

Watson99

Share More, Enjoy More!

MoneyBack Marks 10th Anniversary





WatsON

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Share More, Enjoy More!

MoneyBack Marks 10th Anniversary

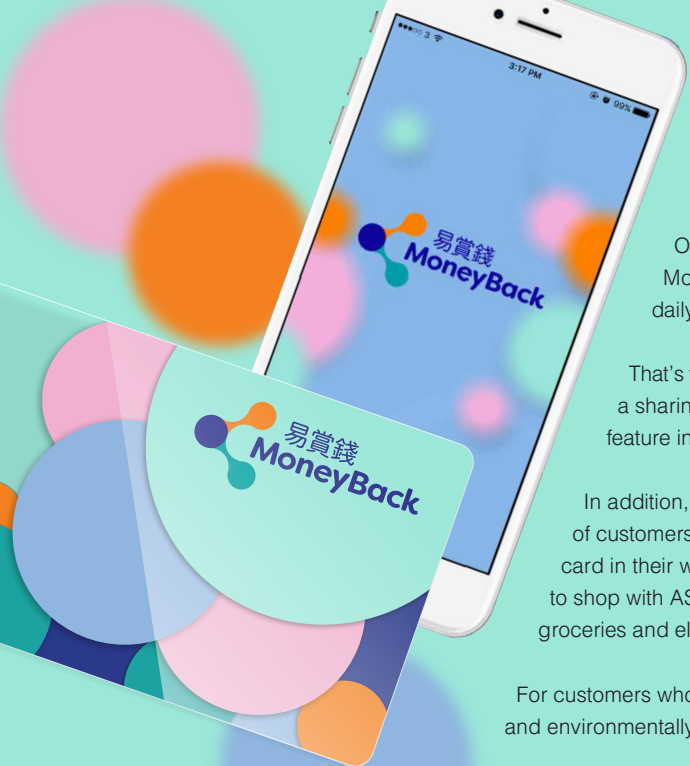
The MoneyBack customer loyalty programme has been making shopping more rewarding for Hong Kong people for 10 years... and now it's time to celebrate!

Over the years, 3.6 million members have joined up, and they have earned HK\$800 million worth of benefits through MoneyBack in over 600 retail outlets under A.S. Watson Group (ASW) in Hong Kong, including PARKnSHOP, Watsons and FORTRESS.

To celebrate MoneyBack's 10th anniversary, ASW is refreshing the programme. We are creating even more ways for customers to make the most of their shopping, and making it more convenient for shoppers to turn points into perks.

It's our way of rewarding loyal members for a decade of support.





Not Just about Rewards, But more Fun

In Hong Kong, there are 2.4 million domestic household, so with 3.6 million members in the MoneyBack programme, its penetration would cover all households in the city. But for ASW, scale is just the beginning.

Our aim is to offer the best possible to our customers and ensure MoneyBack is not just rewarding our members, but also relevant to their daily lives, and is also fun.

That's why, at the 10th anniversary celebration, we are refreshing the programme with a sharing icon as part of the new MoneyBack logo, and the first ever point-sharing feature in the new mobile app to upgrade members' shopping experience.

In addition, the new mobile app aims to be more relevant to the mobile-savvy lifestyle of customers, allowing them to carry a digital card on their phone instead of a physical card in their wallet. The launch of the app also aims to attract more younger customers to shop with ASW for their daily personal care, health and beauty products as well as groceries and electronic products.

For customers who prefer to keep their current MoneyBack card in their wallet, we offer fun and environmentally friendly stickers to give their card a face lift with a smiley character.

Make Shopping a Pleasure

MoneyBack is advancing the mobile customer experience. The first ever MoneyBack mobile app makes it even easier for members to earn points, keep track of them, and make the most of MoneyBack benefits.

Customers can earn points simply by scanning the QR code in the app when they shop, and the points will be added to their account right away. The app is also where members can see their account and transaction history anytime, anywhere. Members' points, special offers and gifts are all stored in the app as well.

“We know our customers are busy, so the MoneyBack app helps them keep track of their points – and ensures they never miss an offer. Everything's in one handy place, and what's great is they can use the app to share offers and their points with friends and family.”

Jacqueline Cheung
Customer Director of MoneyBack



Dominic Lai (3rd from right), Group Managing Director of A.S. Watson Group, Malina Ngai (2nd from right), Chief Operating Officer of A.S. Watson Group, Gary Ng (1st from right), Managing Director of PARKnSHOP Hong Kong, Diane Cheung (2nd from left), General Manager of Watsons Hong Kong, and Clarice Au (1st from left), General Manager of FORTRESS Hong Kong officiate at the celebratory event of MoneyBack 10th Anniversary

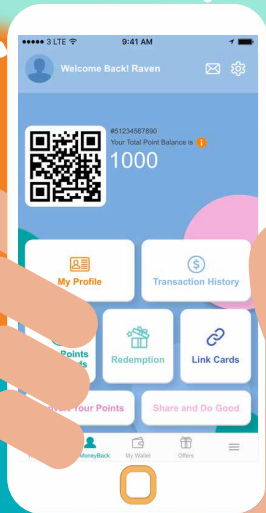
Share More, Enjoy More

The refreshed MoneyBack programme encourages customers to shop and share more. Points can be given as a gift via the MoneyBack app.

It's really easy for customers to pass on points to their family members and friends. If someone needs extra points to claim a reward, they can invite friends and family to share with them.

When members spot a good deal in MoneyBack, they can also share it with their family and friends via the app. Members can even use their points for good cause, by donating their points to the charitable organisations, all done with just a few clicks in the app.

As a part of ASW's corporate social responsibility commitment, we invite our customers to join with us and share the joy of MoneyBack with those in need.



All about Personalisation

The MoneyBack scheme is much more than a way for customers to earn discounts and rewards. It also helps ASW to understand needs and preferences of our customers, and tailor what we offer to best suit their individual requirements.

MoneyBack powers our “Just for you” offers. We can present customers with deals that feature the brands that customers love, and products that match their lifestyle. We can also send them special offer on their birthday. These all adds up to a highly personalised shopping experience that makes each customer feel great.

At the heart of MoneyBack is the desire to be customer-centric. That means more than offers on quality products at great prices. Personalisation and digital convenience are the core of the programme to turbo-charge business growth by getting closer to our customers.

We want to be seen as a friend to each customer – a friend who always listens, understands their needs, gives them delightful surprises, and most importantly, puts a smile on their faces.



Try the new
MoneyBack app!



Watch the highlight video! ▶

A.S. Watson Group GLOBAL HEALTH CAMPAIGN

Snapshots from all BUs since campaign launched in April 2017



Watsons Hong Kong – #GetActiveGO!



Watsons Malaysia – #GetActive Launch Event



Superdrug – The Liberation Games



WatsON 99 • Quarter 3 • 2017



Watsons Thailand – FITT Walk 2017





Watsons Taiwan – Anti-depression Campaign

Drogas Latvia – Month of Health

OPPORTUNITY
WITH THOSE WHO ARE
DANCES ALREADY
ON THE
DANCEFLOOR
#GETACTIVE

Watson 99 • Quarter 3 • 2017



Watsons Singapore – #GetActive Yoga



Watsons Malaysia – Launch of Move Your Body Zumba

CELEBRATE
WHAT YOUR
BODY CAN DO
#GETACTIVE



Global Smile Campaign

Have you SMILED today?





Happiness starts with a simple smile. With the belief that smiling is one of the most powerful ways of influencing others and spreading happiness, **A.S. Watson Group** has staged its Global Smile Campaign for the 2nd year, mobilising its 13 retail brands in 24 markets across Asia and Europe to create a positive workplace culture that promoting happiness among employees. This year, more than 300 tailored smile activities and programmes are organised to engage over 130,000 staff across the globe.



 [Visit our facebook page](#) 



Watsons launches **NEW UNIFORM!**

In recent years, **Watsons** has endeavored to attract more and more young customers to shop with us. To make them look good and feel great, our store team plays an important role as they are representing Watsons to interact and communicate with our customers.

To drive more new ideas on uniform design, we teamed up with the Institute of Textiles and Clothing of the Hong Kong Polytechnic University, to organise a uniform design competition and help design a set of youthful and refreshing uniform for our store team.

After a rigorous selection process, Sharon Yeung stood out among all creative designs and became the winner. She explained, "Each and every detail adds up to a good retail brand experience. When designing the uniform, I paid meticulous attention to every detail of it. The uniform design is suitable for daily operation works (such as stocking shelves) plus a touch of fashion, for example, the new store manager uniform carries with delicate and subtle details on the collar. The slim-fit design makes them look younger and more confident."



[Watch the highlight video!](#) ▶

Sending grey **AWAY**

Kruidvat Netherlands has launched a new way to help banish grey hair fast, with Colors to Cover, a new way of temporarily camouflaging root growth. The range comes in three different shades, ideal for last-minute touch-ups on your way to a party or an important appointment. Just spray, cover and go!



trekpleister

Maak 4x kans op een iPhone 6!

Tussen 5 en 18 juni voegen wij bij 4 online bestellingen een iPhone 6 toe.
Bestel dus snel op Trekpleister.nl en wie weet ben jij 1 van de gelukkigsten!

NIJ OUK KUNST VOORDEEL OP TREKPLEISTER.NL

Nu ruim 15.000 artikelen online

ook op TREKPLEISTER.NL

Excitement **ONLINE**

A new-and-upgraded eStore has been launched at **Trekpleister**, with a huge range of promotions and online-only special offers to celebrate. More than 15,000 products are available online with offers that are updated all the time. Customers stands a chance to win an iPhone whenever they place order online.



DARE to be you!

ICI PARIS XL has launched a brand refresh campaign that lifts the self-confidence of its customers to another level. With “Dare to be You” as the new brand statement, ICI PARIS XL wants to encourage all its customers to become the best version of themselves. It held a media event in a fun way to spread the word about the brand’s new positioning.

ICI PARIS XL



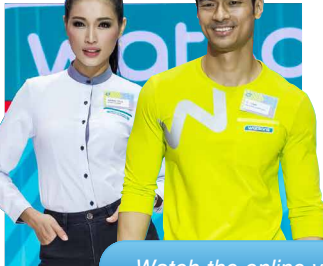
READY for take-off

To celebrate the pharmacy’s 25th anniversary, **Superdrug** has launched a comprehensive travel health campaign, highlighting the ways in which its nurses and pharmacists could help customers stay well on holiday. A website has also been launched with abundant tips and information tailored to travellers’ destinations. The campaign has led to a 55% jump in travel vaccinations so far.

Superdrug

For **ALL** ages

The Kruidvat range of baby products has been launched at **Watsons Hong Kong**, offering everything new parents need to look after their baby, all at affordable prices. The range was launched with advertisement featuring real parents and happy babies sharing little moments of joy. Meanwhile, at **Watsons Taiwan**, divinia has been relaunched, with a celebrity starring in a spectacular under-water TV commercial to promote this skincare range to young customers.



Watch the online video! ▶

Big **SURPRISES**

Watsons Philippines has introduced a new campaign “Members Get More” which gives its loyalty card members more reasons to come back by offering more rewards and exclusive privileges to them. **Watsons Malaysia** used an all-star fashion parade to showcase the new Watsons store staff uniforms – part of a vibrant and energetic new look for the brand that helps it stay fresh and young.



Know you the **BEST**

FORTRESS shows itself as a down-to-earth brand, with a range of products that support people's life without breaking the budget. In the online video, a famous actor plays the supporting role in different parts of the home, just like FORTRESS products do in people's lives.

香港 FORTRESS



Creating a **SPLASH**

Watsons Water Hong Kong has launched a new CRM mobile app called "Drops of Fun Rewards", using QR codes in bottle caps to win "Gold Drops" that offer gifts and rewards.

Meanwhile, **Watsons Water China** has launched a range of new flower-flavoured waters. These pioneering new drinks with elegant packaging have been well received by the customers.





Hong Kong

eCommAs Awards 2017 Gold in Best E-Commerce App

eCommAs Awards 2017 Silver in Best E-Commerce Design/Re-design

eCommAs Awards 2017 Silver in Best E-Commerce Merchant - Consumer Good
(by *Marketing Magazine*)

Asia Smart App Award Bronze in the Category of Business & Productivity
(by Hong Kong Wireless Technology Industry Association)

Hong Kong

eCommAs Awards 2017 Bronze in Best E-Commerce Website

eCommAs Awards 2017 Bronze in Best E-Commerce Design/Re-design

eCommAs Awards 2017 Bronze in Best E-Commerce Merchant - Health and Beauty
(by *Marketing Magazine*)

China

Kantar Top 10 Consumer's Choice - Skincare/ Make-up Brand
(by Kantar Worldpanel)

Thailand

Lisa Beauty Choice Awards Editors' Choice Best Toner -
divinia Pure Pore Revitalising Toner

Lisa Beauty Choice Awards Readers' Choice Best Cotton -
Watsons Soft & Clean Square Puffs 100% Pure Cotton
(by *Lisa Guru*)



Best Buy Kruidvat Solait SPF 30
(by Belgium Consumer Association Test-Aankoop)



UK

Most Effective Use of Internal Communications
(by HR Excellence Awards 2017)

The School Leavers Awards - Ranked 8th in Top 100 Employers for School Leavers
(by AllAboutSchoolLeavers.co.uk)



UK

The School Leavers Awards - Top Employer for Large School Leaver Intake

The School Leavers Awards - Top Employer Retail

The School Leavers Awards - Top Intermediate Apprenticeships

The School Leavers Awards - Ranked 4th in Top 100 Employers for School Leavers
(by AllAboutSchoolLeavers.co.uk)

UK

The Fragrance Foundation Awards - Retailer of the Year (Outer London)
(by The Fragrance Foundation UK)



Watsons G Next Concept

Watsons China opened two new, fun, youth-oriented concept stores in Shanghai, giving customers access to the best quality products from across the region and the world - along with high-tech equipments to find exactly what's right for them. Customers can have their skin analysed and have products matched to their needs via "Skin Test" tablet, and for "Style me" tablet, the latest artificial reality technology takes just five seconds to show you what a range of new make-up looks would look like on you.



New Store Openings



Kruidvat – 6 New Stores in Belgium & Netherlands



Superdrug UK – New stores in Buchanan Galleries and Liffey Valley Shopping Centre



Drogas Latvia – Cesis



Watsons Malaysia – Gen Y Store at Berjaya Times Square 2



Watsons Thailand – New G7 Store at Jungceylon, Phuket



“ I started working within the Group CRM team four years ago. After moving to The Perfume Shop, I have been able to develop a new team of people to support CRM and insight. I have had so many happy moments working at The Perfume Shop. Some of my favourite memories would be from our annual store manager conference, where this year we won Innovation of the Year for rolling out iPad registration.

The most fun time at work was probably Black Friday evening. We stayed in the office until midnight to support the launch of fantastic Friday deals, ordered Chinese food and helped customer service answer customer queries while we launched the CRM customer communication. At The Perfume Shop, everyone is so passionate about our business; it makes you look forward to coming into work! ”

Thea Wilson

CRM Insight & Data Manager
The Perfume Shop
Years of service: 4.5 years



Everyone's a **WINNER**

With the motto "Yes I can!", **A.S. Watson Group** celebrated the 12th anniversary of Hong Kong Students Sports Awards with presentations to 898 elite student athletes. The awards involved 85% of all primary, secondary and special schools in Hong Kong, and encouraged young people to pursue their goals with enthusiasm.



Solo but **NOT** alone

Watsons Hong Kong's volunteer team and the Hong Kong Single Parents Association (HKSPA) have again joined forces to give some practical help and a bit of pampering to single mothers. Mums were offered make-up tips and mock interviews to help them get back into the workforce. The Watsons Loving HKSPA Charity Programme meanwhile raised over HK\$270,000 for the HKSPA through donation boxes at cashier counters.





FOOD for thought

PARKnSHOP Hong Kong has joined hands with Food Angel to launch the 4th City Food Drive, collecting food donations from the public at its stores to be used to make hot meals for people in need. On World Environment Day, **PARKnSHOP China**'s volunteers teamed up with social workers for an activity "Advocate Environmental Protection & Go Green". They used games, posters and fun activities to spread the word about reducing waste and preserving the environment.



Sporting **SUPERHEROES**

To promote health and wellbeing, **Drogas Latvia** encourages staff to join in the Riga Marathon each year. This year, Ms. Soap Bubble and Mr. Nasty Microbe, the superhero characters from Drogas' Global Handwashing Day surprised Drogas staff and gave them support at the marathon.



Be part of more

More is what
we bring to
life, every
single day.

TO DO AND TO BE

Mr Li Ka-shing officiated at the Shantou University (STU) Commencement Ceremony on 27 June 2017. Mr Li believes that now more than ever, students must be ready to do and to be in order to capture the exponential opportunities in the oncoming AI age.

Addressing the graduates, Mr Li said if students want to be an “exponential” power surfer, they would need to develop the mindset of a deep thinker, the skillset of a speed understander as the foundation for “to do”. The willful blind will be the first to be disqualified because they turn “possibles into impossibles” and can’t see the wood for the trees. He cautioned those who only



Mr Li Ka-shing takes a group photo with guests, STU council members, faculty and students at the Commencement Ceremony

yearn to “win at the starting line” – by being born into family wealth or being gifted – your destiny is not guaranteed; even with you have everything, willful blindness can lead you to nothing.

Mr Li posited that the clear winners in life strive to give a meaningful account of why they do exist. The thrivers know that life is a skill based on discipline and practice precedes perfection.



LI KA SHING FOUNDATION
李嘉誠基金會



Professor Mo Yan gives a thumbs-up to STU graduates and tells Mr Li Ka-shing that the STU Commencement Ceremony is the most touching one he has ever attended

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 13,300 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.

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