

Watson



CELEBRATION ISSUE



Celebrate WatsON 100th issue

This issue marks the 100th edition of WatsON, and what a lot of changes we've seen! As we look back through the many, many pages – both in print and now in digital – we can track the growth and development of our brands, and see just how many wonderful people have worked to make ASW what it is today. WatsON is a treasure trove of stories and images that mark the history of our business, as it happens. It shows what's going on all around the world, and reminds our people that they're part of something truly special. Here's to many more editions!



CONGRATULATIONS TO THE 100TH ISSUE OF WATSON

Congratulations to WatsON! It's the result of our teamwork!
Let's celebrate this remarkable milestone together!

Dominic Lai

Group Managing Director, A.S. Watson Group

Happy 100! What a landmark
milestone to hit!

Peter Macnab
CEO, Health & Beauty UK

Congratulations! WatsON reminds
us how international, but also how
united ASW is.

Bert Verhoef
MD, Trekpleister

Congratulations! Thanks for all the
inspiring news.

Andrej Jernevs
MD, Drogas

Congratulations, what a great
milestone! Keep on sharing
more with us.

Johan Boeijenga
MD, Kruidvat Belgium

Huge congratulations! Many thanks
to those who have contributed!

Doug Winchester
MD, Savers

Happy 100! WatsON gives BUs the
chance to share their stories which
make ASW successful.

Tomasz Wroblewski
MD, Watsons Ukraine

Congratulations! WatsON shows
how ASW brings MORE to life.

Mete Yurddas
GM, Watsons Turkey

CONGRATULATIONS TO THE 100TH ISSUE OF WATSON

“ Well done to all those who have contributed stories over the years:) ”

Toby Anderson
CEO, Health & Beauty Asia & Eastern Europe

“ Happy 100! Let’s celebrate together! ”

Henry Li
GM, PARKnSHOP China

“ Congratulations! WatsON successfully makes ASW people closer. ”

Andrei Melnikov
GM, Spektr

“ Happy 100! Let’s join hands to move ahead and grow together. ”

Clarice Au
GM, FORTRESS

“ My pleasure to witness the growth of WatsON! All the best for the next 100! ”

Michelle Chan
MD, A.S. Watson Industries

“ Congratulations! Great to see what is happening around the world in WatsON. ”

Gill Smith
MD, The Perfume Shop

“ WOW! Congratulations! WatsON shares what is happening around the world. ”

Jeremy Stockman
GM, Watson’s Wine

“ How exciting to see ASW prosper via WatsON! All of us are part of this success. ”

Gerard van Breen
CEO, Health & Beauty Benelux

“ It is inspiring to read WatsON. Keep up with the good work! ”

Linda Alblas
MD, ICI PARIS XL

CONGRATULATIONS TO THE 100TH ISSUE OF WATSON

Congratulations! A big thank you to the team that makes it happen.

Rod Routley
MD, Watsons Thailand

Congratulations! Let's celebrate the achievement of the ASW family!

Caryn Loh
GM, Watsons Malaysia

Thanks for the excellent work and may we continue to grow together!

Irene Lau
COO, Watsons Singapore

Watson shows the common values we share. Great job!

Kulvinder Biring
Acting CEO, Watsons China

Congratulations on the great work of Watson team!

Dominic Wong
MD, PARKnSHOP Hong Kong

Congratulations! A really BIG number deserves a big celebration!

Diane Cheung
GM, Watsons Hong Kong

Watson has all glorious memories of ASW. We're proud to be part of it!

Kay Yi
GM, Watsons Taiwan

Watson is so informative and inspiring. Here's to the next 100!

Robert Sun
MD, Watsons Philippines

Happy 100! May Watson reach great heights in the years to come.

Lilis Mulyawati
Head of Watsons Indonesia

A.S. Watson Launches New Employer Branding Strategy

While the retail world grapples with how to integrate offline and online, and gets to grips with big data, we're also tackling another key issue: talent. In today's ferociously competitive business environment, we are convinced that attracting and retaining the very finest talent is one of our biggest strategic challenges right now. That's why we have recently launched a new A.S. Watson Employer Branding campaign. WatsON talks to Group Managing Director Dominic Lai to find out more about the new "Be Part of More" programme.

Be Part of More





■ **When was the last time ASW developed its employer branding?**

DL: We launched our first set of global brand values back in 2010, but “Be Part of More” marks a big step up from that. This is the first time we’ve embarked on a comprehensive global branding exercise that links external communications with an internal programme at the same time. There are two audiences for this campaign – our highly valued staff around the world, and the people who aren’t yet part of ASW but would love to come and join us.

■ **What does employer branding mean for ASW?**

DL: Employer branding is a great way to give potential and existing employees a clear sense of who we are as a company, what our culture is, why we’re different and what makes us unique and special.

We believe in the power of ASW as a whole, not just as a compilation of distinct pieces; we are a business that is greater than the sum of its parts. We’re a proud retailer with over 175 years of history, but we’re also at the cutting edge of our business sectors, and share a passion to provide our customers with the very best service in every market where we operate.

ASW People Strategy



■ Why should companies more broadly care about and invest in their employer brand?

DL: I can't overstate how important the role of a strong employer brand is in the future sustainability and success of a business. After all, without the right people in place, most businesses would really struggle. And in the fast-moving world in which we operate, the range of skills and traits any business needs is both evolving and expanding. At the same time, so many candidates – as well as consumers – are looking to associate themselves with the companies and brands they can identify with. Talented people want More than just a job and an opportunity to grow and to shine. They want to work with a business that has a purpose they believe in and priorities they share.



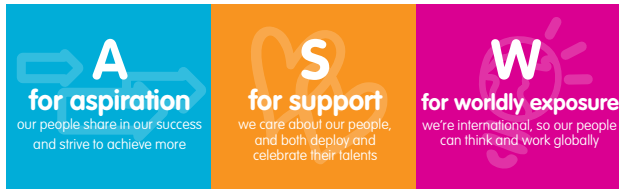
They want to know what's behind the scenes, what a place smells and feels like, and whether there's a culture that connects with their values and dreams.

Making this a key priority makes strategic business sense. Employees who feel engaged not only stay for longer, they're also happier, perform better and take more pride and responsibility in their work. This enthusiasm is infectious – they feed positivity in the workplace, and they help get the word out to other talented people who also want to be part of More.

■ Can you tell us more about the thinking behind the employer branding manifesto, Be Part of More. Where did the concept come from?

DL: "Be Part of More" aligns perfectly with our long-standing corporate mission, "We Bring More to Life". We developed the campaign on the back of an honest appraisal of what our strengths are as employer, and where we can do More. This campaign helps both the Group and our business units cast our net more widely. It means we can compete with the best and

most dynamic employers in the world. Be Part of More is the idea at the heart of our employer brand, reflecting what ASW offers to our people:



■ What do you hope to achieve through the campaign?

DL: We have two clear goals. One: we hope that by demonstrating ASW's innovative approach to attracting talent, and by showing people what we care about and what working with us can offer beyond simply a job, we will recruit the brightest and best new faces into the ASW family.

The second part of the mission is every bit as important, and it's a focus on the amazing people who already work with us.

A recent staff survey showed that more than 90% of Group office employees plan to stay with us for the next year, and more than 80% of new joiners are satisfied with their experience at ASW. Our people told us they are happy that ASW provides lots of exciting roles, and they feel passionate about their work and their role in the company's success. But we know we have to do more to retain our talented people, and this is an ongoing mission for leaders at the highest levels of the company.

■ How is ASW connecting with millennials and what are you telling them?

DL: I can easily answer the "how" question: we're using digital media. That's THE way to reach this audience, and we're really stepping up our communications on social networks. What's slightly more complex is the "what" question, and that's partly because we're a long-established company and it takes time to change some of the old ways of doing things. We're gradually adapting the culture of the organisation, integrating the best of old and new, to drive results.

Millennials love brands that have a clear purpose and are willing to do something good for the world. At ASW, we have a strong focus on corporate social responsibility, and this is a key strength we can share. We're also keen to listen, and this is something else millennials are looking for. We take staff feedback on board, and invite customers to tell us what we're doing well and where we need to improve.

■ Are you recruiting at the moment?

DL: Yes! We're always looking for bright new people to work with us. We're present in 24 markets in Asia and Europe, and hiring all kinds of talent for buying, marketing, supply chain, eCommerce, HR, finance and sales roles. Our portfolio continues to grow, the skills mix we need is expanding, and we're constantly looking for people who share not just skills in a particular area, but who are also passionate about teamwork, the future of the business, and the desire to serve our customers. We want those people to join us, and be part of More.



“ From new staff badges to inspirational messages around the office, along with a fresh and lively approach to recruitment, especially online, we want to connect the brilliantly talented people at ASW, and to inspire potential future recruits to consider ASW as a great place to work. ”

Ann Lau

Group Human Resources Director (Asia)
A.S. Watson Group

“ This campaign is something that will have a ripple effect throughout our business units and across the world. We're celebrating what's great about working at ASW, and reaching new groups of potential recruits with a compelling message. ”

Chris Lindsay

Group Human Resources Director (Europe)
A.S. Watson Group



Brand communications activities across Asia and Europe to mark the global launch of our employer brand



"Success means delivering what we promised for our customers, and our shareholders."

Dominic Lai
Group Managing Director, A.S. Watson Group

Watsons Indonesia

Recently, Dominic Lai, Group Managing Director of A.S. Watson Group, visited **Watsons Indonesia** and officiated at the store reopening ceremony at Pondok Indah Mall, to recognise the local team's efforts and the progress they have made.



"All of us are very motivated by Mr. Lai. He reminded us the importance of putting a smile on customers' faces and exceeding their expectations."

Lilis Mulyawati
Head of Watsons Indonesia

CONGRATULATIONS!

Our business units around the world are celebrating a flurry of anniversaries with a non-stop calendar for customers. **Kruidvat Belgium** marked its 25th anniversary with a huge party for members. Prizes, special offers and fun giveaways designed to encourage selfie sharing on social media helped spread the party mood. **ICI PARIS XL Netherlands** marked its 20-year anniversary with a 20% discount on almost every product to share the joy with its customers.

On the other side of the globe, it was an all-star celebration for **Watsons Thailand** as it marked its 21st anniversary with business partners and customers. A fun party was also held to celebrate reaching 2 million fans on Facebook. And, at **Watsons Taiwan**, a limited-edition pre-paid card was launched to mark its 30 years. At the celebratory event, Watsons Taiwan looked back at some fond memories with its customers, and looked ahead to a bright shared future.



LEARNING experience

Drogas Latvia's customer forum is a two-way exchange of knowledge. On one hand, customers were advised on new products and latest trends. On the other hand, customers shared their opinions and suggestions about how to improve customer experience with Drogas. A true information exchange!

Drogas



CATCH of the day

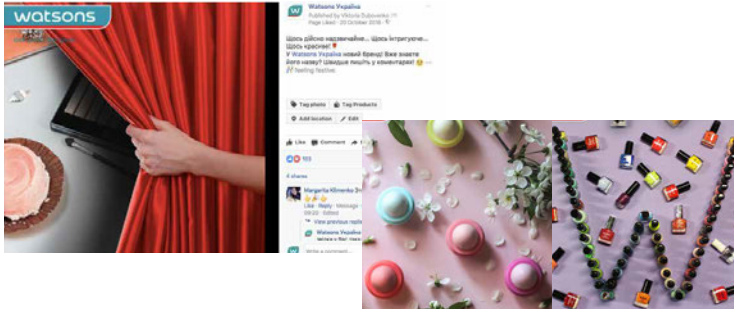
Kruidvat has launched a new blog, where they can inform and surprise their customers every day. Articles, photos and videos focus on topical themes, offer tips, and link to relevant products.

Trekpleister, meanwhile, has refreshed its consumer branding - 'Always More Drugstore For You' is the tagline highlighting the accessibility of its neighborhood stores and all the little extras it provides to customers.



Look **GORGEOUS!**

Superdrug celebrated the first anniversary of the Shades of Beauty campaign in a gala dinner where it pledged to offer more accessible beauty to women of colour and explore how it can introduce grooming products more suitable for black and Asian men. Meanwhile, a van branded with **The Perfume Shop** imagery took the brand's expertise to the streets of the UK, touring the country with a mobile store to help customers everywhere find their perfect scent.



Guess & **WIN!**

Watsons Ukraine ran an exciting social media competition encouraging customers to guess from a photo how many M.A.G. collection nail polishes were pictured in a shot that showcased the breadth of the M.A.G. colour range. Ten winners were selected from more than 1,000 entries and given a prize.



ANTI-AGEING Breakthrough

Watsons Hong Kong has partnered with ChromaDex, a US-listed pioneer in Biological Technology for the exclusive launch of TRU NIAGEN™, a dietary supplement that may promote health longevity by significantly boosting NAD⁺ (nicotinamide adenine dinucleotide) and thus enhancing sirtuin functions in our cells to support various critical metabolic processes. The birth of NIAGEN™ twists the rule of ageing.



SCREEN play

Watsons China has launched an electronic membership card within the immensely popular WeChat app. Customers can use the membership card to learn about special offers and preferential deals, create a shopping list and even personalise their card via the app. Meanwhile, **Watsons Malaysia** partnered with Champs Vitamins to promote supplements for kids. Parents could redeem discount coupons from Watsons website after completing the quiz with their children in the “My Champion” app.



SUMMER sensations

Watsons Philippines' Make Your Summer campaign urged shoppers to make their summer sexy, colourful and sun-safe with Watsons skin, hair and slimming products. Meanwhile, **Watsons Turkey** sponsored the Big Burn electronic music festival, building a branded rest area and shower zone, offering product sampling, sun protection, hair styling and colouring. More than 18,000 festival-goers attended, including key influencers and bloggers.



Making **CONNECTIONS**

To help Watsons stay at the cutting edge of emerging trends, **Watsons Singapore** hosted regular bloggers' roundtable for key bloggers and online influencers who helped give feedback on the Own Brand products and share the new range of Collagen by Watsons White Regeneration on social media.



MORE surprises

In Hong Kong, celebrity gamer smashed up his old computer with a hammer out of frustration, in a viral video to highlight a new offer from **FORTRESS**. The Keep Calm & Trade In campaign shows that even slow, old and virus-infected computers have value, and customers can trade up to some great bundles. Also, **PARKnSHOP Hong Kong** has introduced a new rice, Stork Natural Rice, grown without pesticides and chemical fertilisers in Tajima (Toyooka), in Japan's Hyogo prefecture.



Watch the viral video! ▶



Watch the viral video! ▶



Water, water **EVERYWHERE** !

Watsons Water emphasised the cycle of life in a viral video starring Yama, the King of Hell. The campaign linked with a fun Facebook game in which members could collect "Fun Drops" to earn a lucky draw chance. In China, **Watson's** Soda Water collaborated with youth fashion brand :CHOCOOLATE on a joint promotion linking special-edition clothes and accessories with a range of new soda water.



**A.S. Watson Group****PR Awards 2017**

- Global PR Campaign - Bronze Award
- Best PR Campaign (Health & Beauty) - Bronze Award
(by *Marketing Magazine*)

Green Office and Eco-Healthy Workplace Awards Labelling Scheme

(by World Green Organisation)

ACCA Approved Employer for Professional Development

(by ACCA)

8th Hong Kong Outstanding Corporate Citizenship Awards

- Enterprise Category - Silver Award
- Volunteer Category

(by Hong Kong Productivity Council & Committee on the Promotion of Civic Education)

HR Innovation Awards 2017

- HR Team of the Year
- Excellence in CSR Strategy - Silver Award
- Excellence in Employee Development - Silver Award
- Excellence in Diversity & Inclusion - Silver Award
- Excellence in Employee Engagement - Silver Award

- Excellence in Employee Work-Life Balance - Silver Award
- Excellence in Employer Branding - Bronze Award
- Excellence in Social Media - Silver Award
- Excellence in Workplace Culture - Bronze Award
- Excellence in Workplace Wellbeing - Gold Award
- Excellence in Learning & Development - Silver Award
(by *Human Resources Magazine*)

**Hong Kong****Metro Creative Awards (CSR Category) - City Food Drive**

(by *Metro Daily*)

China**One of the Ten Leading Foreign-capital Commercial Enterprises****20 Years of Companionship**

(by Shenzhen Retail Business Association)

Top 30 Retail Enterprises in Guangzhou

(by Guangzhou General Chamber of Commerce)

watsons**Regional****Asia's No. 1 Pharmacy / Drugstore Brand for 9 Consecutive Years**
(by Campaign Asia-Pacific)

*Campaign Asia-Pacific / Nielsen "Asia's Top 1000 Brands" online study of over 6000 respondents across 13 markets in Asia Pacific region

Singapore**Enabling Employers Awards**

(by SG Enable)

Superdrug 

Enterprise Business Collaboration Awards - No. 3 in Best Collaboration Implementation for Collaborative Solutions
(by we.CONECT)

ICI PARIS XL**Best Perfumery Belgium 2017**

Best Perfumery and Webshop in the Netherlands 2017
(by ABN-AMRO)

THE PERFUME SHOP**RetailWeek Rising Stars Awards - Thea Wilson**

(by *RetailWeek*)

August to October



Watsons Hong Kong - Watsons Baby store at Tseung Kwan O



Watsons China - Over 120 news stores



Watsons Taiwan - 8 new stores



Watsons Malaysia - 12 new stores



Watsons Philippines - 23 new stores



Watsons Singapore - Singapore Post Centre

August to October



Watsons Thailand – 7 new stores



Kruidvat – 10 new stores



Trekpleister – Tiburg



Superdrug – Brighton Railway Station



The Perfume Shop – Aberdeen



ICI PARIS XL – New concept store



“ I joined ASW just last year. My work on improving the performance of our eCommerce sites has enabled me to explore new, innovative ideas and digital technologies. I’ve had the opportunity to be a reverse mentor for our Group Managing Director, Dominic Lai. It’s been a real thrill to show him the latest technology trends, and, at the same time, I’ve learnt such a lot from him about leadership.”

Grace Leung
Digital Marketing Specialist
eLab Asia



“ I started at ASW when eLab was in its toddler stage. I was one of the first in the new commercial team, launching and then running websites. The job put me into contact with lots of people across the business. Now, my new role is about listening to the business units and providing solutions. I’m looking forward to working in the many different markets we operate in.”

Maxwell Thomas
Digital Business Analyst
eLab Milan

On the BALL

A.S. Watson Group teamed up with five charity partners to treat 800 people from underprivileged families to seats at the FIVB Volleyball Grand Prix in Hong Kong, which is part of the Group's celebration for the HKSAR's 20th anniversary. Families were given special souvenir bags prepared by our volunteers. A We Smile photo competition was also held at the three-day event with special-edition gift coupon were given to the winners.



ONCE-in-a-lifetime opportunity

30 awardees from **A.S. Watson Group** Hong Kong Student Sports Awards have been given an opportunity to join a sports exchange tour to Tianjin, Beijing and Qinhuangdao, visiting training facilities and watching China's national athletes training. The tour not only deepened their understanding of sports training, but also unveiled the efforts needed to become a world-class athlete.



LEADING the way

Six **FORTRESS** stores hosted 16 secondary school students for a five-day work placement run as part of the FORTRESS Mentorship Programme which was jointly organised with the Evangelical Lutheran Church Hong Kong. Students from Assembly of God Hebron Secondary School went on store and warehouse visits, took part in interview workshop, learnt customer-service skills and gained an understanding of retailing. Student Tang shared, "I've learnt to be more proactive and positive when facing challenges, and the importance of teamwork."



MEANINGFUL meals

PARKnSHOP Hong Kong's eight-week City Food Drive for charity was a huge success this year, generating about HK\$1.4 million worth of food and cash donation for the Food Angel charity, which uses donated ingredients to cook nutritious, hot meals for those in need. PARKnSHOP matched donations by its customers, so that Food Angel received close to HK\$200,000 in cash donation plus more than 52,700 items of food.





It's more blessed to **GIVE**

The Perfume Shop joined Alzheimer's Research UK's summer fundraising activity "Running Down Dementia", which challenged its staff to run 100km and raised £100 each. **Watsons Ukraine**, meanwhile, helped underprivileged children's dreams come true. The children at Smela Care Home were asked to write down their dreams and then Watsons helped make them reality. A big treat for everyone was a day trip to Kiev – most of the kids' first ever visit to their national capital.

THE PERFUME SHOP



To the **RESCUE**

It was all hands on deck in Macau when the territory was hit by a No.10 signal typhoon. Electricity, phone and broadband connections were interrupted by the strong winds, and there was widespread flooding. Our staff worked tirelessly to clean up stores and reopen them as soon as possible after typhoon, and **A.S. Watson Group** donated 1,000 bottles of bleach and handwash to the Macau Red Cross and four containers of Watsons Water (over 18,000 bottles) to local charity groups. Big thanks to our staff in Macau!



Happy WatsOn 100

SUPER QUIZ

Click to take a look of our classic issues and answer the quiz!



1. Which issue features the launch of loyalty card in PARKnSHOP China?
2. What is the location of Watsons store on the cover of issue 74?
3. Which issue celebrates 35 years of Kruidvat?
4. When did ASW first enter the Ukraine market?
5. When was the 1st ASW Global Suppliers Conference?

Super Prize (1)

Garment Steamer



Sponsored by



A.S. Watson Group

Gold Prize (1)

Virtual Reality Glasses



Sponsored by



A.S. Watson Group

Silver Prize (1)

Electric Toothbrush



Sponsored by



A.S. Watson Group

Superquiz goes digital! *Deadline: 30 Nov, 2017*

You now have the chance to win Superquiz by sending both your answers and contact information to WatsOn@aswatson.com

University of Melbourne receives US\$3m for precision oncology

The Li Ka Shing Foundation will donate US\$3 million (HK\$23 million) to a team of University of Melbourne researchers, based at the University of Melbourne Centre for Cancer Research (UMCCR), working to turn cancer into a manageable chronic disease.

The donation, which marks the first time the Foundation has given money to an Australian university, supports the world-leading UMCCR in its efforts to accelerate the pace of discovery and increase the existing global body of knowledge used to diagnose and treat cancer. The University of Melbourne is one of the primary partners in the Victorian Comprehensive Cancer Centre, the largest aggregation of cancer research treatment in Australia, and together they have the critical mass of clinical and research expertise to address the most challenging questions in cancer.

Mr Li Ka-shing said, "UMCCR attracts top-flight cancer researchers and scientists to tackle one of humanity's most perplexing and complex health problems. I am excited to see UMCCR bring together world-class research to identify novel approaches likely to benefit humankind in significant new ways."

Medical experts at the University of Melbourne Centre for Cancer Research (UMCCR) team up with their counterparts of the Victorian Comprehensive Cancer Centre (photo), where UMCCR is housed, to address the most challenging questions in cancer



LI KA SHING FOUNDATION
李嘉誠基金會

About A.S. Watson Group

With a history dating back to 1841, the A.S. Watson Group (ASW) has evolved into the world's largest international retail and manufacturing business with operations in 24 markets worldwide.

Today, the Group operates over 13,700 retail stores running the gamut from health & beauty, luxury perfumeries & cosmetics to food, electrical & electronics and fine wine. 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 over 130,000 staff and is a member of the renowned multinational conglomerate CK Hutchison Holdings Limited, which has five core businesses - ports and related services, retail, infrastructure, energy and telecommunications in over 50 countries.

Editorial committee

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Editor : Malina Ngai

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- **Health and Beauty (Asia and Continental Europe):**
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- **Manufacturing** : Kim Siu
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