

77



# Watson

A small image of the cover of the "A.S. Watson Quarterly Family Magazine". The cover features a smiling woman and child, with the "D.M." logo and the word "domol" visible. The magazine is positioned within the letter 'O' of the word "Watson".

**A.S. Watson** Quarterly Family Magazine  
Quarter 1 • 2009



## DC Success Story: Sanctuary for Shoppers

2008 annual results

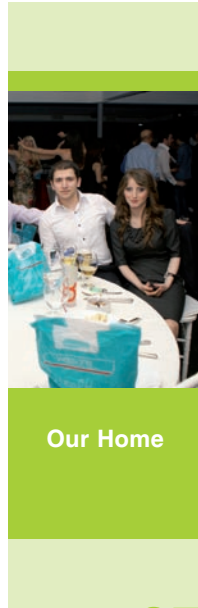
Your shopping partner at Watsons

Every Day No Plastic Bag Day

**C**o**n**t**e**n**t**

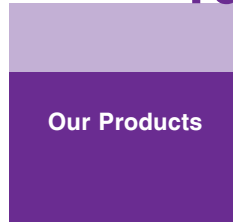


05

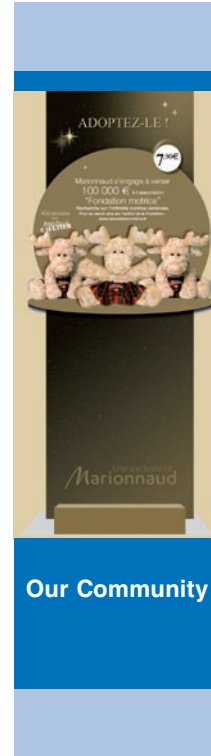


Our Home

27



19



Our Community

29



Focus Story

23



Hutch Story

38

# Message from

## Group Managing Director



**Dominic Lai**  
Group Managing Director

2008 was a successful and record year for ASW in terms of profit. Though some countries performed better and some need catching up, I would like to thank everyone of you for your contributions in building the momentum and one team culture in the group.

2008 is now history. 2009 is a very challenging year but also interesting. Interesting because it's a real test to our strength under this very uncertain economy and unusual customer behaviour. There are risks but also opportunities for us.

We therefore need to focus on optimisation in the business, as well as to focus on the consumers of 2009 who have changed to become ever more price sensitive. We have to adapt and adopt to change.

In times of global crisis like this, there are winners and losers. I'm sure we all want to be on the winning side. Therefore we need to take action swiftly.

Already a quarter into the year, let us expedite on initiatives we set ourselves at the beginning of the year and deliver the budget we promised to our shareholders. I expect my managers to proactively manage every line of business profitability which is important in sustaining the future success of the Group.

I can see a much better and stronger team within ASW, and I am delighted to have a more open culture where we are all happy to share and take in successful ideas from our counterparts.

**Let's optimise to differentiate ourselves from competitors and Make 2009 a successful year!**







# HWL

## 2008 annual results



### 2008 annual results

For the year ended 31 December 2008, **Hutchison Whampoa Limited** (HWL) reported audited profit attributable to shareholders of HK\$17,664 million. Revenue increased by 13% to HK\$348,365 million.

For full results, see:

[www.hutchison-whampoa.com/eng/investor/annual/annual.htm](http://www.hutchison-whampoa.com/eng/investor/annual/annual.htm)

**A.S. Watson** (ASW) achieved a record year of profit in 2008, with earnings before interest expense and taxation of HK\$4,374 million, an 18% improvement compared to last year. Turnover increased by 8% to HK\$118,487million.



• Loyalty card takes hold in Asia	7
• YOU AWARDS Season 2	8
• What's in your Watsons	
• Drogas store assistant becomes a TV Star!	9
• Superdrug stars at beauty extravaganza	
• The Perfume Shop celebrates TV debut!	10
• FORTRESS - Inspiring Smart Living Awards	
• A new look for Marionnaud France	11
• An exhilarating race!	12
• <i>Look Book</i> beauty trends	13
• Superprices from Superdrug	
• Find all you want to eat at GREAT	14
• Flying high with new boutiques and a new look	15
• World's top wines, by the glass, at a great price	
• The Perfume Shop unveils new format	16
• Fusion by PARKnSHOP	
• Reaching the 400 <sup>th</sup> milestone	17
• Watsons "GLOWs" with a new magazine	
• Awards	18

itv 1

**I'm A Celebrity, Get Me Out Of Here!**

The new television campaign for The Perfume Shop will launch in I'm A Celebrity Get Me Out of Here on Wednesday 26th November on ITV1

I'm A Celebrity Get Me Out of Here is one of the most popular reality shows in British television history. An average of 7.2 million viewers across the UK were glued to the show last year.

The Perfume Shop is targeting ITV1 viewers with its dynamic new ad to promote their range of male and female fragrances. Don't miss I'm A Celebrity Get Me Out of Here on Wednesday 26th November to see how The Perfume Shop will be brought into living rooms across the country.

Start screening November 26th

THE PERFUME SHOP

Marionnaud  
C'est qu'un parfum, c'est vous.

I'M A CELEBRITY  
GET ME OUT OF HERE

clé de peau  
PARFUMS

Watson's WINE BAR

# Around the World



## Loyalty card takes hold in Asia

"My Shopping Partner", the new membership card, is now available in **Watsons China**, introducing a wide range of personalised services to give customers an even better shopping experience. More than just a simple loyalty card, "My Shopping Partner" holders will receive personalised information and promotional offers on their favourite products and will earn points that can be redeemed for further purchases. To give customers a firsthand experience, Watsons organised a "Customer Experience Day", where all those who applied for a Watsons Membership Card received gifts, tried new products and received a free health examination. The card has received a great response so far, with membership expected to reach two million by the end of March.

Meanwhile, **Watsons Taiwan** store card hit the million member mark in a surprisingly short time – only 25 weeks after the July launch.

Watsons

# 我的购物另一伴





## YOU AWARDS Season 2

Watsons Thailand launched the YOU AWARDS Season 2 contest to encourage the general public to discover their own unique attributes in six different categories – Hip Hairstyle, Engaging Eyes, Luscious Lips, Friendly Face Male-Female and Fit Figure.

The YOU AWARDS Season 2 is a significant step by Watsons and its six strategic partners, Sunsilk, Maybelline, Sheene, Nivea for Men, Pond's and LCH together with Thailand's leading entertainment company 'RS Public Co., Ltd.' to inspire customers to celebrate and value their unique beauty. Winning prizes include cash, free products from sponsors and opportunities to work with RS.

Watsons

## What's in your Watsons

This is the new branding message launched by Watsons Taiwan in January 2009. Four "must have" concepts representing skin care, cosmetics, hair and health are expressed in this campaign and are illustrated by four key messages "What makes me stand out from the crowd", "What gives me beautiful skin", "What makes my hair look good every day" and "What is good for my body and mind". To every question, Watsons Taiwan has the answer. The new campaign was introduced to the press on 7 January by Managing Director Krish Iyer and revealed with the help of four top models – Tiffany Shiu, Shattina Lee, Jade Chang, and Olivia Huang who were dressed and made-up to illustrate the four messages.

Watsons Taiwan also launched the "To announce what you must have" online campaign inviting customers to create their own Watsons on-line catalogue. More than 2,000 people participated and recommended their own favourite Watsons products.

<http://www.watsons.com.tw/WIYW>

Watsons



Around the World



## Drogas store assistant becomes a TV Star!

**Drogas Latvia** Store Assistant Marina Popova received the "Quality Mark" award from TV3 – the most popular TV channel in Latvia. The general public voted Marina the winner after she was filmed with a secret camera helping a customer with a baby pram.

Later, Marina said that serving clients is a priority and even if she had known that she was being filmed, she would not have changed her manner. Marina's mother also works in Drogas as Store Manager and she is very proud of her daughter's success and she hopes that Marina will continue her career in Drogas!

As a winner who loves her job, Marina received a "Quality Mark" – a sticker which now adorns doors of Drogas stores. Now every customer knows they will receive quality service.

Drogas



## Superdrug stars at beauty extravaganza

December 2008 saw **Superdrug** host a beauty extravaganza at the UK's largest event celebrating fashion and beauty – the Clothes Show Live in Birmingham. Superdrug sponsored the beauty & hair section with a host of experts from supplier partners taking the stage to demonstrate products to the eager crowd. A Superdrug store built next to the stage retailed a host of new, exclusive and own label products, and gave visitors mini make-overs with manicures, make-up and hair collections. Superdrug worked closely with suppliers including exclusive brands Clix (hair extensions) and 2True (value cosmetics).

Superdrug



## The Perfume Shop celebrates TV debut!

Christmas 2008 saw **The Perfume Shop** advertise on TV for the first time ever. The launch of the TV campaign took place during the popular TV show, The X Factor, with viewer numbers peaking at 13 million during one show alone, which featured Britney Spears. The TV advertisement was directed by the highly acclaimed Jonus Odell, famous for directing music videos and other large brand advertisements. Music was created specially for The Perfume Shop by Mint Royal who are known for creating and mixing old music with a contemporary twist.



**ITV 1**

**I'm A Celebrity, Get Me Out Of Here!**

The new television campaign for The Perfume Shop will launch in I'm A Celebrity, Get Me Out of Here on Wednesday 26th November on ITV1.

I'm A Celebrity Get Me Out of Here is one of the most popular reality shows in British television history. An average of 7.2 million viewers across the UK were gripped by the show last year.

The Perfume Shop is targeting ITV1 viewers with its dynamic new ad to promote their range of male and female fragrances. Don't miss I'm A Celebrity Get Me Out of Here on Wednesday 26th November to see how The Perfume Shop will be brought into living rooms across the country.

Source: BARB Ratings November 2007

## FORTRESS

### Inspiring Smart Living Awards

The 1<sup>st</sup> Inspiring Smart Living Awards was hosted by **FORTRESS** in early February in which 159 outstanding products were awarded to recognise suppliers' contribution to the success of Fortress. Mr. Gary Ng, Managing Director of FORTRESS, said *"Although the retail industry's growth rate is slowing down under the effect of global financial turmoil uncertainties, FORTRESS still recorded a remarkable result in 2008. This was greatly due to strong support from the suppliers. FORTRESS together with the suppliers will try our very best to make a successful 2009".* This year, the Most Outstanding Award was presented to "Samsung", the famous Korean electronic brand name.



Il m'a promis  
le 7<sup>ème</sup> ciel.  
Un cadeau ce serait  
déjà pas mal.



Marionnaud  
Ce qui est unique chez nous, c'est vous.



L'hiver,  
ça va  
cinq minutes

Marionnaud  
Ce qui est unique chez nous, c'est vous.



Marionnaud  
Ce qui est unique chez nous, c'est vous.

Je n'ai plus aucune  
crème à me mettre

SOLDÉS



### A new look for Marionnaud France

Following the 2008 "silhouette" campaign, which broke the traditional creative codes of a selective market, **Marionnaud France** unveiled its new 2009 campaign in January. Entering a new era, the campaign is just as impactful but reflects even more glamour, luxury and quality. The store window layouts have been adapted to this new campaign and more product visuals have been added to attract passers by and entice them into the stores. Each month, a new visual will be produced to illustrate different events throughout the year.

Marionnaud



## An exhilarating race!

For the 8<sup>th</sup> year running, **Marionnaud** was the official sponsor of the "Prix d'Amérique Marionnaud", the world championship harness race.

This amazing horse race, the most prestigious in the world, is a popular and exhilarating spectacle followed by millions of fans worldwide as it is broadcast in 70 countries, spread over three continents.

Every year, the race is associated with a charity organisation. For the 2009 edition, the "Toutes à l'Ecole" association was chosen as sole beneficiary of the proceeds of the race and the sale of t-shirts made for the occasion by none other than Christian Lacroix.

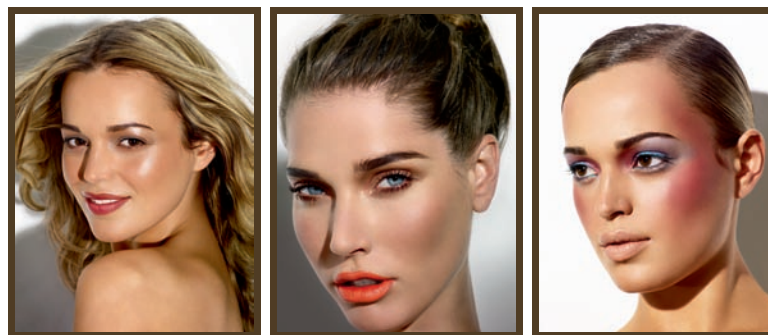
For Marionnaud, involved for many years in charity work in favour of women, the event was an ideal opportunity to express its commitment.



Marionnaud

www.aswatson.com





### Look Book beauty trends

**Superdrug**'s seasonal *Look Books* of beauty trends launched this January offering five looks – and advising on the products to achieve those looks. The *Look Book*, which is distributed to all UK beauty, fashion and shopping media, focuses on own label and exclusive products and was launched in line with the company in-store focus "ONLY AT", which celebrated all the amazing brands and products that can only be found in the UK at Superdrug.

Superdrug\*

### Superprices from Superdrug

**Superdrug** this January announced a new commitment to help UK customers save pounds off their everyday health & beauty needs, introducing a new logo in all its stores: **Superprices, we'll SAVE you.**

Superprices has been designed to offer market-beating price cuts on the company's best-selling lines and will run throughout 2009. Superdrug has been renowned as the best value health & beauty retailer on the UK high street for over 40 years and Superprices underlines this commitment to shoppers to always be the first point of call for their beauty needs in 2009.

Superdrug\*

We'll SAVE you!







## Find all you want to eat at GREAT

**GREAT Food Hall** hosted the yearly French and Australian Food Festival in February and March respectively.

A newly sourced range of 800-plus products comes directly from France and Australia, and an extensive array of the finest ingredients can also be found at the butcher counter.

The Australian Food Festival was a collaborative effort between Austrade, the Queensland Government, Government of South Australia, State Government of Victoria, and Qantas Airways, which generously sponsored two round-trip economy-class tickets from Hong Kong to Australia, valued at HK\$16,000, as the lucky draw grand prize.





## Flying high with new boutiques and a new look

Nuance-Watson (HK) has successfully tendered for the luxury brands' boutiques at Hong Kong International Airport (HKIA). Offerings include prestigious brands such as Bally, Hugo Boss, Omega, The Peninsula Boutique, Pal Zileri and Samsonite Black Label and the new Giorgio Armani boutique, the first at any airport worldwide.

Nuance-Watson's seven flagship world-class duty free stores at HKIA namely The Atrium, The Plaza, Temptation and Sound & Vision have also been totally upgraded and revamped with a new look.



## World's top wines, by the glass, at a great price

On 25 February, **Watson's Wine Cellar** unveiled a whole new concept with the Grand Opening of Watson's Wine Bar – a relaxed and stylish environment where wine lovers can enjoy a selection of the world's top wines, by the glass, at a great price.

Watson's Wine Cellar's Operations and Marketing Controller James Hepple said, "We are always striving to offer customers better service and more of what they want. We genuinely feel that we are offering something new and unique with Watson's Wine Bar, something that fills a "niche" for wine lovers."





## The Perfume Shop unveils new format

In October 2008 **The Perfume Shop** unveiled a brand new shop fit in two of its stores; a re-fit in the Trafford Centre, Manchester and a flagship store in the UK's largest and newest Shopping Centre Westfield, London. Designed to enhance the shopping experience as well as improve accessibility to the shop floor for sales staff, this concept is currently being trialed and, if successful, it will be rolled out over the next few years.

Jo Walker, Chief Operating Officer said, "*The new store really evolves The Perfume Shop image. A more premium look comes from the use of our corporate colours in sleek counters and bay headers.*" The overall feel of the store is sharper with several areas which can be interchanged to update and switch promotional messaging so that customers can be informed about new promotions and brands.



## Fusion by PARKnSHOP

**Fusion** is a new international Western superstore concept launched by PARKnSHOP in Discovery Bay in November 2008. Targeting international customers, Fusion brings a wide range of Western and Asian food products sourced from around the world. More choices of fresh food are also available from expanded food counters, including Salad & Ready Meals, Sushi, Hot Roast and Siu Mei. With a contemporary and sleek look and feel, Fusion gives customers a totally new shopping experience.





## Reaching the 400<sup>th</sup> milestone

**Watsons China** marked another important milestone with its 400<sup>th</sup> store opening in Hainan on 9 January 2009, making it the clear leader in the entire Watsons chain by number of stores, customers per week and by sales.

The strengthening of Watsons' retail network in China is thanks to the great effort of all staff. To share the glory and the happiness of this historical moment, cake-cutting ceremonies were held in each of the stores, offices and warehouses.



## Watsons “GLOWs” with a new magazine

**Watsons Singapore** announced the launch of “GLOW”, a quarterly health & beauty magazine that captures the Watsons' experience in print and reiterates the essence of Watsons' brand proposition - “look good, feel good, have fun”. Aside from being a one-stop guide to practical tips and information relating to beauty, fashion, health and wellness, “GLOW” aims to be a “feel-good” read, inspiring optimism and a can-do, positive outlook amongst its readers, especially women who are faced with the challenges of time constraints, multiple roles and a growing array of products to choose from.



## Award recognises excellence in FORTRESS

**FORTRESS** is a winner of the Singtao Excellent Service Brand Award 2008, in the Electrical Appliances Chain Store category. The award was decided by votes of a focus group and the public to recognise the excellence in delivering quality services to customers.



## Top marks again for Nuance-Watson (HK)

**Nuance-Watson (HK)** has once again been recognised for its excellence by winning both of the top 2009 DFNI Global Awards – “Travel Retailer of the Year” and “Airport Travel Retailer of the Year”. It was also the winner of the 2008 Frontier Awards for “Best Marketing Campaign of the Year by a Retailer”. Winning these global awards is a source of pride for both Hong Kong and HKIA.

Since launching operations in 1998, Nuance-Watson (HK) has received over 40 international and local awards in recognition of its excellence in operations, product merchandising and customer service.



## Perfumes & Cosmetics by Nuance-Watson Singapore won “Best New Store”

DFNI, the industry travel retail publication, honoured **Nuance-Watson** Perfumes & Cosmetics, Singapore Changi Airport with the “Best New Store” award in the beauty category for its mega store at Changi Airport’s Terminal 3. The store is the largest among the six new fragrances & cosmetics stores by Nuance-Watson. Priding itself as the launch pad for beauty, Nuance-Watson has always offered exclusive brands and products at tax-free prices that are up to 40% cheaper than any major downtown department store.

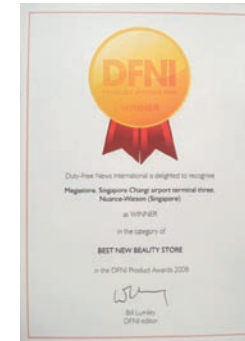


## Mr Juicy being named Top Brand

**Mr Juicy** has won a “2008 Hong Kong Top Brand Award” from the Chinese Manufacturers’ Association of Hong Kong (CMA) and the Hong Kong Brand Development Council (HKBDC).

The award recognises outstanding brand names established by Hong Kong companies and encourages local enterprises to pursue excellence, to promote Hong Kong products and to enhance their profile both locally and internationally.

Mr Juicy was rewarded for its achievements in respect of reputation, distinctiveness, innovation, quality, packaging image and environmental performance.



Around the World





## The Amazing Collagen

Do you want to have clean, fresh, elastic, smooth, hydrating and glowing skin? Try the Watsons Collagen range of products at **Watsons Hong Kong** and **China** now. Watsons Collagen uses natural collagen, the amazing molecule in the product to repair damaged skin cells and to improve firmness, moisture and elasticity of skin.

About 80% of skin is made from collagen, giving the skin its basic structure. Collagen makes skin stronger, thicker and more supple, which is what makes skin smooth, firm and strong. Unfortunately, as we age the skin loses collagen and your body gradually produces less and less. Watsons Collagen can give skin a dramatic boost by simply replenishing what the skin is naturally losing.

To facilitate the fast-moving lifestyles of Hong Kong people, Watsons Hong Kong has renovated a classic truck to become the Collagen Promotion Truck which has been seen on the streets around Hong Kong, offering customers an opportunity to try the amazing collagen products.

Watsons



Watson 77 • Quarter 1 • 2009



# Collagen







## Our Products





### Taking Rimmel to Watsons

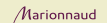
Exclusive brand Rimmel is now available in [Watsons Singapore](#), [Hong Kong](#) and [Turkey](#).

An exciting press event attended by over 30 beauty journalists was hosted in November 2008 in Turkey. Journalists were thrilled to discover this new brand and thoroughly supported the launch.



### Discover the world of Ego Facto

Ego Facto, an exclusive new line in perfumes, was launched by **Marionnaud France** in February. Seven exceptional new fragrances have been created by Pierre Aulas, each representing specific character traits so that every one of our customers can find a perfume that matches their personality.





## Express beauty for perfect nails

This Spring sees the launch of a new, quick and easy-to-use product range to guarantee perfect nails each time. **Marionnaud** is launching a unique private label, **Only You**, in Europe, a nail sticker which is easy to apply and simply lasts for ages! **Watsons Singapore**, **Watsons Hong Kong** and **Kruidvat** are in parallel launching their own version of perfect nails with the new Incoco Nail Sticker.

/Marionnaud **Watsons** **Kruidvat**



## Skinvitals – as good as a spa

Skinvitals, a revolutionary brand from Australia, was introduced into **Watsons Singapore** in November 2008. This exclusive face treatment gives your skin all the benefits of a weekly spa in only a few minutes. Blooming with success, Skinvitals will be launched in Hong Kong in April.

**Watsons**







## DC Success Story

## Sanctuary for Shoppers



*Kiev, the capital of Ukraine, is among the most beautiful cities in Europe, with magnificent architecture and a vibrant culture. Although steeped in history, Kiev is home to a youthful, modern, outgoing, and upwardly mobile population renowned for their good looks and style. With a little help from leading health & beauty chain DC, looking and feeling good has never been easier or more enjoyable ...*

On Lva Tolstoro Street in the centre of Kiev, two attractive young women are running through the spring rain. They reach their destination and burst into the DC store. It is a cosy sanctuary of health and beauty, and the two shoppers are warmly welcomed by the friendly staff. The women – Anastasia and Natalya – are 20-something “city girls” who work and live in the area – and they are loyal DC customers.

*“DC is a wonderful place,” says Anastasia. “It is just a few steps from my home. When I want to pamper myself, I plunge into this magnificent world of beauty and health. It is somewhere I can easily forget about all the troubles of the world outside.”*



Natalya agrees, "Shopping at DC is always a treat. Here I can find everything I need for my health and beauty needs. Whether I am looking for essential toiletries or luxuries, there is always a lot of choice. Shopping here is always exciting."

Natalya and Anastasia's preference for shopping at DC is not surprising. In 2003, DC was awarded the "Golden Trade Mark" of Ukraine. Based on market research of consumers' preferences, the DC chain is the current holder of the "Choice of the Year Ukraine" award in the Health & Beauty Shop category in 2008.

#### Attractive growth

Of course it's not just in Kiev where DC is making an impact. In the dozen years since the first DC beauty shop opened on Shota Rustaveli Street in 1997, DC has pioneered the retail growth of Ukraine's health & beauty market, offering a comprehensive mix of personal care and beauty products in a modern, comfortable retail environment.



Today there are 146 health & beauty shops and 23 pharmacies across 46 regions enhancing the health and lifestyles of a growing number of loyal customers.

With its almost 170 stores nationwide, DC is the country's leading health & beauty retailer and is growing at a faster pace in the sector than its competitors. The nearest comparable rival operates only 81 stores.

Today, DC stores serve more than 500,000 shoppers per week and more than 432,000 customers are members of the DC Club loyalty programme, which was established in 2002. With more and more health & beauty conscious Ukrainians joining the Club, DC is positioned as more than just a retailer. Always striving to exceed customers' expectations, DC never stops working to understand more about each customer's needs and preferences, carefully analysing all data collected from the loyalty cards programme to create and maintain long-lasting, mutually beneficial relationships with customers.





### Brilliant choices

By maintaining excellent communications with consumers, DC ensures that each store stocks all the favourite brands that people want and need, as well as introducing new products. The DC store format offers more than 35,000 different items while professional pharmacists and beauty advisers are always ready to help customers choose proven products or to try out new ones.

*"I like trying novelties," says Olena, a regular shopper at a DC store in Poltava, "I can always get advice about any group of products. Even difficult choices such as gifts become interesting and pleasant, thanks to the professional approach of shop assistants."*

DC beauty shops are always convenient and easily accessible because they are located in the top retail locations. Regular promotions and special events enhance consumers' loyalty, which in turn enhances DC's position as Ukraine's leading health & beauty store chain.

*"I'm absolutely sure that the goods bought here won't let me down and there won't be any unpleasant surprises," Olena adds. "I buy goods of the first necessity only here, as I know exactly what I am spending my money on. I am assured of both quality and good value."*

### Products of distinction

DC was the first network of health & beauty stores in Ukraine to introduce private labels. Its body-care and home-care categories have become famous favourites among consumers who appreciate excellent quality at affordable prices.

To keep customers aware of the latest news on great products for low prices, DC sends a monthly newsletter. The booklet contains information on products and prices and aims to help consumers choose the most suitable propositions for them from the wide variety of products available in DC stores.



DC periodically conducts research on consumers' preferences. According to research conducted in 2008, the five main reasons customers prefer shopping at DC are because (a) favourite brands are always in stock, (b) there is a wide range of products within different price segments, (c) customers are kept informed about new products, offers and promotions, (d) special sale prices are clearly marked, and, (e) the assortment of products is frequently renewed.

*"This chain of stores has such a great variety of essential products, I can always find here everything I intended to buy – and I can always find something new,"* says Olena.

Her husband, Ivan adds, *"When I need to buy essential goods for my family or for myself, DC is the first choice for me. There is no fuss in these stores. It is warm here in winter and cool in summer."*

#### Competitive advantage

The success and achievements of the DC chain of stores can be attributed in large part to the cooperation and efforts of two great teams, which started in 2006 when A.S. Watson acquired DC Ukraine.

As the expert in Ukrainian shopping traditions, DC benefits from the global exchange of experience with the A.S. Watson Group, which has a formidable track record in international retail business management. As an industry leader in global product sourcing, ASW plays a vital role in tracking down the best products at the most affordable prices. Leveraging on this global reach and experience, DC has rapidly adopted best international standards in business processes. For example, DC is currently introducing IT systems that provide a great competitive advantage in strategic and operational management.

*"DC will continue achieving an outstanding performance,"* says Tomasz Wroblewski, Managing Director of DC Ukraine. *"We at DC are proud of our company, our team and our clients. We at DC deeply appreciate all the customers – women and men – who value their health, beauty and a high quality of life."*



Popular private label products of DC



- 1. Getting together in Turkey**
- 2. Mahjong Night at Manufacturing Division**
- 3. Watsons Philippines Christmas Party**
- 4. Mid Winter Festivities in Hong Kong**
- 5. Party time for Watsons Indonesia**
- 6. Stress-free at Watsons Philippines for staff**



Watsons



1



Watsons



2



3

Our Home



Watsons



4



5

Watsons



6

**1. Watsons Philippines supports the “Walk Against Fake Medicine” 2. Participated in the 16<sup>th</sup> Green Power Hike to inspire people to appreciate the natural environment more 3. ASW team took the challenge to run the 10km marathon 4. Donation to the Salvation Army 5. “Love Teeth Day” to raise funds for the elderly to improve oral health**



1



2



3



4

5

# 公益愛牙日

## Love Teeth Day

09/12/2008  
星期二 Tuesday

關懷長者由「齒」起 全城參與愛牙日  
Care for the Elderly Join our Love Teeth Day

為公益金資助之「長者口腔護理服務」籌款  
To benefit "Oral Health for Elderly Services" supported by The Community Chest

凡捐款港幣20元以上者，將獲贈送具有多種口腔護理用品之「愛牙日禮包」一份。愛護自己牙齒的同時亦為長者關上關懷，請速參加「公益愛牙日」！  
By donating HK\$20 or above, you will receive a "Love Teeth Day Pack" with oral care products. Love and take care of your teeth whilst show your care to the elderly. Do sign up for a meaningful cause.

查詢詳情，請致電  
For enquiries, please call  
**2599 6111**

網址  
Website  
[www.commchest.org](http://www.commchest.org)

THE COMMUNITY CHEST  
香港公益金

# Our Community



## Christmas reindeer charity campaign

Instead of the traditional Christmas teddy bear, this year **Marionnaud France** sold a Christmas reindeer – but not just any old reindeer. The plush toy was kitted out in a very trendy red Scottish kilt, in line with the Autumn/Winter 2008-2009 winter collections and designed for the occasion by the famous French designer, Jean Paul Gaultier. The reindeer quickly became a favourite gift amongst customers and all proceeds from the sale, €100,000, were donated to a charity organisation.

/Marionnaud

## Love in 365 Days

Kubi, an adorable character designed by Canto-pop star Leo Ku, and Mickey Mouse could be found in Watsons Your Personal store in December 2008.

**Watsons Hong Kong** teamed up with Sheen Hok Charitable Foundation during the Christmas season to raise funds for the “Watsons Sheen Hok New Chance for Life” campaign to promote organ transplant.

Customers enjoyed a special price of HK\$9.90 and HK\$69.90 respectively for the calendar and the Mickey Mouse. For each Mickey Mouse sold, Watsons donated HK\$5 to Sheen Hok Charitable Fund for supporting patients waiting for organ transplants.

In China meanwhile, **Watsons China** in December 2008 hosted press conferences in Beijing, Shanghai and Guangzhou to introduce the charity programme “Extend our love with Watsons – Charity Sell Day for Love 2009 Calendar”. The programme aims to raise funds to improve education development throughout China.

Watsons



## New Year happiness for Women

Recognising the importance of improving the status of women in society, **Watsons Thailand** recently organised a New Year party to provide funds and gifts plus basic utensils to the Association for the Promotion of the Status of Women (APSW). Watsons also staged games and recreational activities for the women and staff at the foundation.



## Red Cross Hugging Bear

To celebrate the 6<sup>th</sup> anniversary of the Pass-it-On Campaign, which raises funds to support and sustain the humanitarian work of the Hong Kong Red Cross, Chief Ambassador Alex Fong officiated at a ceremony and hosted a charity sale of the Red Cross Hugging Bear. **PARKnSHOP**, **TASTE**, **GOURMET**, **Watson's Wine Cellar**, **FORTRESS** and **Watsons Hong Kong** were all thanked for their generous support of the campaign.





你與我與地球袋 一路同行

最香港·少用膠袋!  
由5月3日起,我們推近2,000間分店將不會主動派發膠袋,  
與你攜手響應綠色生活,由日日自備購物袋做起!  
Protect our environment, use fewer plastic bags!  
Starting from March 3rd, we together, nearly 2,000 stores,  
will not give out plastic bags of our own accord.  
Act NOW! Show your support to eco life by BYOB!

www.greensense.org.hk

7-ELEVEN city'super fusion 7-CONVENIENCE 7-AMART great 7-STARBUCKS MARKET PLACE  
TESTE ThreeSixty VinGO WING LUNG VAO

MEMBER OF THE WATSON HONG KONG GROUP  
沃華零售管理集團



## Every Day No Plastic Bag

**PARKnSHOP, TASTE, GREAT, Gourmet, International by PARKnSHOP, Fusion by PARKnSHOP and Watsons Hong Kong** have joined hands with other major retailers to participate in the "Every Day No Plastic Bag Day" campaign organised by the Hong Kong Retail Management Association (HKRMA).

Starting from 3 March 2009, every day will be "No Plastic Bag Day" in about 2,000 stores of 18 major retailers to encourage further reduction in the use of plastic bags. HKRMA expects that this programme will help reach the industry's voluntary target of reducing plastic bag distribution by more than 400 million, representing a 50% decrease from the 820 million plastic bags distributed in 2005, the baseline on which the voluntary target was set.



## Warm wishes without the wrapping

During the Chinese New Year, **PARKnSHOP** and **Watsons Hong Kong** participated in the "Reduce Wrapping Paper Campaign" organised by Green Sense to promote the idea of light packaging and the importance of reducing solid waste.

The shops put up posters encouraging customers not to use wrapping paper for their Lunar New Year presents and to provide "love" stickers for customers who are not used to giving presents without wrapping to express their warming greetings and good wishes.



www.greensense.org.hk

Jade & Gold

Save The Earth, Use Less Wrapping Paper

一份禮物, 也送給地球

送給您 也送給地球

支持環保 • 節省包裝紙

PARKnSHOP

## Grass box in Benelux

In March, **Kruidvat**, **Trekpleister** and **ICI Paris XL** introduced the grass box, a unique sustainable packaging. This box is made from grass and recycled carton. It's the first time ever that grass is used as raw material for packaging.

The grass box will initially - as a pilot - be used in a specific part of the logistic supply chain, carrying small goods like mascaras and lip sticks, for the Kruidvat and Trekpleister shops in the Netherlands and Belgium. The pilot project will involve approximately 100,000 grass boxes per year. After this pilot the aim is to use the grass box structurally in the total logistic operation as much as possible.

The first unique box was handed over by Gerard van Breen, CEO of A.S. Watson Health & Beauty Benelux (right) to Minister Jacqueline Cramer of Environmental Affairs in the Netherlands. The Minister praised this innovative initiative that can be a source of inspiration for other companies and organisations.



## We really care

**A.S. Watson Group** (ASW) has been named the "Caring Company" by the Hong Kong Council of Social Service for six consecutive years in recognition of the Group's contribution to the Hong Kong community.

Also named are ASW's parent company, **Hutchison Whampoa Limited**, **Cheung Kong (Holdings) Limited** and 85 member companies. This represents the highest number of participating companies for a Hong Kong corporation, a record maintained by the Cheung Kong Group for six consecutive years.

Of the 85 Cheung Kong Group member companies that were awarded the "Caring Company Logo", 21 were also awarded the "5 Years Plus Caring Company Logo" including ASW, FORTRESS, Watsons Water, PARKnSHOP, GREAT and Watson's Wine Cellar, while Watsons Your Personal Store, GOURMET, TASTE and Nuance-Watson (HK) were awarded the "Caring Company Logo"







## Helping Hand for Needy

### Warmness Visit in the Winter

It is more blessed to give than to receive. Our **ASW Volunteer Team** extended their care and love to the elderly and disabled by undertaking a series of charity activities.

Staff in Hong Kong gave their spare time to knit over 300 woollen scarves during the cool November days. The scarves were then packed together with basic necessities – such as cooking oil, rice, medicine oil and New Year calendars. The items were packed in goody bags and presented to over 2,200 elderly in different districts on 21 December 2008 and 17 January 2009, proving that Winter can also be a season of warmth!

### Barrier free Community Check Walk

Do you know how to get on the bus when you are in a wheelchair? The ASW Volunteer Team teamed up with Hong Kong Rehabilitation Power to organise a Barrier-free Community Check Walk on 28 February. Participants learned how to take care of people with disabilities and assessed the facilities for a barrier-free community by learning the proper way to use wheelchairs and by using various forms of public transportation while using a wheelchair.







屈臣氏集團  
**香港學生運動員獎**  
 A.S. Watson Group HK Student Sports Awards  
 2008 - 2009

**You are the Legends**

Leading up to the East Asian Games to be hosted in Hong Kong in December 2009, 802 primary, secondary and special schools proactively nominated their students with outstanding sports performance to receive the A.S. Watson Group Hong Kong Student Sports Awards (SSA) 2008-2009. Such participation almost covers 70% of the total school population in Hong Kong. This also signals that the local community is preparing for this first hosting of a multi-sports game in Hong Kong history.

On 30 & 31 January, ASW organised a leadership training workshop for all the awardees, which aimed to bring out students' leadership potential and offer a learning experience about good teamwork.

At the award presentation on 15 February 2009 at Queen Elizabeth Stadium, over 2,000 school principals, teachers, parents and family members attended the ceremony to show their support and witness the important moment among Hong Kong's future sports elite.



[www.aswatson.com](http://www.aswatson.com)

Our Community

# Super Quiz

## Answers

to Issue 76      1) 1981      2) 2000      3) 1987

## Questions:

- 1) When did DC join the A.S. Watson Group?
- 2) What is the latest milestone in store number for Watsons China?
- 3) How many students have been awarded the A.S. Watson Group Hong Kong Student Sports Award (SSA) 2008-2009?



Sponsored by



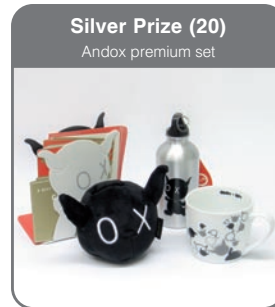
International Buying  
Shared Buying Services



Sponsored by



Hong Kong



Sponsored by



Name of Staff Member: \_\_\_\_\_ (ENG) \_\_\_\_\_ (CHI)

Company & Department: \_\_\_\_\_

Address: \_\_\_\_\_

Employee No.: \_\_\_\_\_ Contact Tel No.: \_\_\_\_\_ Signature: \_\_\_\_\_

A1: \_\_\_\_\_ A2: \_\_\_\_\_ A3: \_\_\_\_\_

## Super Prize (Wine and accessories set)

Name	Company & Department
1. Lily Chen	Watsons Shanghai

## Gold Prize (Baby champagne and perfume bottle gift set)

Name	Company & Department
1. Jackson Chung	ASW – Group IT
2. Ng Wing-yan	ASW – OSD
3. Shirley Kwok	ASW – FSSC
4. Chan Kwok-ming	PARKnSHOP HK – Distribution
5. Annie Ng	Watsons HK – Finance
6. Roy Siu	FORTRESS – CCD
7. Alice Leung	ASWI HK – HR
8. Lau Kwok-hung	ASWI HK – Distribution
9. Ng Kwok-keung	ASWI HK – Distribution
10. Lillian Chen	ASWW Guangzhou – Finance
11. Steven Liang	ASWW Guangzhou – Finance
12. Ice Zeng	ASWW Guangzhou – Finance
13. Tin Yang	Watsons Taiwan – Finance
14. Dan Wang	Watsons Taiwan – Distribution
15. May Law	Watsons Macao – Store
16. Janadel C. Fancobit	Watsons Philippines – Marketing
17. Irina Fedchenko	Drogas Estonia – Marketing
18. Budyey Yana	DC Ukraine
19. Snauwaert Dichele	ICI Paris XL Belgium
20. Smulders Sofie	Kruidvat Belgium

## Silver Prize (Travel pass pouch)

Name	Company & Department
1. Leung Hok-man	ASW – Group IT
2. Natalie Chong	Retail HK – HR
3. Cheung Yim-chun	PARKnSHOP HK – Admin
4. Kee Kin-man	PARKnSHOP HK – Operation
5. Ken Lai	FORTRESS – CCD
6. Lam Hung-wai	ASWI HK – OSD
7. Lee Fung-lin	ASWI HK – BID
8. Wong Fung-man	ASWI HK – BID
9. Grace Li	ASWW Guangzhou – Finance
10. Ni Li-man	ASWW Guangzhou – Finance
11. Jessie Lee	Watsons Taiwan – HR
12. Sandy Liao	Watsons Taiwan – HR
13. Chin Oi-mee	Watsons Malaysia – Finance
14. Eva Chan	Watsons Malaysia – Finance
15. Yeong Wai-cheng	Watsons Malaysia – Finance
16. Ramil G. Santiago	Watsons Philippines – Sales and Operations
17. Teresa Soriano	Watsons Philippines – Marketing
18. Dave Lord	The Perfume Shop
19. Sandrine Fortune	The Perfume Shop
20. Michel Huccq	Kruidvat Belgium

Send your **completed** entry form to:

Group Public Relations  
11/F, Watson House, 1-5 Wo Liu Hang Road, Fo Tan, Shatin, New Territories, Hong Kong

or email to: [WatsON@asw.com.hk](mailto:WatsON@asw.com.hk)

## “Cheung Kong Scholars Programme” Celebrates 10<sup>th</sup> Anniversary

On 5 December, Mr Li Ka-shing, Chairman of the Li Ka-shing Foundation (LKSF), officiated at the 10<sup>th</sup> anniversary of the Cheung Kong Scholars Programme held at the Great Hall of the People in Beijing. Also attending the ceremony were State Councillor Liu Yandong, Education Minister Zhou Ji and esteemed officials from the Ministry of Education (MoE).

The Cheung Kong Scholars Programme was established by the LKSF and the MoE in 1998 to help support the country’s pressing need to foster innovation and higher education reform.

This year saw three renowned scholars awarded Cheung Kong Scholar’s Achievement Awards. Speaking at the presentation ceremony, Mr Li said, *“I cannot share with you how happy I am that the promise embodied by this programme was fully realised. The immense change it ignited, as witnessed in society’s heightened respect for knowledge and scholars, and in academia’s invigorated enthusiasm and towering achievements, could never have been fully imagined.”*

Mr Li also took the opportunity to praise the great achievements that the Cheung Kong scholars had brought to the country.

Urging the pursuit of “personal dedication”, Mr Li said, *“In our quest for success in our own micro-world, we must never lose sight of the contributions we can make to the macro-goals of our country and mankind. It is where we are doing what we can with the capabilities we have, and willingly fulfilling our duties and obligations to our nation and mankind, that we will bring forth true hope and effective change to forge a fair, just, creative and harmonious society.”*

The Programme has been responsible for setting up specially appointed professorship posts in various universities throughout the country and has attracted a large group of overseas Chinese to return to the Mainland to work in academic and research positions. Currently, 1,308 Cheung Kong scholars have been recruited for 115 higher education institutions in 24 provinces. As of last year, 38 Cheung Kong scholars were selected as academics of the Chinese Academy of Sciences and the Chinese Academy of Engineering. Another 81 scholars became chief scientists heading national projects. They have also made tremendous achievements in research. Many scholars have won prestigious international awards.



[www.aswatson.com](http://www.aswatson.com)





## About A.S. Watson Group

With a history dating back to 1828, the A.S. Watson Group (ASW) has evolved into an international retail and manufacturing business with operations in 34 markets worldwide.

Today, the Group operates over 8,300 retail stores running the gamut from health & beauty, luxury perfumeries & cosmetics to food, electronics, fine wine and airport retail arms. Also an established player in the beverage industry, ASW provides a full range of beverages from bottled water, fruit juices, soft drinks and tea products to the world's finest wine labels via its international wine wholesaler and distributor.

ASW employs 87,000 staff and is a member of the world renowned Hong Kong-based conglomerate Hutchison Whampoa Limited, which has five core businesses - ports and related services; property and hotels; retail; energy, infrastructure, investments and others; and telecommunications in 54 countries.

### Editorial committee

**Adviser** : Dominic Lai

**Editor** : Malina Ngai

**Members** :

- **Group Office:** Teresa Pang, Joanna Wong, Clare Forrester
- **Health & Beauty Asia:** Nuanphan Pat Jayanama, Sarah Zhou, Joseph To, Jose Mes, Igok Didok
- **Luxury Europe:** Zita Tourneur, Mat Walburn, Lieke de Klein
- **Manufacturing:** Lilian Au, Linda Chan
- **Retail Hong Kong:** Winnie Chow, Mary Yau, Eleanor Cheung

Published by A.S. Watson & Co., Limited  
Watson House, 1-5 Wo Liu Hang Road, Fo Tan, Shatin  
New Territories, Hong Kong  
Website: [www.aswatson.com](http://www.aswatson.com)  
Email: [WatsOn@asw.com.hk](mailto:WatsOn@asw.com.hk)  
© Copyright A.S. Watson & Co., Limited