993, Mr. Lee had worked for various financial institutions at senior management level for over 10 years in corporate management and staff training. Mr. Lee graduated in Fengchia University in Taiwan with a bachelor degree in Banking and Insurance.

Su Chien Cheng, aged 32, the son of Dr. Tsai, is an executive director of the Group and Vice President of Natural Beauty Cosmetics Company Limited ("NB Taiwan"). He is responsible for the financial management and sales and marketing of the Group. Mr. Su graduated from the University of Westminster with a master degree of business administration and is also a doctorate candidate of the Shanghai University of Finance and Economics of the PRC. He joined the Group in 1999.

NON-EXECUTIVE DIRECTOR

Su Sh Hsyu, aged 30, the daughter of Dr. Tsai, is a non-executive director of the Group. Ms. Su graduated from the London School of Economics with a master degree of Science in Industrial Relations and Personnel Management, Industrial Relation and Human Resources Management and received a doctorate degree of the Teachers College Columbia University in the City of New York, the US in 2004. Ms. Su has been actively engaged in the marketing and business development of the Group in Taiwan and the PRC during the period from 1998 and 2000. She was appointed as a Director in 2001 and is responsible for advising the Group in respect of the strategic planning and development.

執行董事 (續)

李明達，56歲，蔡博士的丈夫，本集團執行董事，負責本集團的行政及內部管理。於一九九三年加入本集團前，李先生曾於多間財務機構任職高級管理職務，於企業管理及員工培訓工作方面擁有超過10年經驗。李先生畢業於台灣逢甲大學，擁有銀行及保險學學士學位。

蘇建誠，32歲，蔡博士的兒子，本集團執行董事兼為自然美化粧品股份有限公司（「自然美台灣」）之副總裁，負責本集團的財務管理與銷售及市場推廣工作。蘇先生畢業於英國西敏寺大學，擁有工商管理碩士學位，並為中國大陸上海財經大學的博士研究生，於一九九九年加入本集團。

非執行董事

蘇詩琇，30歲，蔡博士的女兒，本集團非執行董事，蘇女士畢業於英國倫敦政治經濟學院，擁有工業與人事管理及人力資源的關係管理碩士學位，並於二零零四年獲頒美國紐約哥倫比亞大學教育學院博士學位。蘇女士由一九九八年至二零零零年期間已積極參與本集團在台灣及中國大陸的市場推廣及業務發展，並於二零零一年獲委任為董事，負責就策略規劃與發展向本集團提供意見。

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INDEPENDENT NON-EXECUTIVE DIRECTORS

Yeh Liang Fei, aged 72, worked in the police force of Taiwan for more than 40 years. Mr. Yeh held senior positions in several police bureaus in Taiwan. After his retirement from the police force, Mr. Yeh was appointed the honorary President of Ta Feng Securities Co., Ltd. in Taiwan. He is very experienced in administration and human resources management in large organisations. Mr. Yeh graduated from Central Police Officer College of Taiwan. He was appointed as the Company's independent non-executive director in March 2002.

Chen Shieh Shu Chen, aged 49, is a director of Taipei Australia International Investment Pty. Ltd., a company engaged in real estate development in Australia. Mrs. Chen is also a director of Ho Yin Garments Manufacturing Co., Ltd. in Taiwan. She has been a director of Taipei Australia International Investment Pty. Ltd. for over 10 years and is experienced in property investment, general management and global trading. Mrs. Chen graduated from SooChow University of Taiwan with a bachelor degree of Arts in History. She was appointed as the Company's independent non-executive director in March 2002.

SENIOR MANAGEMENT

Lee Yung Chiu, aged 63, is the general manager of NB Shanghai and is responsible for the Group's operations, business planning, human resources and the business operations of dedicated counters in the PRC. Mr. Lee graduated from Taiwan Nat, Taiwan University with a bachelor degree of Foreign Language and Literature. Mr. Lee is highly experienced and has over 40 years of experience in the beauty and cosmetics sector in the Greater China Region. Prior to joining the Group in 2002, he was the Chief Executive Officer of Taiwan Shiseido Cosmetics Corp. Ltd. and has held key positions in various organisations including the director of Taiwan Area Cosmetics and Toiletries Association, director of Republic of China Consumer Association and manager of Taiwan Cosmetics and Underwear One Price Friendship Association.

獨立非執行董事

葉良輝，72歲，曾服務台灣警隊逾40年。葉先生曾於台灣擔任多個警察局高級職位，並於警隊榮休後，獲委任為台灣大豐證券的榮譽董事，於大型機構行政及人力資源管理工作方面積逾豐富經驗。葉先生畢業於台灣中央警官學校，於二零零二年三月獲委任為本公司獨立非執行董事。

陳謝淑珍，49歲，為一家從事澳洲房地產發展公司台澳國際投資有限公司的董事，亦是台灣合胤製市廠有限公司董事，並在台澳國際投資有限公司擔任董事職務超過10年，在物業投資、一般管理及全球貿易工作方面經驗豐富。陳太畢業於台灣東吳大學，擁有文學士學位，主修歷史。陳太於二零零二年三月獲委任為本公司獨立非執行董事。

高級管理層

李榮秋，63歲，自然美上海總經理，負責本集團統籌運作、業務規劃、人力資源及統籌中國大陸專櫃業務等工作。李先生於台灣國立之台灣大學畢業，取得外文系及文學學士學位。李先生在大中華地區之美容及彩粧銷售業務方面積逾40年經驗。李先生於二零零二年加入本集團前，曾在台灣資生堂股份有限公司任職高層管理人員，並於多個組織擔任相關公職服務，包括台灣區化粧品洗滌公會理事、台灣消費者協會理事及台灣化粧品、內衣不二價聯誼會總幹事等等。

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SENIOR MANAGEMENT (continued)

Lin Fu Shui, aged 54, is the Chief Executive Officer of NB Taiwan and is responsible for the Group's operations, business planning and human resources in Taiwan. Mr. Lin holds a bachelor's degree in Economics from Tunghai University of Taiwan and has over 30 years of experience in corporate management in Taiwan. Prior to joining the Group in 2002, Mr. Lin has served senior management positions in various enterprises, including Family Mart Co. Ltd. and Pao Long International Co. Ltd..

Yan Yi Ling, aged 43, is the Head of accounting and finance for NB Shanghai and is responsible for the financial management and accounting function of the Group's PRC operation. Ms. Yan holds a master degree in Statistics from West Virginia University in the US. Prior to joining the Group in 2000, Ms. Yan worked in various commercial bank holding management position and has over 10 years of working experience in internal control and business administration.

Willie Shen, aged 54, is the Head of Sales/Business Development of the NB Shanghai and is responsible for the overall management, planning and operations of the group's franchise program, the business development for franchise business and the supervision of franchise stores. Ms. Shen graduated from Shanghai Municipal Staff Sparetime College and has over 30 years of experience in the manufacturing and retail industry. Ms. Shen joined the group in 1995.

Lin Hin Ju, aged 42, is the head of Sales for NB Taiwan and is responsible for the planning, development and operation of the franchise programme in Taiwan, the supervision of the dedicated counters sales activities, marketing and promotional activities in Taiwan. Ms. Lin holds a Diploma in Apparel Design from Shih Chien University of Taiwan and has studied Business Management in Tamkang University of Taiwan and Linguistic Science in Michigan State University. Prior to joining the Group in 1993, Mr. Lin worked in a German cosmetics group and The Body Shop Taiwan.

高級管理層 (續)

林福水，54歲，台灣自然美首席執行官，負責台灣之集團統籌運作、業務規劃及人力資源等職務。林先生於台灣東海大學畢業，取得經濟學學士學位。林先生在台灣地區企業管理積逾30年經驗，於二零零二年加入本集團前，林先生曾於福客多商店股份有限公司及寶隆國際股份有限公司擔任高級主管。

顏逸翎，43歲，自然美上海會計及財務主管，負責本集團在中國大陸業務的財務管理及會計工作。顏女士擁有美國西維珍尼亞大學統計學系碩士學位。於二零零零年加入本集團前，顏女士曾於多間商業銀行擔任管理職位，並在內部管理及業務行政工作方面積逾10年工作經驗。

沈慰理，54歲，自然美上海銷售／業務發展主管，負責本集團連鎖加盟計劃的整體管理、計劃及運作以及連鎖加盟的業務開發及連鎖加盟店的監督。沈女士畢業於上海市職工大學，從事生產及零售業逾30年。沈女士於一九九五年加入本集團。

林敏如，42歲，台灣自然美銷售主管，負責規劃、拓展及經營台灣加盟業務，督導專櫃銷售業務、台灣之促銷及推廣活動等工作。林女士於台灣實踐大學畢業，取得服裝設計文憑，並在台灣淡江大學及美國密西根州立大學分別進修企業管理及語言。林女士於一九九三年加入本集團前，曾於一家德資化粧品集團及The Body Shop Taiwan工作。

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SENIOR MANAGEMENT (continued)

Wang Pang Chi, aged 51, is the Head of administrative division for the Group and is responsible for daily overall administration and operation of the Group. Mr. Wang studied banking management in a business college at Tamsui in Taiwan and has accumulated many years of experience in corporate management. Mr. Wang joined the Group in 1981.

Fong Chiu Hsia, aged 49, is the head of accounting and finance for NB Taiwan and is responsible for the financial management and accounting function of the Group's Taiwan Business. Prior to joining the Group in 1980, Ms. Feng worked in an international accounting firm and has served management positions in a number of corporations in the region and has over 30 years of experience in accounting, finance and auditing.

COMPANY SECRETARY

Lee Wai Kam, Hyman, aged 31, is the company secretary and the financial controller of the Company and is responsible for financial planning and monitoring. He graduated from the Hong Kong Polytechnic University with bachelor's degree in accountancy and received a diploma in legal studies from the University of Hong Kong. He is an associate member of the Hong Kong Society of Accountants and a fellow member of the Association of Chartered Certified Accountants. Prior to joining the Company in July 2002, he held senior financial positions in a Hong Kong listed company and a multi-national company and worked for an international accounting firm for more than seven years.

高級管理層 (續)

王邦畿，51歲，本集團行政主管，負責本集團日常整體行政及運作。王先生於台灣一間商科學校淡水工商管理專科學校學習，主修銀行管理，在企業管理工作方面積累多年經驗。王先生於一九八一年加入本集團。

封秋霞，49歲，台灣自然美會計及財務主管，負責本集團台灣業務之財務管理及會計工作。封女士於一九八零年加入本集團前，曾於一間國際會計師事務所工作，並於區內數間企業擔任管理職位。彼於會計、財務及審計積逾30年經驗。

公司秘書

李偉鑑，31歲，本公司公司秘書兼財務總監，負責財務策劃及監管。彼畢業於香港理工大學，取得會計學學士學位，並於香港大學取得法律文憑。彼為香港會計師公會及英國特許公認會計師公會會員。於二零零二年七月加入本公司前，彼於一家香港上市公司及一家跨國公司擔任高級財務職位，並於一家國際會計師行工作超過七年。