

A.S. Watson Global Health Survey

Smile Your Stress Away for Better Health!

Watson112ON



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There is rising global concern about health and wellness, with people all over the world seeking new ways to improve their health and wellbeing. To better understand people's changing views on the subject, and to better cater to their preferences and needs, WISE, A.S. Watson Group's research division, carried out our second Global Health Survey in November and December last year. 5,500 respondents aged 15 - 60 in 10 Asian and European markets participated in the survey to share their thoughts on a wide range of health topics.



Who's the Healthiest?

The survey revealed the World Health Index, a ranking of the healthiest and least healthy markets across the globe. The index ranks countries according to how respondents answer questions about how healthy they feel, and how knowledgeable they are about health matters.

The Netherlands emerges as the world's healthiest market this year, followed by Singapore, the United Kingdom, the Philippines, Malaysia, Mainland China, Ukraine, Taiwan and Hong Kong. Thailand came last among the countries we surveyed.

WORLD HEALTH INDEX 2020



“ With over 5 billion customers shopping with A.S. Watson every year, this is a key source of our consumer insight. The survey helps us take the pulse of the world's consumers and guide our development of product and service solutions as we help consumers improve and protect their health and that of their families. ”

Dominic Lai
Group Managing Director
A.S. Watson Group

Happy People are Healthier

At A.S. Watson Group, we all know that a smile from a friendly face can make a real difference to people's day. The Global Health Survey shows that happier people tend to smile more and perceive themselves as healthier than those who report lower levels of happiness. In fact, 91% of respondents say they believe that smiling and laughing have lots of health benefits, yet only 66% feel they smile enough.

Stress emerges as the main barrier to happiness and smiling, and it's a major concern for people all over the world. Stress is one of the big three global health topics, and it's growing at twice the rate of concern around the other two issues: diet and weight control.

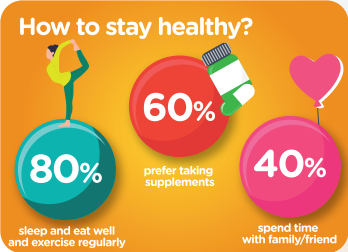
Young people seem to have the right idea about looking on the bright side. Gen Z respondents smile more and are happier than the more mature groups, including Gen Y, Gen X and Boomers. And Gen Z people tend to consider themselves to be healthy.



Family & Health are Life Priorities

Family and health are by far the most important priorities in people's lives, with 87% of people saying family is a one of their biggest concerns, followed by health (84%). Wealth and love are also priorities but come much further down the list.

As they pursue a healthier lifestyle, over 80% of respondents say that good sleep, a healthy diet and regular exercise could keep them healthy, but 40% struggle to achieve all three. As a result, more and more people (60%) are interested in taking vitamins and dietary supplements to improve their health.



Trusted Sources of Health Information Really Matter

Customers are very concerned that the health information they get is credible. The latest survey findings show there is a reduced number of people relying on online health information. As fake news and false information flood the internet and social media, consumers are now seeking professional and trustworthy health information. This means A.S. Watson has a strong role to play in consumers' management of their own health. Yet many consumers are missing the opportunity to draw on our pharmacists' expertise. The research reveals that 61% of people still commonly see a doctor when feeling unwell, and 43% go in stores to obtain over-the-counter medication.



Currently, only 15% of people say they turn to a pharmacist for advice although pharmacists have professional training that makes them a reliable source of information and they can help alleviate pressure on public health system. With over 1,500 pharmacies around the globe, A.S. Watson Group is encouraging more people to seek pharmacists' help as they are reliable, professional and easily accessible.

Where There is Need, There is Opportunity



At A.S. Watson, more than 1 billion shoppers bought health products last year, and sales in the health category increased 11% year on year. Health-conscious shoppers are an especially important segment for us, as they visit our stores more than 10 times per year, and their spending was almost 80% higher than that of other shoppers. More and more people are investing in their health and wellbeing, with vitamins and supplements sales booming globally, up 12% in the past year.

The survey helps us develop the right business strategy backed by consumer insights; for example, the strategic partnership with Prentics to pioneer DNA home testing kits which enable people to focus on prevention, not just treatment. Other cutting-edge services include Online Doctor in the UK, and health service consultations in markets including Hong Kong and Singapore. A.S. Watson continues to develop new products and service worldwide, to cater for customers who increasingly want more control over their health.

Battling Through the Current Challenge



It's clear that we're currently facing a significant global health challenge. In many markets, health-related products such as surgical masks and sanitising products are in short supply, and a price surge has made them unaffordable to the underprivileged.

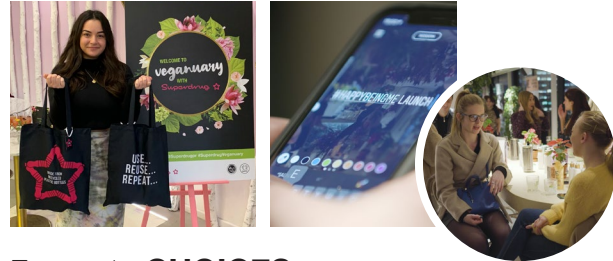
In response to this global challenge, A.S. Watson Group and its business units have teamed up to help the needy, including donating 150,000 masks to elderly people in Hong Kong, who are more vulnerable to the disease. Watsons Singapore gave care packs to help families in need. The healthcare buying team at Superdrug in the UK is also in regular communication with suppliers to secure the supply of sanitising and health products for customers' health needs.

Our business units around the world are doing what they can to ensure a steady supply of relevant health products, to fulfil the promise to our customers with the much-needed health supplies. In the meantime, our survey reminds us of the importance of a positive outlook, and the benefits of **sharing a simple yet powerful smile.**



Reasons to be **CHEERFUL**

Kruidvat's FUNbruari campaign gave customers the chance to win an amazing trip to sunny destinations. All they had to do was buy from the promotional products to be in with a shot at jetting off to somewhere sunny. **Trekpleister**, meanwhile, has been helping budgets stretch to payday with its Little Price Weeks – special deals that take away the pain of the final week before monthly salaries are paid.



Fantastic **CHOICES**

Superdrug celebrated its 25 years of cruelty-free beauty products. A breakfast event at a classy London restaurant renowned for its vegan brunch and was attended by journalists and influencers with a combined social media reach of over 230 million people.

The Perfume Shop launched its latest own brand collection, the ME range, at a rooftop bar in London. Over 90 guests joined the event. The ME launch gave guests an opportunity to use a ME photobooth and post their #HappyBeingMe pictures on social media.

Superdrug[★]

THE PERFUME SHOP

Grand **OPENING!**

Savers opened its 500th store in Bradford. This central location is ideal for the local and surrounding communities looking to pick up great, every-day products at bargain prices. Balloons, cake, goody bags and free gifts are all part of celebrations. The first 50 customers on opening day were given the goody bags, and the 50th customer for the first 10 days of trading received a small gift from the store.



savers
HEALTH HOME BEAUTY



It must be **LOVE**

There were plenty of reasons to swoon ahead of Valentine's Day this year, with **ICI PARIS XL** offering special deals on top fragrances and red lip products. The campaign was supported by an online gift finder to help people find the perfect present for their partner. Meanwhile, to celebrate **Drogas'** birthday, all office staff worked in stores across the country, giving thanks to the people who matter most – our customers.

ICI PARIS XL

Drogas

Facing the **FUTURE**

Watsons Hong Kong opened a cutting edge concept store showcasing the latest retail innovations. The Tech-Fun store in Tuen Mun Town Plaza offers 4,500 sq.ft. of interactive zones, including world-renowned beauty brands at the high-tech Makeup Station, where smart devices are available to create a memorable and fun shopping experience, particularly for young customers.



WOW the customers

Watsons China teamed up with China Mobile's MIGU Music service to promote its music festival and thematic stores, with an emphasis on young consumers. Meanwhile, in northeast Thailand's Lampang Province, members of **Watsons Thailand** just had to show their loyalty cards to access an event offering free gifts, workshops, fun activities and a mini-concert.



TUNING in

Our most loyal members have been treated to special events to thank them for their support. In **Watsons Taiwan**, 1,000 members sang, cheered and even screamed with delight at Watsons Taiwan's 11th annual music concert for members. For a chance to win an invitation, customers had to spend over \$888 during the promotional period.



RINGING in the new year

Watsons stores around the region shared a range of exciting celebrations with their customers to mark the start of 2020. In Beijing, 10 **Watsons China** stores held an instore party. **Watsons Malaysia** welcomed the new year with business partners and celebrities attending a glittering #HappyBeautifulYear event. **Watsons Philippines** launched a New You campaign, highlighting the latest trends and products, and urging people to treat themselves to a new health and beauty routine.



For the ones we **LOVE**

Watsons Indonesia's five biggest spenders and their mothers were treated to a day of pampering for Mother's Day including spa treatments as well as beauty classes from well-known online influencers. Love of a different kind was the focus of **Sunkist**'s Valentine's Day specials, which highlighted the Sunkist Kiss Sparkling Yogurt Flavored Drink, in white peach and new pink grapefruit flavors.



DISCOVER the world

Frequent travellers no longer have to worry about buying an extra SIM card whenever they arrive in a new country – thanks to the new **FORTRESS** haha SIM, a rechargeable data roaming SIM that works in over 70 destinations, offering hassle-free 4G connectivity. Meanwhile, the UK craft beer brand Greene King has landed in Hong Kong thanks to **A.S. Watson Industries**. Hong Kong beer aficionados can now delight in such brews as Greene King IPA, Old Speckled Hen and Belhaven Black Scottish Stout.





15 Years Plus Caring Company Logo
(by The Hong Kong Council of Social Service)



10 Years Plus Caring Company Logo
(by The Hong Kong Council of Social Service)



Top 10 Quality E-Shop Awards - Silver
(by Hong Kong Retail Management Association)



Hong Kong

Top 10 Quality E-Shop Awards - Top 10 Award
(by Hong Kong Retail Management Association)



Hong Kong

Top 10 Quality E-Shop Awards - Gold
(by Hong Kong Retail Management Association)

Taiwan

Best Brand Award
(by Business Today)

Digital Singularity Awards
(by Taiwan Digital Media and Marketing Association)

Best Store Manager
Excellent Store Manager
(by Taiwan Chain Stores and Franchise Association)

Philippines

Most Reputable Brands Fighting COVID-19
in Philippines - No.2
(by Isentia)



Benelux

Top Employers Award 2020
(by Top Employer Institute)



Platinum Trusted Service Award 2020
(by Feefo)



Latvia

Latvian Ecommerce Award - Best Latvian Online Beauty Store
(by iMarketings.lv and Kantar)

Top Employers of Latvia - No.15
(by CV-Online Latvia)

January to March



Watsons Hong Kong – 3 new stores



Watsons China – 25 new stores



Watsons Malaysia – 5 new stores



Watsons Thailand – 3 new stores



Watsons Indonesia – 4 new stores



Watsons Philippines – 14 new stores

January to March



Kruidvat Netherlands – 3 new stores



ICI PARIS XL Belgium – Antwerp store



Savers – 14 new stores



Superdrug – 2 new stores



Drogas Latvia – 2 new stores



Drogas Lithuania – Liepų Street store



“ I’ve had some truly amazing opportunities, including being part of the Innoteam, which gave me the chance to meet colleagues from across the globe and have real input into how A.S. Watson is innovating. One of my career highlights was actually outside work – a colleague and I walked 55km in 12 hours for fundraising. It was unbelievably hard, but we made it! ”

Lucy Morton-Channon
Pharmacy Superintendent
Superdrug



“ I joined Watsons Turkey nine years ago and started as a sales consultant. During this time, I’ve been supported with lots of training, feedback and coaching. One funny thing in my career is my colleague and I danced at our regional sales meetings, with different music every time, it’s really memorable! ”

Omer Aksoy
Area Manager
Watsons Turkey



“ I joined Watsons Thailand as a fresh graduate and I love the positive attitude of my colleagues, many of whom are now my friends. Work is always fun, and my role involves coaching student trainees, which not only helps them but also helps me develop my knowledge and skills. I’ve also enjoyed being part of the reverse mentoring programme, sharing my knowledge with our leadership team. ”

Doungporn Ketiphan
Pharmacist
Watsons Thailand



“ I’m proud of how we’ve developed digital learning tools alongside our traditional methods of professional training, but this job is not just about delivering a message in a classroom. It’s about wisdom, managing feelings, moving people, and being at the cutting edge. And it’s fun! ”

Calvin Cheuk
Senior People Development Manager
A.S. Watson Group



“ Watching a happy customer leaving your shop is the best feeling in the world. A woman once came to our store with a small infant. She told me they were renovating at home and she was sleep deprived. I offered her a seat and gave her a makeover. Her husband called later that day saying he'd never seen her so happy after shopping, and wanted to buy her all the products we'd used. They're our loyal customers now. ”

Denise van Kessel

Beauty Advisor
ICI PARIS XL Netherlands

“ One day during our promotional event, I saw an old lady struggling as she walked. I offered her a seat, and she told me she was looking for her daughter for

20 minutes. I helped them find each other, and now they both come to our store and say hi whenever they're nearby. ”

Maria Victoria Norico

Store Manager
Watsons Philippines



LOVE is all around! 

To help the elderly during the difficulty time of fighting novel coronavirus, **A.S. Watson Group** has donated 150,000 pieces of surgical mask to the elderly in the community.

Through the Group's networks with Hong Kong YWCA, Yang Memorial Methodist Social Service, St. James Settlement and Hong Kong Christian Service, we've distributed the surgical masks to the elders in need in 10 districts with the highest elderly population density in Hong Kong. We hope that it can benefit seniors directly who are vulnerable and avoid the need to queue up in the cold weather.

Our volunteer team, even spent a Sunday morning to repack the masks into smaller bags, to make it easier for charity groups to distribute the surgical masks to the elderly directly.



EMERGENCY supplies

Watsons China donated over RMB 1 million worth of products to help fight the outbreak of coronavirus in Hubei province. Boxes of antiseptic cleansing products arrived in Hubei shortly after the outbreak and have been distributed to medical organisations and staff on the front line for this important fight.



CARE in action

Watsons Philippines worked with SM Foundation to support communities affected by the Taal Volcano eruption. Staff volunteers assisted the medical mission, providing evacuees with hygiene essentials, first-aid kits and medicines. In **Watsons Thailand**, meanwhile, staff volunteers arranged a New Year party for 155 women and children in partnership with the Women's Status Promotion Association. They were treated to lunch, entertainment and an exciting lucky draw.

Launch of LOEWE Perfumes

@Austria

The luxury brand LOEWE has released a range of perfumes exclusively available in Marionnaud Austria, and a launch event was held at a stylish hotel suite in downtown Vienna. Journalists and influencers were introduced to the world of LOEWE, its philosophy and the new fragrances.



Love Campaign

@France

Marionnaud France showered its customers with love for Valentine's Day, launching a "You and Me" box of beautiful treats that included Happy Marionnaud Shower Gel, red lipstick and nail lacquer. A special shell case for mobile phones with an integrated makeup mirror was sent to selected journalists and influencers as Valentine's gift.



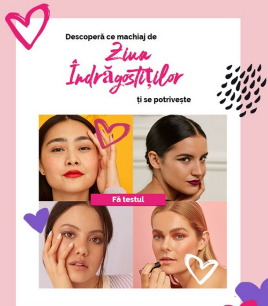
Marionnaud News

Exclusive Launch of Way of Will Skincare

@Italy



Marionnaud Italy, meanwhile, has launched a new body-focused skincare brand, Way of Will. The range is available online, exclusively from Marionnaud, and this exclusivity was at the heart of launch activity designed to create curiosity and buzz around the brand.



Love
+ YOU&ME



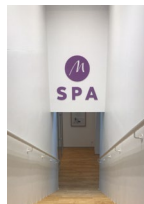
Love + You and Me

@Romania

Marionnaud Romania chose to celebrate the fun side of a loving relationship this Valentine's Day, with its "Love + You and Me" campaign. There were competitions and special offers, all with a focus on the crazy things that people love about their partners.

Reopening of Marionnaud Spa @Switzerland

Marionnaud Switzerland has reopened the spa located in its store on Zurich's prestigious Bahnhofstrasse. In the elegant spa zone in the basement of the perfumery, Marionnaud's customers are pampered with luxurious treatments combining indulgence and state-of-the-art technology.



Chairman Mr Victor T K Li hosts the CK Group Annual Dinner

Below are his remarks made at the occasion:

“ Mr. Senior Advisor, Fellow Directors and Colleagues:

I am delighted to welcome you all to the CK Group's 2020 Annual Dinner.

I am sure you will agree that 2019 was a stressful year in Hong Kong. For us, CK Group, due to our global nature, despite some businesses in Hong Kong having experienced disruptions last year, solid performance was achieved.

Our continuous growth path has been made possible by our prudent strategy adopted when bidding for new projects be they property, infrastructure or other businesses; as well as our diversification strategy which sees not only geographic diversification but also that of industries.



As we continue to explore new investment opportunities and grow organically around the world, Hong Kong and Mainland China remain our important markets.

In Hong Kong, we began the redevelopment of Hutchison House and saw the opening of the extension of Harbour Grand Kowloon last year. This year, we will witness the debut of Hotel Alexandra, as well as the OP Mall in Tsuen Wan.

In Mainland China, we continued to be the biggest investor amongst Hong Kong corporations. Currently, the Group has more than 50 property projects spanning over 20 cities. On top of that, 450 new Watsons stores were opened last year bringing the number of shops in the Mainland to over 3,800. Berths 4-6 at Yantian also commenced operations, resulting in the total number of berths that Hutchison Ports operates in the Mainland to be 76. In addition, Chi-Med's colorectal cancer drug was admitted into the National Reimbursement Drug List and is now available in all major public hospitals. In Husky, the first gas from Lihua field 29-1 is expected around the end of this year. This will be in addition to the 570 billion cubic feet of natural gas and around 26.5 million barrels of associated liquids which we have produced in China.

In tonight's lucky draw, you will notice that the prizes include Greene King beer. The addition of this new family member in 2019 has ushered in 2,700 pubs and 38,000 new colleagues to the Group.

Our global reach currently encompasses around 50 countries and our staff force totals about 360,000. We operate almost like a “United Nations”. I often expressed to colleagues that similar to the iCloud system, technology has enabled the Executive Committees of our different business units to function free of geographic regions and time zones. The CK Group is managed from different operating centers around the world. Tonight, we are having dinner in the city which counts one of our most important operating centers.

Coming up in 2020, I am cautiously optimistic about the situation in Hong Kong. Us Hong Kongers have weathered many storms and have demonstrated robust resilience in the face of adversity. History has shown that we have emerged stronger, wiser, and have become more respectful and inclusive of differences after every incident. We too will overcome this current unrest. The CK Group's recurrent profit contribution and cashflow from the Mainland and other parts of the world have equipped us well for participating in Hong Kong's recovery when the time comes.

Thank you all for your dedicated efforts last year which resulted in the CK Group's ongoing success. A big thank you also goes to colleagues here in Hong Kong and from all corners of the globe whom I have learnt a lot from. May the new year bring you happiness and health, and a perfect 20/20 vision! ”



SUPER QUIZ

1. What is the name of the rechargeable data roaming SIM launched by FORTRESS?
2. What event did Watsons Taiwan specially organise to treat its loyal members?
3. What survey was just announced by A.S. Watson Group?

Super Prize (1)

Portable Necklace Negative Ion Air Purifier



Sponsored by



A.S. Watson Group

Gold Prize (1)

Ultrasonic Cleaner



Sponsored by



A.S. Watson Group

Answers to Issue 111

- 1) Year of Love
- 2) FROZEN 2
- 3) The Perfume Edit

Super Prize (Stabilizer)

Name	Company & Department
Manjeet Heer	The Perfume Shop - People & Development Department

Gold Prize (Hand cream and lip balm gift pack)

Name	Company & Department
Jean Lau	A.S. Watson Group - Group Finance
Angel Huo	A.S. Watsons Industries China - Production Department
Rina Jane I. Rayusan	Watsons Philippines - Group Finance
Mila Li	Watsons Taiwan - IT Department
Alan Chang	Watsons Taiwan - Store Construction and Development Department
Amy Lam	PARKnSHOP Hong Kong - Sales Operations Department
Candy Lee	A.S. Watson Group - Learning & Development Department
Rita Tse	A.S. Watson Group - H&B Asia & Eastern Europe
Ieva Laska	Drogas Latvia - Administration Department
Cat Liang	Watsons China - Finance Department

