

Management Profile

管理層履歷

Executive Director: Dr. Tsai Yen Yu (alias Tsai Yen Pin) (“Dr. Tsai”)

Aged 60, 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

Executive Director: Lee Ming Ta (alias Lee Ming Tah)

Aged 60, 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.

Executive Director: Su Chien Cheng

Aged 35, 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.

Executive Director: Dr. Su Sh Hsyu

Aged 33, the daughter of Dr. Tsai, is the Executive Director of the Group since September 21, 2004. She advises the Group in various aspects including i) strategic planning and development, ii) project management involving in the full process from development to roll-out of products and services, iii) exploring new distribution channels and advising on the enhancement of the existing ones and iv) identifying potential strategic partner and involving in the negotiation of partnership. Dr. Su graduated from the London School of Economics with a master of science degree in industrial relations, personnel management and human resources management and obtained her PhD in International & Comparative Education, Columbia University in New York, US. Dr. Su had been actively engaged in the marketing and business development of the Group in Taiwan and the PRC during the period from 1998 and 2000.

Independent Non-executive Director: Yeh Liang Fei

Aged 75, 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.

Management Profile (Continued)

管理層履歷 (續)

Independent Non-executive Director: Chen Shieh Shu Chen

Aged 52, 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.

Independent Non-executive Director: Chen Ching

Aged 44, is the Independent Non-Executive Director of the Group. He is also the Managing Partner of Dinkum & Co, CPAs in Taiwan and has over 14 years of experience in accounting. He was a part-time lecturer of the Accounting Information Department in Takming College from 2000 to 2001 and Accounting Department in Chung Kuo Institute of Technology from 2001 to 2002, respectively, both of which are tertiary academic institutions in Taiwan. Mr. Chen is an Independent Director of Yufo Electronics Corporation, a company listed on the GreTai Securities Market (Over-The-Counter Market) in Taiwan. Mr. Chen graduated from the National Cheng-Chi University with a master of science degree in accounting and is a member of Certified Public Accountants Association of Taiwan.

Senior Management: Yeung Wong Sau Ping

Aged 58, Chief Operating Officer in China and is responsible for the operations of China including Hong Kong and Macau. Mrs. Yeung graduated with a Bachelor of Sociology from Chinese University of Hong Kong in 1972. Prior to joining the Group in January 2007, Mrs. Yeung has accumulated over 27 years of management and operational experience in sales and marketing in the globally renowned multi-level direct-selling firm, Amway. She has spearheaded the development of the sales department in Hong Kong and China of that firm and was later promoted to General Manager, Sales of Amway (China) Company Ltd.

Senior Management: Wang Kuang Jui

Aged 40, Supply Chain Director of NB Shanghai and is responsible for the supply chain management in the PRC, including ERP, logistics and IT department. Mr. Wang was graduated in the Chinese Culture University in Taiwan with a Bachelor of Mass Communication. He was the head of IT and also held senior position in Amigo Logistics Corporation in Taiwan. Mr. Wang has been working in China since year 2000. Prior to joining our Group in 2006, Mr. Wang held senior positions in Dragon Logistics Co., Ltd and Trust-Mart Hypermarket.

Senior Management: Chen Hwa Lien

Aged 58, is the Head of Administration for NB Shanghai and is responsible for the administration, logistics and human resources of the Group's PRC operation. Prior to joining the Group in 1993, Ms. Chen had over 10 years of regional administrative experience in Taiwan. She is one of the key employees for the Group's expansion in the PRC.

Senior Management: Yan Yi Ling

Aged 46, 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.

Management Profile (Continued)

管理層履歷 (續)

Senior Management: Shaw Wen Chung

Aged 48, Chief Operating Officer in Taiwan and other markets, is responsible for consolidating and expanding the operations in Taiwan and other markets. Mr. Shaw graduate from Department of Journalism of Taiwan Culture University in 1981. Prior to joining the Group in October 2006, Mr. Shaw has over 23 years of operational management experience in the consumer goods industry. He was the National Sales Director of Energizer Schick Taiwan Limited, leading the sales team of the company operating globally in the broad categories of household and personal care products. He also worked for Warner-Lambert in Taiwan as the National Sales Directors and Unilever Taiwan as Channel Sales Manager.

Senior Management: Fong Chiu Hsia

Aged 52, 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.

Senior Management: Yang Chiao Ling

Aged 34, is the Sales & Marketing Director of NB Taiwan and is responsible for the sales and marketing of our franchise operation, self-own spas, as well as the branding in Taiwan. Ms. Yang was graduated from Shih-Chien University in Taiwan and also studied in Fashion Institute of Technology in New York. Prior to joining the Group in 2003, Ms. Yang had been working in various organizations, such as Otto, Citibank etc., in the field of merchandising and marketing. She is also the wife of Su Chien Cheng.

Senior Management: Chung Ning Hsiang

Aged 35, is the Public Relations Assistant Vice President of NB Taiwan, and is responsible for the coordination of promotional activities and public relations with media in Taiwan. Prior to joining the Group in 2000, Ms. Chung was working as a Legal and Public Relations Supervisor for another beauty company in Taiwan.

Senior Management: Lu Wen Sheng

Aged 40, Brand Director of NB Taiwan and is responsible for the branding and marketing execution in Taiwan. Mr. Lu was graduated with a MBA major in international management in Thunderbird, American Graduate School of International Management of USA in 1998. Prior to joining the Group in March 2007, Mr. Lu has extensive product and branding experiences of fast moving consumer products including Product Manager of Warner Lambert and Senior Product Manager of L'OREAL Taiwan.

Senior Management: Chan Yan Kwan, Andy

Aged 38, is the Financial Controller and Company Secretary of the Group. Mr. Chan is responsible for the financial planning and monitoring. He graduated from the University of Hull in the UK with a bachelor's degree in economics (economics and accounting) in 1992. He is an associate member of the Hong Kong Institute of Certified Public Accountants and a fellow member of the Association of Chartered Certified Accountants. Prior to joining the Group in July 2004, Mr. Chan worked in an international accounting firm and had served senior financial positions in a NASDAQ listed company and a renowned German exhibition company. Mr. Chan is currently studying an Executive MBA with Richard Ivey School of Business with University of Western Ontario, Canada.

Management Profile

管理層履歷

執行董事：蔡燕玉博士（又名蔡燕萍）（「蔡博士」）

60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。這些年來，蔡博士曾獲得多項榮譽、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
- ▶ 台灣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

執行董事：李明達

60歲，蔡博士的丈夫，本集團執行董事，負責本集團的一般行政及內部管理。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。

執行董事：蘇建誠

35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。

執行董事：蘇詩琇博士

33歲，蔡博士的女兒，於二零零四年九月二十一日獲委任為本集團執行董事。彼於多個範疇為本集團提供意見，包括i) 策略規劃及發展；ii) 涉及由發展以至推出產品及服務整個程序之項目管理；iii) 開拓新分銷渠道及就提升現有渠道提供意見；及iv) 物色潛在策略夥伴及參與商談合作關係。蘇博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，並獲美國紐約哥倫比亞大學頒授國際及比較教育博士學位。蘇博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。

獨立非執行董事：葉良輝

75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。

Management Profile (Continued)

管理層履歷 (續)

獨立非執行董事：陳謝淑珍

52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，亦是台灣合胤製衣廠有限公司董事，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。

獨立非執行董事：譚清

44歲，本集團獨立非執行董事，亦為台灣鼎信聯合會計師事務所主管合夥人，從事會計工作逾14年。彼曾於二零零零年至二零零一年期間擔任德明技術學院的會計資訊科兼任講師，亦於二零零一年至二零零二年期間擔任中國工商技術學院會計科兼任講師，上述兩間學院均為台灣之專上學院。譚先生亦為育富電子股份有限公司（為一間在台灣證券櫃檯買賣中心上櫃之公司）之獨立董事。譚先生畢業於國立政治大學並取得會計碩士學位。彼為台灣會計師公會會員。

高級管理層：楊王秀萍

58歲，中國區營運總裁，負責包括香港及澳門兩地之中國業務。楊女士於一九七二年畢業於香港中文大學，獲頒社會學學士學位。於二零零七年一月加入自然美前，楊女士曾任職國際知名的多層直銷公司安利 (Amway)，於銷售及市場推廣方面積逾二十七年管理及營運經驗，並帶領該公司香港及中國的銷售部門，其後更獲擢升為安利 (中國) 日用品有限公司業務總經理。

高級管理層：王光瑞

40歲，自然美上海供應鏈總監，負責本集團中國業務之供應鏈管理，包括工廠產銷計劃、物流及資訊部門等工作。王先生於台灣文化大學畢業，取得大眾傳播學學士學位，台灣地區工作期間曾任東源物流高階主管及資訊長等職務。於二零零零年前來中國工作，於二零零六年加入本集團前，曾於中國龍邦物流及好又多量販集團擔任高階主管。

高級管理層：陳華蓮

58歲，自然美上海副總經理，負責上本集團中國大陸業務之行政管理、後勤及人力資源工作。於一九九三年加入本集團前，陳女士在台灣擁有逾10年地區行政管理經驗，為本集團開拓中國大陸市場的主要僱員。

高級管理層：顏逸翎

46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。

Management Profile (Continued)

管理層履歷 (續)

高級管理層：蕭文聰

48歲，台灣及其他地區營運總裁，專責鞏固及擴充台灣及其他市場之業務。蕭先生於一九八一年畢業於台灣文化大學新聞系。於二零零六年十月加入本集團前，蕭先生於消費品行業積逾二十三年營運管理經驗。他曾擔任勁量舒適股份有限公司台灣分公司的全國銷售總監，帶領該公司銷售團隊於全球經營各式各樣家居及個人護理產品。蕭先生亦曾擔任台灣華納藍茂公司的全國業務處長及聯合利華（股）台灣分公司的通路經理。

高級管理層：封秋霞

52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。

高級管理層：楊巧聆

34歲，為自然美台灣的銷售及市場推廣總監，負責加盟店及自資經營水療中心的銷售及市場推廣，以及於台灣的品牌形象。楊女士畢業於台灣實踐大學，亦曾於紐約FIT服裝學院修讀。於二零零三年加入本集團前，楊女士曾於Otto、花旗銀行等多間機構任職銷售規劃及市場推廣範疇。彼為蘇建誠先生之妻子。

高級管理層：鐘凝香

35歲，為自然美台灣的媒體公關協理，負責台灣地區的媒體廣告安排及對外活動策劃。於二零零零年加入本集團前，鐘女士曾任台灣另一間美容公司的法務公關部主任。

高級管理層：盧文生

40歲，自然美台灣之品牌總監，於台灣負責品牌及市場推廣執行工作。於一九九八年，盧先生獲美國國際管理學院頒授商業企管碩士學位，主修國際管理。於二零零七年三月加入本集團前，盧先生於瞬息萬變之消費產品業擁有廣泛產品及品牌經驗，他曾擔任台灣華納藍茂公司的產品經理及台灣LOREAL之高級產品經理。

高級管理層：陳仁君

38歲，本集團財務總監兼公司秘書，負責財務計劃及監督。彼於一九九二年畢業於英國University of Hull，持有經濟學士學位（經濟及會計學）。彼為香港會計師公會會員及英國公認會計師公會資深會員。於二零零四年七月加入本集團前，陳先生曾任職一家國際會計師行，亦曾於一家納斯達克上市公司及一家著名德國展覽公司擔任高級財務職位。陳先生現正就讀加拿大西安大略大學毅偉商學院（Richard Ivey School of Business）之行政人員工商管理碩士課程。