



Watson⁹²ON

Retail as the Third Space

Milestones in 2014 • Global Volunteer Day

Christmas Sweet Tooth

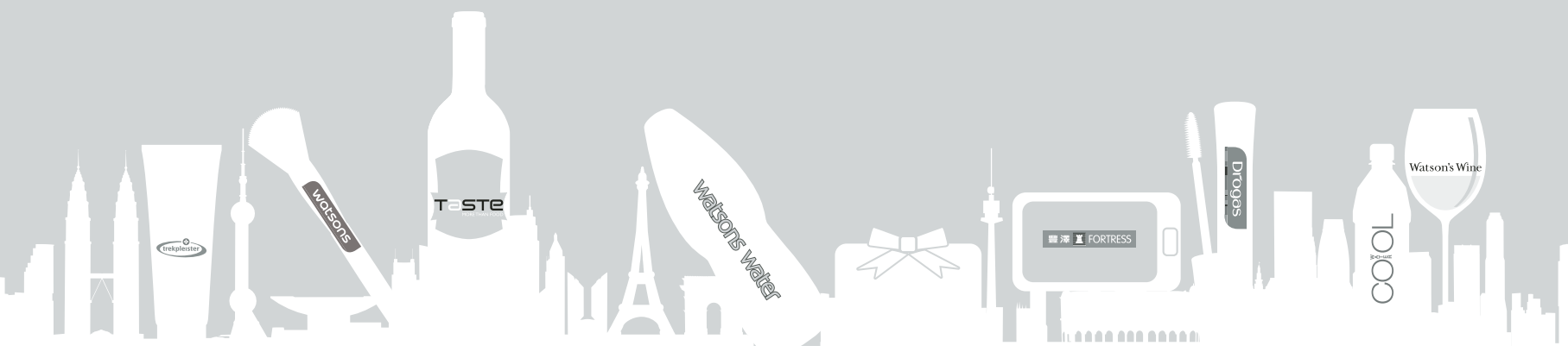


Merry Christmas and Happy New Year



A Hutchison Whampoa Company

AROUND THE WORLD



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100 STORES
No.1分店網絡
百分百為您

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Key Milestones in 2014



watsons

Asia and Eastern Europe

- 4,000 stores

豐澤 FORTRESS

Hong Kong

- 100 stores

watsons

China

- 25th anniversary
- 5th anniversary of CRM
- 2,000 stores

Kruidvat

Belgium

- 200 stores

watsons

Philippines

- 400 stores



watsons

Malaysia

- 4th anniversary of CRM
- 300 stores

Superdrug[☆]

UK

- 50th anniversary

watsons

Taiwan

- 500 stores

ROSSMANN

Czech Republic

- 20th anniversary

watsons

Thailand

- 18th anniversary
- 300 stores



STOP PRESS!

A.S. Watson Group Managing Director Dominic Lai dropped by some of our stores in London in late November, showing his support and encouragement to store teams during Christmas season in Europe.



1. Superdrug, Brunswick Centre
(Store Manager: Toha Chowdhury)
2. The Perfume Shop, Oxford Street 5
(Store Manager: Liaw Hann)
3. Savers, Willesden
(Store Manager: Nathan Queensborough)
4. The Perfume Shop, Cheapside
(Store Manager: Natasha Lytra)

CHRISTMAS sweet tooth

Mmmm! Chocolate puddings, gingerbread cookies, luscious brownies, colourful macaroons... you have probably pictured that Christmas is coming! But how do you choose the perfect wine to serve your guests as they enjoy those desserts? It's not complicated if you follow some basic rules given by **Watson's Wine**.

When you pair a wine with a dessert, you need to consider the sweetness of both of them. Wine has acidity so it's a good idea to pair your dessert with a slightly sweeter wine, otherwise the wine will taste flat and too acidic.

Consider the character and body of the wine and the dessert too. A good pair is the one with similar flavor and richness. Here are some perfect pairings:

De Bortoli Noble One 2011 x Christmas pudding

This rich, full-bodied wine supports the pudding, and its dried apricot and honey notes echo the dried fruits in the dish.

Ceretto Moscato d'Asti 2013 x Gingerbread

This light-bodied, off-dry, bubbly wine has the ideal level of sweetness to match light, slightly sweet gingerbreads.

Warre's Bottle Mated LBV Port 2002 x Christmas brownies

The ripe, fruity character of this Port enhances the intense chocolate and walnut flavours in brownies.

Cheers!

Watson's Wine



Taiwan



Toby Anderson (front row, in the middle), Managing Director of Watsons Taiwan, hosts the HWB Awards Ceremony in Oscar theme

China



Christian Nothhaft (left), CEO of Watsons China, presents Perfect Skin Award to Aaron Kwok

Hong Kong



Diane Cheung (5th from left), General Manager of Watsons Hong Kong, makes a toast to kick-off the event

LET'S PARTY!

Every year, Watsons hosts its signature Health, Wellness & Beauty (HWB) Awards, to recognise and reward its outstanding trade partners around Asia. This year's celebrations enabled Watsons to strengthen its relationships with suppliers and share the joy of mutual success.





Around the world



Philippines

Singapore

Robert Sun (front row, 1st from right), General Manager of Watsons Philippines, enjoys the night with the guests

Daniel Teo (right), General Manager of Watsons Singapore, presents a trophy to winner of HWB awards

Inspired by the film of the classic American novel "The Great Gatsby", **Watsons Hong Kong's** HWB Awards extravaganza gave guests the opportunity to dress in their most stunning 1920s-style outfits. Attending the glitz and glamour party were industry guests and leaders, celebrities and suppliers' brand spokespersons.

At **Watsons Singapore's** HWB Awards evening, glamorous guests travelled back in time to The Roaring 20s and enjoyed dazzling dance performances, live music and entertaining interactive games.

The theme of **Watsons China's** HWB Awards event was "Picture Me", focusing on the latest trends in fashion and beauty. In celebration of the brand's 25th anniversary in China, superstar singer Aaron Kwok's surprise appearance

to receive a special award has made the event a focus in the town.

In a nod to the ever-popular Oscars awards ceremony, **Watsons Taiwan** themed the HWB Awards event as "Golden Honor". A performer mimicking the Oscar statue has interacted with guests, and trade partners felt like A-list Hollywood stars as they accepted their trophies!

Watsons Philippines hosted a fun-filled HWB Awards celebration, everybody celebrated and danced under the glow of neon and laser lights!

Inspired by Monopoly, **Watsons Malaysia** has made the HWB Awards an extravagant version of the board game WatsonsPoly. Impressive CRM programme milestones were

also announced on the night: reaching three million loyalty members, and partnership with the country's No. 1 micropayment system Touch n' Go.





Ancient Chinese **WISDOM**

Watsons Hong Kong has introduced Chinese medicine service, making it Hong Kong's only one-stop health & beauty chain with three health professionals under one roof: Registered Pharmacist, Dietitian and Chinese Medicine Practitioner. Caring customers' health in a holistic approach, medical consultations, traditional acupuncture, cupping and Gua Sha treatments are on offer. The service is currently available in seven locations across Hong Kong, and with overwhelming response it will be further expanded to more locations in the city.





Watch the commercial!

goo.gl/tMxz4



LOSE pounds, **WIN** dollars

Everyone wants to get fit in time for summer. In July, **Watsons Hong Kong's** "Fat as Cash" promotion enabled customers to transform their unwanted fat into cash. All they had to do was spending on slimming products, or joining the weight-management package recommended by registered dietitians or Chinese Medicine Practitioners. Then, participants who lost up to 10lbs before the deadline received cash coupons worth up to HK\$1,000.



Health & Beauty BIBLE

Watsons China has launched *HeBe*, a glossy beauty and lifestyle magazine that aims to entertain customers who are passionate about looking good. The publication is a collaborative effort between Watsons China and a professional beauty team led by the Beauty King Niu Er in Taiwan. To build a community of enthusiastic customers, the magazine is now available on WeChat and Watsons' official website.



牛尔专家团队



Welcome NRK

Beautiful! **Watsons China** announced that it would stock NRK, a popular skincare brand founded by Niu Er, the Beauty King in Taiwan. Having a brand philosophy of "Less is more", NRK is dedicated to producing products with good quality and high effectiveness. The founder himself attended launch events in Shanghai and Guangzhou, and NRK products are now sold in 2,000 Watsons stores in more than 300 cities in China.



ReMEMBER your card

Watsons China is delighted to announce that popular Taiwanese artists Joseph Zheng and Michelle Chen have been appointed as the official spokespersons of its loyalty card. This year is the 5th anniversary of the programme, and the number of members has topped 40 million. To celebrate, Watsons China has also launched special offer and regular rewards for members.





Rod Routley (4th from left), Managing Director of Watsons Thailand officiates the celebration event

Happy 18 YEARS!

Watsons Thailand recently celebrated its glamorous 18th anniversary and the milestone of two million members. Demonstrating its commitment to CSR, Watsons marked the anniversary with an auction and sales of exclusive unicorn plush toy. All proceeds will go to its long-term charity partner, Association for the Promotion of the Status of Women. All-star fashion show with exclusive offers were presented to wow the customers in this joyful occasion.



We love PERFUME

The Perfume Shop brought excitement to UK perfume fanatics once again by hosting its fourth annual Love Perfume Awards in London. The awards were voted by its customers, and with record-breaking 7,000+ votes received this year. Despite keen competition, David Beckham won the prestigious "Nose of the Year" for the second year, with Cheryl Fernandez-Versini receiving the award for the first time.



SAVOR life!

To celebrate the 4th anniversary of the loyalty programme, **Watsons Malaysia** has rolled out a new loyalty card with exclusive privileges. Members can now enjoy offers from 90 dining chains and 3 lifestyle brands in over 600 outlets nationwide. It also partnered with Cathay Pacific to recruit new members by offering special promo code for flight tickets, together with the chance to win tickets to five amazing Asia-Pacific destinations. Welcome aboard!





Kulvinder Birring (2nd from right), Managing Director of Watsons Malaysia & Indonesia, officiates the launch of the campaign

Say YES!

Watsons Malaysia rolled out its “Say Yes to Watsons Brand” campaign, designed to promote its affordable and high-quality Own Brand products. Renowned Malaysian cartoonist was invited to draw some fun cartoons for the campaign. Advertising, workshops, in-store and online promotion were designed to manifest its brand DNA - value, trust and quality.



Spend more on LIFE

Watsons Philippines introduced Watsons Generics to savvy customers, offering affordable yet high-quality prescription drugs, over-the-counter drugs and health & beauty supplements in August. Certified by Food and Drug Administration in the Philippines, all drugs sold are guaranteed safe and effective. Customers can save up to 80% on the cost of similar products so that they can spend more on life.



Philippines' next TOP MODEL

Thousands of beautiful Philippine women aged from 16 to 30 participated the **Watsons Philippines'** Face Search contest. To enter, all they had to do was spending a minimum of P500 in a single receipt on beauty products, and registering the contest page on Facebook. After an intense judging process, three winners were announced in November, with prizes including a one-year modeling contract and TV stint with the LifeStyle network.



FANG-TASTIC COOL-loween!

Unveiling its Halloween campaign for the third year in a row, **COOL** presented the COOL-loween music party on 30 October. Over 20 popular young Canton-pop singers performed in the concert for the energetic young crowd. A set of four Halloween-themed water bottles with ghost characters like zombie, vampire and mummy were also launched to liven up the Halloween mood.

COIOL



MARVELLOUS!

In cooperation with Marvel, **COOL** launched a series of marketing programmes to promote the popular movie X-MEN, and enhance the brand's image as a young and trendy bottled-water brand. The initiatives included lucky-draw and redemption programmes with prizes like movie tickets and X-Men souvenirs; and the launch of a set of nine collectable COOL water bottles featuring images of the X-Men superheroes. That's so cool!

COIOL

ICE is nice

Watsons Water was proud to be the official sponsor of the fun, family-friendly Hong Kong Harbin Ice Festival which turned Hong Kong into a -10°C winter wonderland. Apart from a lucky draw for free tickets, Watsons Water invited New Zealand artist Tinykiwi to create the animal illustrations for the sleeves of four limited-edition bottles on the theme of "Life on Ice".

watsons water



Click, buy, **ENJOY**

Now, it is quicker and easier than ever before to shop online for **Kruidvat Netherlands** products anytime and anywhere, thanks to a major revamp and upgrade of its eStore. More than 10,000 products, ranging from nappies and makeup to toys, electronics and cleaning products are offered. Click and collect service is also available in over 200 stores.



GOAL!

Have you ever heard of shinty? It's a popular Scottish sport, similar to field hockey. **Superdrug** stores in Fort William and Oban jointly sponsored a new kit for junior and senior players at the annual WCA North vs South shinty showdowns held in September, which brought shinty fanatics a fever of excitement.



STAR power

Bloggers are hugely influential in the beauty market so everyone was excited when Zoe Sugg, better known as YouTube star Zoella, visited Superdrug in October to meet fans and launch her first-ever beauty collection, Zoella Beauty, exclusively available at **Superdrug**. Her range of cute products is just irresistible!



Widespread RECOGNITION

What a fruitful and brilliant year for A.S. Watson Group and its brands!

BRAND IMAGE



Hong Kong
Hong Kong's Most Authentic Brands
 (by Cohn and Wolfe's Authentic Brands 2014 report)



Asia
Asia's No 1 Pharmacy/ Drugstore Brand
 in the "Asia's Top 1,000 Brands" Survey
China
 Ranked 25th amongst "Top 100 China Brands" (2014)
 (by Campaign Asia-Pacific)



Watson's Wine
Hong Kong

The 7th Most Popular Hong Kong and Macau Brands Awards, Most Popular Brand for Tourists - Excellent Brand
 (by China Media Network)



Thailand
Superbrands Status
 (by Thailand Superbrands Council)



Ukraine
No. 1 Choice in Ukraine's Health & Beauty (2014)
 (by "No. 1 Choice of the Year" International Festival Contest/ TNS)



Ranked 3rd amongst "Top 100 Indispensable Brands"
 (by European Institute for Brand Management)

EURIB

CSR



A.S. Watson Group
Hong Kong
Social Capital Builder Award (2014)
 (by Labour & Welfare Bureau of HKSAR)



A.S. Watson Group
Benelux
HR Proffie Award
 (by Berenschot)



共融機構 Inclusive Organisation
僱主機構 Employer Organisation 2013-14
 勞工及福利局頒發 Awarded by Labour and Welfare Bureau

A.S. Watson Group **PARKnSHOP**
Hong Kong
Inclusive Organization for Employer Organization - Talent-Wise Employment Charter and Inclusive Organizations Recognition Scheme 2013-2014
 (by Labour and Welfare Bureau)



HAPPY 開心企業 COMPANY

A.S. Watson Group **watsons**
豐澤 FORTRESS **PARKnSHOP**
Watson's Wine
Hong Kong
Happy Company 2014
 (by Promoting Happiness Index Foundation and the Hong Kong Productivity Council)



PARKnSHOP
Hong Kong
Retail Chain Store (1st Group) Gold Award and the Joint Energy Saving Award
 (by CLP GREEN^{PLUS} Recognition Award 2014)



watsons water

Hong Kong

Green Office Awards Labelling Scheme -
Green Office Label and Better World
Company Label

(by World Green Organisation and the
United Nations Millennium Development Goals)

CRM



watsons

Malaysia

Best Brand Loyalty Campaign -
Gold Asia Award

(by Promotion Marketing Awards of Asia)

CUSTOMER SERVICE



watsons

Taiwan

The Best Service in Taiwan Award -
3rd Place in CVS/H&B retailer category (2014)
(by *Commercial Times*)

MARKETING



watsons

Malaysia

Best Use of Branded Content - Bronze Award
(by Media Specialists Association)

Gold Award - Best Use of Co-Creation /
Crowd Sourcing of The Loyalty & Engagement Awards
(by *Marketing Magazine*)

Best Marketing Discipline Campaign - Gold Malaysia Award
(by Promotion Marketing Awards of Asia)

Excellence in Sponsorship Activation - Silver Award
(by Marketing Excellence Awards 2014)



Drogas

Latvia

1st Place on Business Social Network
Profile Top
(by Draugiem.lv)

eCOMMERCE



watsons

Taiwan

Remarkable E-invoice Service Corporate
Award (2014)
(by National Taxation Bureau of Taipei,
Ministry of Finance)



ICI PARIS XL

Netherlands & Belgium

Best Perfumery Webshop
(by Q & A Research & Consultancy)

PRODUCT



Superdrug

UK

- Best New Sun Care Product -
Superdrug Solait Wet Skin Protection Spray
- Best New Colouring Product -
Superdrug Ultrabrights
- Best New Foundation -
B. Confident CC Cream
(by Pure Beauty Awards 2014)



Kruidvat

Netherlands

Best Buy - Kruidvat LED Spot 4W (2014)
(by The Consumer Association of
Netherlands)

NEW STORE OPENINGS

Over 1,200 new stores open in 2014. Here are some highlights from last few months.



The 28th store of Watson's Wine is unveiled in Kwun Tong, Hong Kong



Watsons Philippines opens 4 Savemore stores in provincial branches and 1 mall combined store in Tagaytay



Watsons Malaysia

Watsons Malaysia introduces a 4,051sq.ft. new concept store located at Alamanda Shopping Centre, offering a one-stop shop with value-added services like makeup and hair styling as a convenient beauty station. With in-store pharmacists to provide health check-ups and advice, Watsons is truly the health & beauty icon in Malaysia.



A stylish store from Watsons Thailand is unveiled in a shopping mall



PARKnSHOP China relaunches a store with brand-new look in Foshan and unveils new stores in Jiangmen, Foshan and Dongguan



TASTE further expands its footprint in Zhuhai and Foshan in southern China, bringing customers in Guangdong province a vast array of quality products



Trekpleister opens new stores in Lauwarden, Nieuwegein and Oud Beijerland. To share the joy with local community, Trekpleister helps chronically ill children by making donation to the Opkikker Foundation



Drogas strengthens its network by unveiling new stores in Vilnius and Kekava



Superdrug

Superdrug launches a Wellbeing concept store with innovative and refreshing store design in Oxfordshire. This newly-designed concept store aims to put the customer first by making healthcare easily available, affordable and accessible for everyone.



Kruidvat celebrates the opening of 11 new stores in the Netherlands by offering a one-minute charitable shopping spree



Watsons 屈臣氏



watsons



Retail as the



Third Space

The Third Space is...

After home and the workplace, the "Third Space" is where people spend their leisure time, interacting with others in a welcoming, accessible place. The role of retailers in the Third Space is to provide professional, tailored services in an immersive, creative and enjoyable environment.

www.aswatson.com

RETHINKING retail

As eCommerce continues to grow in every market, bricks-and-mortar retail will increasingly serve as a "Third Space" – a place that is not only about transactions, but also about human interaction with customers. It is just as much - if not more - about the customer experience, customer service and creating a unique, engaging environment. Customers want in-person service they can't get online. This is crucial to differentiate our brands from the one-dimensional online shopping experience.

At A.S. Watson, more than ever before, we focus on building even stronger customer service and experience in every market we operate.



Selling **GOOD TIMES** in the Third Space

No longer is the store simply a place to make a sale. Physical retail is about making connections, not sealing transactions. What sets bricks-and-mortar stores apart from online shopping is the opportunity to provide customers with a unique, personal experience that goes far beyond range and price.

At A.S. Watson, this vision of our stores as destinations where people seek out experiences ties in with our Customer 360 strategy - to be everywhere that the consumer is, with just the right offering to meet their needs.

“We are redesigning physical spaces to be more inviting and engaging, where people feel they want to chat, learn and experience something new,” says Dominic Lai, A.S. Watson Group Managing Director.

“They want to stay and they want to come back. Physical stores and eStores are perfectly complementary, and represent our Customer 360 strategy in action.”



Drogas
beauty
exp

BEAUTIQ

watsons

BEAUTIQ by Watsons Hong Kong surprises customers with category-busting bright yellow décor. Make-up services, skin diagnosis, manicures and other treatments provide a complete beauty experience



watsons

Watsons Hong Kong provides one-stop healthcare with advice on hand from a Registered Chinese Medicine Practitioner, a Pharmacist and a Dietician. Treatments include acupuncture, cupping and Gua Sha, which is a traditional skin-scraping treatment to improve circulation



watsons

Watsons Taiwan's Gen Y store is specially designed for Gen Y teenagers. Modern and stylish elements such as color blocks, neon lights and graffiti signs are added to give Gen Y customers a refreshing shopping experience



“ My friends and I have been experimenting with make-up we'd never have tried before - because there's a pro here to show us how to use it all. I've bought more today than I thought I would, but I know I'll use everything I'm buying because it all works together. ”

Customer from Beauty Studio

Shopping WONDERLAND

To turn our stores into the ultimate destinations for health & beauty, A.S. Watson is working tirelessly to develop new store formats built on themed concepts and specialist levels of service. They provide a unique service experience and encourage customers to visit more often, stay longer and spend more. Staff are trained to provide specialist guidance to even the most savvy shoppers; customers see it as a value-add rather than a sales pitch.



BEAUTY STUDIO

Beauty Studio by Superdrug seamlessly links beauty services such as ear piercing, manicures and hair styling with a range of beauty products



Superdrug wellbeing

Superdrug's Wellbeing concept store is launched in the UK, with a nurse available to give advice, along with weight-loss classes and consultation rooms where local community providers offer clinics on sexual health, travel health, smoking cessation, medicine usage and healthy lifestyles

At your **SERVICE**

Personal and professional development has always been at the heart of A.S. Watson's growth and our investment in training programmes is more important than ever, in this era of retail as the Third Space. Mr Lai says,

“Part of inspiring staff to provide great service today means showing them where they could be tomorrow. A clear path of progression and the means to follow that path are highly motivating for ambitious team members, and give them a greater stake in the broader success of the business.”

The Drogas Retail Academy is one of ASW's stand-out professional staff training programmes. It adapts training material to its young new recruits and focuses on interactive events and memorable, high-impact visuals that make a fast and friendly impression. Feedback to stores on customer service from twice-monthly secret shopper visits helps motivate staff and improve the shopping experience. And, by ensuring the whole team understands the brand's business goals, it encourages promotion from within. Almost half of Drogas's office staff are people who began on the shop floor.





The Sweet Smell of **SUCCESS**

Enabling staff to make customers feel at home in the Third Space takes specialist training. Superdrug partners with external training expert to launch a toolkit in January 2015, equipping staff so they can optimise their mind set, language and actions to create "That Superdrug Feeling" for customers. Mr Lai explains,

“The project gives staff the ‘soft skills’ that the Third Space requires – something we’ve seen at Marrisonaud as we’ve rolled out our ‘One To One Beauty’ service, which personalises service across sales and our in-store beauty institutes.”

In Singapore, soft skills are being developed through schemes such as the Workforce Skills Qualification Programme. By learning more about emotions, behavior and their role in problem-solving, staff are able to engage more effectively with customers, by understanding their motivations and seeing how best to help them get the result they look for. Store supervisor Wan Fang Ling is thankful that she can apply these skills daily in dealing with demanding customers, “Just recently, these skills helped me understand a woman’s frustration that her regular hair-loss shampoo had been out of stock for some time. I could tell how much it meant to her that she had this product, and I was able to arrange for some to be sent from another store. She was so relieved and very grateful.”

Focus Story



The Perfume Shop is named in *The Sunday Times* Top 100 Best Companies to Work For, for the third year running



ICI PARIS XL Academy is ranked 'Excellent' in a mystery shopping survey with a score of 98.1%. The brand's Netherlands team are winners at ORC International's Excellence in Employee Engagement Awards in 2014



There is triple happiness at Retail Hong Kong brands: **Watsons**, **PARKnSHOP**, **FORTRESS** and **Watson's Wine** are named Happy Company by the Hong Kong Productivity Council, and they are all recognised by the Family Council as a Family-Friendly Employer in 2013/14. Hong Kong Retail Management Association (HKRMA) Service & Courtesy Awards gives a total of 6 awards in 2013 for their professionalism

When you're smiling ...

“When you know that you've genuinely made a difference to someone's day – even in a small way – it's easy to have a genuine smile. People seem to really appreciate that we're trying to help them achieve the look they want in a way that's right for their skin, rather than just trying to sell them as many products as possible. They trust us to help them again, and that makes coming to work more rewarding.”

Staff from Watsons



watsons



HAPPY faces, HAPPY places

In a world of increasingly sophisticated eCommerce offerings and intuitive smartphone interfaces, it's still human faces and real smiles that make a true link with customers. Shoppers like to make that face-to-face connection, to see and be seen.

To give our stores the warmth that retail as the Third Space must provide, ASW launched a Global Smile Campaign across 11,000+ stores in Asia and Europe, encouraging staff to welcome customers with 100,000 smiles. Mr Lai believes that a smile is universal and incredibly powerful,

“With the increasing use of technology in every aspect of lives, we have fewer face-to-face interactions, be it with family or friends. With our 11,000+ store network and over 47 million shoppers coming into our stores every week, we provide an extensive platform to give our customers that human touch.”





we smile.

OUR FUTURE in the Third Space

In this era of eCommerce-driven retailing, physical retail is at a crossroads. No longer is it enough for a store to provide the right products at a good price. Customers want – and increasingly expect – a lifestyle experience. By designing retail stores as the Third Space in people's lives, stores can surprise and delight shoppers. Retail outlets can become leisure destinations, rather than places to fulfil a shopping list.

At ASW, we stay optimistic yet vigilant about the challenges ahead. Mr Lai concludes the importance of building stores as Third Space to customers, “This is a momentous shift, but one that we’re well equipped to face. The success of our eCommerce and CRM programmes shows the importance of adapting to changing market conditions. This is simply the next move in our Customer 360 strategy. In rethinking retail as the Third Space, we’re giving shoppers new reasons to spend time with us and to form even stronger bonds with our brands.”



BE

CREATIVE MAKE UP



In **LOVE** with Miffy

A new series of Miffy personal care products launched by **Watsons Hong Kong** has fascinated all Miffy fans in town. The lovely collection, including pocket tissues, hand sanitizer, cotton buds and medical plaster, is now on offer in every Watsons store.



BE yourself

BE Creative Make Up range has been introduced to muse by **Watsons Malaysia**, being the first professional makeup brand offering advanced formulas, intense colours and 100% pure makeup luxury that is highly affordable. With a belief that, like a beautifully cut diamond, every woman is unique, brilliant and multidimensional, BE empowers them to embrace and express their uniqueness and individuality.



Especially for HIM

Men's skin deserves just as much care, attention and protection as women's skin does. **Watsons China** has launched Skin Advanced men collection for sensitive skin, which is designed to combat and repair the damaging effects of pollution, sunlight and stress.

Shiny T-zone and forehead is a common embarrassment for men so the re-launched Watsons Men oil control range has a specialized formula to reduce excess shine and improve the hydration of skin, covering every men's needs on daily grooming.



Our products



ORGANIC beauty

Drogas has launched a collection of Alterra organic cosmetics, ranging from hair and face care to hand care products. Upholding its brand slogan "Because natural is more beautiful", the Alterra products are made of natural ingredients including olive oil, white tea and pomegranate which are certified for their organic origin.





Summer BLISS

Mr. Juicy Wellness Series of beverage with real juice has been launched since summer. They're healthy too – without preservatives and artificial colourings. For a touch of fun, Thai illustrator Suntur was invited to create three Mr. Juicy characters for special edition, representing three flavours. Everything Korean has been a huge hit these days and **Sunkist** has imported a series of tasty juice drinks from Korea. And **Watsons ISO-TONE**, a low sugar drink for sports fanatics who need to replenish their water and electrolytes, has also re-launched to respond to the trend of more people who pursue a healthy lifestyle.





Smooth as **BUTTER**

Here's the solution to dry skin. The new **Kruidvat** bodybutters make your skin feel soft and supple in an instant, and the rich butter is instantly absorbed by the skin, without leaving a greasy touch. Harvesting the goodness of Nature, the bodybutters come in four scents, a sensory feast for your skin from tropical lychee to refreshing blueberry.



HAIR gone!

Kruidvat has launched an extensive range of depilatory products that easily remove unwanted hair in 3 minutes, with the added benefit of hydrating and softening the skin at the same time. The range includes depilatory cream for normal skin, sensitive skin and bikini line, and depilatory strips for body, face and eyebrows.



Our products



A.S. WATSON Global Volunteer Day 2014

We bring more SMILES to Life!

A.S. Watson Global Volunteer Day has been held for fourth consecutive year, motivating its global operating markets to engage staff and family members to share their care and smiles through volunteering. Themed at "We Bring More SMILES to Life", 32 business units have joined hands to make our community a better place.

This year, besides services, we hope to use our smiles to influence and empower the ones who need help and support. It is truly the happiness relay. Also, we have invited our participants to share their great GVD stories behind the scenes. Visit our Facebook for more touching stories and photos!





A.S. Watson Group HK office - Beach Cleanup Day



A.S. Watson Industries



Watson's Wine

32 business units
15,000+ participants
160+ activities
32,000+ service hours
 Served **30,000+** people



Watsons Hong Kong



FORTRESS

Our Responsibility



Watsons China - Baby Helpers In Watsons



Watsons Taiwan - Hiking for health programme



Watsons Singapore - Outing for women and children in shelter center



PARKnSHOP China - Hope & Love For Rural Underprivileged Children



Watsons Malaysia - Recycle Your Used Water Bottle



Watsons Thailand - Street Makeover



PARKnSHOP Hong Kong - Elderly Health Promotion Day

Beneficiary groups included...

- Children in schools, orphanages and hospices
- Elderly
- Underprivileged families
- Patients and healthcare institutions
- The mentally and physically challenged
- Local communities
- Green groups



Watsons Philippines - Operation Smile Surgical Mission



ASW Group UK Office - Gardening for local children's zoo



Drogas Latvia - Global Hand Washing Day



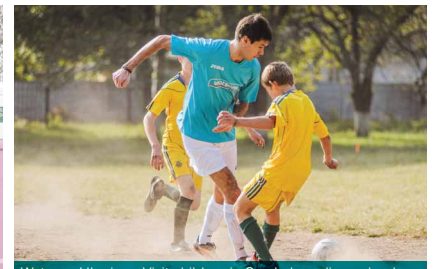
Spektr Russia - Cleanup in the park



The Perfume Shop - Garden makeover for Holmer's House



Drogas Lithuania - Breast cancer prevention campaign "Don't Delay!"



Watsons Ukraine - Visit children in Smela boarding school



Watsons Ukraine - Painting the fence with children



Superdrug UK - Marie Curie Cancer Care Fundraising Weekend



ASW Group Office (Zurich) - Charity Run4kids



Watsons Turkey - Istanbul Marathon to support women education



ICI PARIS XL Benelux - Painting for SOS Children's Villages



ASW Group Managing Director Mr. Dominic Lai (front row, 5th from left), officiates the graduation ceremony

The **BIG DAY**

Many smiling faces gathered together on 24 October to celebrate their graduation from the **A.S. Watson Group** Talent Development Programmes in Asia. A total of 66 participants from ASW Senior Management Development Programme, Management Development Programme, Commercial Management Development Programme and Supply Chain Development Programme attended the graduation ceremony officiated by Mr. Dominic Lai, Group Managing Director of A.S. Watson Group.

In the ceremony, Mr Lai shared his vision about the importance of innovation and how graduates can contribute to the company's enduring success. Representatives joined hands and gave presentations about their key learnings from the programmes.



Visit www.aswatson.com to get the latest update about our CSR programmes!





Food of LOVE

PARKnSHOP Hong Kong introduced a “City Food Drive” food donation programme in partnership with the brand’s local charity partner Food Angel. Customers were encouraged to show their care and love for the needy, and in just eight weeks they generously donated over 58,000 food items. With the matched donation of SELECT products from PARKnSHOP, a total of over 88,000 food items valued at over HK\$1.7 million were passed to the hands of the ones in need.

On top of the giving, volunteers from PARKnSHOP prepared nutritious meal boxes at Food Angel’s central kitchen, and distributed them to elders in need during their visit to an elderly centre.



At the City Food Drive Appreciation Lunch, representatives of Food Angel and PARKnSHOP presented the store manager of New Rhine Garden outlet – the store with the highest collection amount in Hong Kong, a Food Angel trophy and prize, in recognition of the store’s hard work.

SUPER QUIZ

Answers

to Issue 91

Questions

- 1) What is the location of Superdrug's Wellbeing concept store?
- 2) Which business unit has recently launched men's skincare collections?
- 3) How many business units participated in the A.S. Watson Global Volunteer Day 2014?



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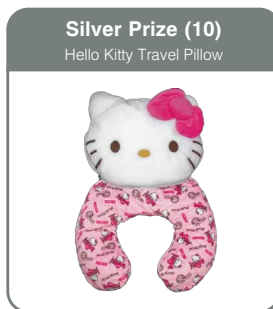
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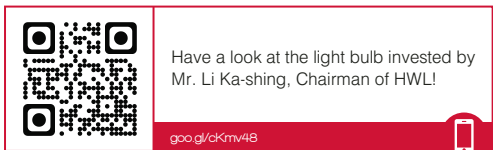
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International Buying
Shared Buying Services



- 1) Embracing Customer 360
- 2) Putney High Street
- 3) 913

Super Prize (Samsung Tablet)

Name	Company & Department
1. LAO WAI IN	Watsons Macau - Store 3903

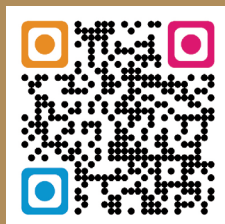
Gold Prize (Polaroid Camera)

Name	Company & Department
1. Teresa Wong	A.S. Watson Group - Finance
2. Catriona Gilbride	Superdrug - Store 915

Silver Prize (Special Edition)

Name	Company & Department
1. Lu Lifan	PARKnSHOP China - Finance
2. Senay Turan	Watsons Turkey - Store Development
3. Renee Van Hooff	ICI PARIS XL Netherlands - Store 7826
4. Ho Ka Man	FORTRESS Hong Kong - Store 4960
5. Lim Fong Yin	Watsons Singapore - Supply Chain

Superquiz goes digital! Deadline: 31 May, 2015



You can now have the chance to win Superquiz even when you are on-the-go! Just scan the QR code and you may submit your answer for Superquiz from your mobile.

You may also access the website on computer through the link below:

watson-superquiz.aswatson.com

Or you may send the **completed** entry form in print to: Group Public Relations, A.S. Watson Group, 11/F, Watson House, 1-5 Wo Liu Hang Road, Fo Tan, Shatin, New Territories, Hong Kong

Name of Staff Member: _____ (ENG) _____ (CHI)

Company and Department: _____

Address: _____

Employee No.: _____ Contact Tel No.: _____ Signature: _____

A1: _____ A2: _____ A3: _____

SLEEPLESS in Hong Kong

Mr Li Ka-shing, Honorary Chairman of the Shantou University (STU) Council, addressed STU graduates at the commencement ceremony in a speech titled "Sleepless in Hong Kong". Before the graduating class of 2014, he revealed that widening inequality, intensifying resource scarcity and waning trust are three of the reasons behind his sleeplessness. He urged that though the future does not hold promises of perfection, the graduates' "dedication and undertaking to be the custodian of the future is the best antidote for everyone's insomnia."

The Difference We Make

"The Difference We Make" encompasses not only this year's commencement theme, but also many programmes implemented by the school this academic year. In his speech, Mr Li emphasised the importance for the government to lead change and invest in education, stressing "I have always believed that failing to invest in education is tantamount to a crime against the future."

Trust is Our National Treasure

"Widening inequality in wealth and opportunities, if left unaddressed, could fast become 'the new normal'." But Mr Li believes that with new impetus to enable dynamic and flexible redistribution policies, the government can better foster an environment of growth and harmony. Furthermore, Mr Li asserted that not only is trust the bedrock of an enlightened society, it is also our national treasure.

What promise will you make to the future?

On the day of commencement, students ring the ceremonial Bell of Truth to mark their first steps towards the next chapter. Mr Li asked, "Today when you rang the Bell of Truth, what promise did you make to the future?" He hopes that today's graduates will exude positive energy and put value on individual and human dignity to better the community. He encouraged, "The future of our imperfect world needs your commitment, needs your positivity, needs your compassion, needs your fortitude and needs your resolve."



Mr Li Ka-shing joins the members of the Student Council to ring the Bell of Truth

Sporting a Shantou jersey, Mr Li Ka-shing refreshes his basketball skills



Students at Shantou University have the opportunity to design a robot for the Hakitzu coding game. Mr Li Ka-shing applauds their creativity and integrative use of design and technology

Mr Li Ka-shing and Mr Liu Mingkang, keynote speaker of the Commencement Ceremony, exchange thoughts on education

About A.S. Watson Group

With a history dating back to 1841, the A.S. Watson Group (ASW) has evolved into an international retail and manufacturing business with operations in 25 markets worldwide.

Today, the Group operates over 11,000 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 100,000 staff and is a member of the renowned multinational conglomerate Hutchison Whampoa Limited, which has six core businesses - ports and related services, property and hotels, retail, infrastructure, energy, and telecommunications in 52 countries.

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