

A.S. Watson Group
2013 year of
SCIENCE+



**Anniversary Special:
The Science of SUCCESS**

2012 HWL Annual Results

WOW for Watsons

Let's Walk for Love!



Watson

AROUND THE WORLD



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2012 HWL Annual Results

Hutchison Whampoa Limited (HWL) results 2012 was announced in Hong Kong on 26 March:

- Total revenue grew 4% to HK\$398,391 million
- EBITDA and EBIT, before property revaluation and profits on disposal of investments and others, grew 9% and 13% respectively

The retail division delivered another year of strong revenue, earnings and cashflow growth in 2012. Total revenue of HK\$148,626 million, EBITDA of HK\$12,725 million and EBIT of HK\$10,048 million, were 4%, 9% and 8% higher respectively than last year.



Stay tuned to WatsON on Internet

An archive of WatsON is available on our corporate website, and when you read this message the latest edition of WatsON is already online!

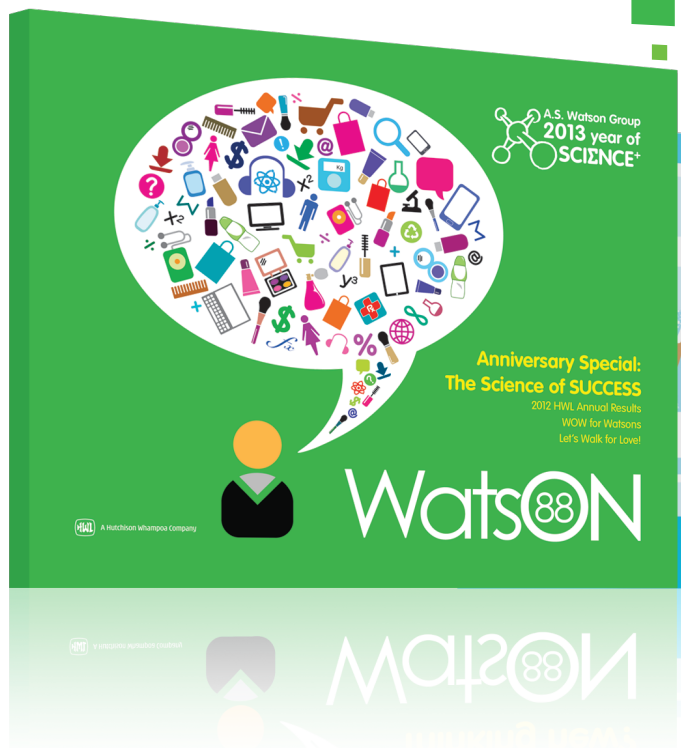
In case you have missed the previous issues, this archive is a treasure to you with over 10 years archive of WatsON, a witness of the Group's journey to the world's largest health & beauty retailer.

Get in touch with **A.S. Watson** latest news with WatsON magazine anytime you want, in an eco-friendly way!



Check out WatsON archive in ASW corporate website!
[News Centre > WatsON Magazine](#)

Or visit via the shortcut below:
goo.gl/ywdjz





OW

for **watsons**

2013 is going to be a spectacular year for Watsons, as the leading health & beauty retailer unveils a refreshed brand identity across Asia!

Expressing a more dynamic attitude and colourful brand personality, the revamped Watsons is all about reinforcing the brand's commitment to give customers more value, more excitement and more solutions to make life great.

Encapsulating this renewed retail experience and customer offering is the "WOW" campaign. Beginning its roll-out in Thailand, Taiwan and Singapore, it will be launched across seven other key markets.

Besides TV commercials, attractive "WOW" brand advertisements and promotions will be splashed across outdoor, print and digital to ensure maximum visibility. Different markets have also devised unique ideas like flash mobs, mobile app and Facebook contests to bump up engagement by enhancing CRM and PR activities.

Our staff is also engaged as a part of the campaign with various internal activities, to communicate the new image and make WOW campaign an upgrade of total shopping experience, enabling our customers to look good and feel great everyday.



Check out the transformation of Watsons!

goo.gl/PYvID



Be surprised by the very "WOW" MRT Flash Mission of Watsons Taiwan!

goo.gl/RKYwk



Watch the "WOW" TV commercials of Watsons Thailand and Taiwan!

goo.gl/QFS8z



goo.gl/DSKUm





Time to Pump it Up!

Watsons Malaysia VIP Club's 25,000 members caught their favourite artistes during the Watsons Music Festival in December 2012. A few lucky ones even won themselves exclusive backstage Meet & Greet Passes for a chance to see these artistes up close and personal!

watsons

All Sweet. All Stars.

It was a season to be starstruck as **Watsons Malaysia** geared up for one of its biggest year-end festive celebration "Christmas Candyland: The Sweetest Sale in Town!" Six celebrities collaborated with a couture designer to create one-of-a-kind dresses, which were modeled by the celebrities themselves and featured in an exclusive 2013 calendar, given away with every spend of over RM80, six lucky customers also got to bag a dress each in a lucky draw.

watsons



Kulvinder Biring (4th from left), Managing Director of Watsons Malaysia & Indonesia, unveiled the uniquely-designed 2013 calendar together with the featured celebrities



Love to the **FUTURE**

As part of a festive new year countdown event, **Watsons Taiwan** invited their fans on Facebook to send friends future messages and well wishes. Almost 10,000 messages of love, hope and friendship were submitted and sealed in an online time capsule, to be released at the time designated by the sender. What a wonderful way to commemorate the past and future at the start of a new year!

watsons

Presenting the **BEST**

The best 100 performing brands in **Watsons Thailand** stores took centre stage at the Health, Wellness and Beauty (HWB) Awards 2013. In the country's most glittering and prestigious health and beauty retail event, these top-selling and popular brands were recognised amongst VIPs and celebrities to strengthen Watsons' promise in offering the best products for customers.

watsons



Martin So (4th from right), CEO of Health & Beauty Asia & Eastern Europe, and Rod Routley (centre), Managing Director of Watsons Thailand, celebrates the glamorous HWB event with other distinguished guests



Healed with a **KISS**

A heart-warming TV commercial reaffirms **Kruidvat** as the friendly neighborhood drugstore with a wide range of everyday health products. The three different scenes play up Kruidvat as an all-in-one stop for any ailment – be it a minor mishap in the kitchen or an injury outdoors. The voice over, “sometimes a kiss helps, but for all your other ailments, go to Kruidvat” leads to a reminder that Kruidvat is always there to support you during any mini health emergency.





Watch the commercial!

goo.gl/SYQB2



LAUGHTER as cure

Every year, **Kruidvat** opens the Nine Months Fair in Amsterdam, the ultimate event for parents-to-be to get inspiration on baby and child care. This year, Kruidvat brought in Dutch comedian Ali B to kick things off with a laugh workshop for 40 fathers and their babies. From peek-a-boo to tickling and making funny faces, the participating dads pulled out all the stops to make their child laugh. This gained much media attention and amused onlookers who trickled over to visit Kruidvat’s booth.





Enjoy Scents on-the-go!

Or search "Scents" on app store



Read your SCENTS

The Perfume Shop's first edition of Scents Magazine was filled with great features on perfumes, expert tips, advice and the hottest new launches. Available in all stores, the magazine also comes in a digital version and a mobile app, which can be shared with all Reward Club Card holders and online social networks. The next edition will be in stores and online for Father's Day.



SCENTIMENTAL commercial

The Perfume Shop's latest television campaign was an upbeat and aspirational dramatisation of the power of scent. From evoking forgotten memories to instilling confidence, the adverts aimed to raise brand awareness among The Perfume Shop's core customer groups, which feature own staff and scenes from the annual conference.



Watch the commercial on YouTube!

goo.gl/Qr1Q1





Love is

Standing out during the busy and competitive season of Valentine's Day is never easy. Once again, our brands show, nothing beats great value, creativity and some genuine love!

Marionnaud celebrated this special occasion with a pan-Europe campaign called "A Beautiful Declaration", offering delectable treats to cater to all romantic needs on the day simply full of love. **Marionnaud Spain** collaborated with fragrance brands to release a special him-and-her duo pack. **Marionnaud France** launched a powerful online campaign to delight its audience by showing different selections of perfumes on its Facebook fan page and various popular websites, sharing exclusive shopping tips to the gifter and gifted, with thousands of fans liked, commented and shared their declaration of love.

Also playing on the him-and-her idea, **Watsons Water Hong Kong** launched two special edition sets of their bottled **COOL** Water, each designed with a boy and girl



all around

version that could form a unique love visual when combined. An engaging Facebook campaign was also run, encouraging over 10,000 fans to “water” and “grow” digital flowers that could be sent to friends in their social networks.

Over at **GREAT** and **TASTE Hong Kong**, it was all about falling in love with fresh produce. With their “Home is Where the Heart Is” campaign, GREAT encouraged couples to bond over a romantic home-cooked dinner, while TASTE promoted their produce through wine pairing suggestions in a series of print advertising.

Watsons China went all out to create as much romantic buzz and chatter both online and offline. Three diamond rings were given away via their iButterfly mobile app, helping to make this season of love truly dazzling.



BLUSH UP on Facebook

Marionnaud France has developed an application on Facebook to viralise and generate traffic for the Blush web series on YouTube and other digital channels. Facebook fans can invite friends to join and register themselves by supplying their portraits, to fight together the chance in participating the brand's YouTube channel which reached 1 million views with the popular Blush episodes!

Marionnaud




Blogging BEAUTY

When it comes to beauty myths and advices, blogging is a phenomenal trend winning the hearts of customers. And now **Marionnaud France** has found an authoritative way to speak for itself in the world of blogging with 17,000 monthly visits.

M Le Blog Beauté is a feminine, interactive and glamorous blog which delivers every week the brand's best advices, reporting the latest trends and offering a chance for our beauticians to present the new own and exclusive products to our customers.

Marionnaud



Beauty Inspiration

The gorgeous sales staff of **Marionnaud Poland** showed off their confidence and creativity in a refreshing campaign. Each sales team was invited to prepare their own styling using the makeup products they were promoting, and the winning team received a professional photo session as the special prize. Staff members of all ages were excited and took part in this celebration of real beauty. Looking at the winning team photos, it's no wonder all these women were an inspiration to both their colleagues and customers!

/Marionnaud



Delight in GIVING

We all experienced moments of uncertainty when it comes to buying gifts for loved ones. **Marionnaud Poland** offers new Gift Card at two cash values, giving its customers an elegant and hassle-free gifting idea. The card is revamped with premium and sophisticated design, and encased in an attractive packaging. Truly a gift to delight anyone at any occasion!

/Marionnaud



The Alluring Sense and Scents

It was a perfect combination of colour and creative beauty at the December launch of the new Kenzo fragrance, Madly. **Marionnaud Spain's** downtown Madrid store was decorated and an artist brought in to paint customers' arms, hands and face with the elements of the bottle's distinctive designs. Free samples were given away to all customers who received a body paint to discover a dual aesthetic experience.

/Marionnaud

Little Voices, Big Savings

Joining forces with “The Voice Kids”, an immensely popular TV programme in the Netherlands showcasing children’s singing talents to the world, **Kruidvat** launched a unique savings campaign. With every €5 spent on promotional products, customers were gifted with voice containing special codes which lead to exclusive backstage videos of the programme’s contestants, many customers were also surprised by special prizes such as limited edition CDs and beanbags.




Backstage unveiled

Marionnaud Spain's flagship store was transformed into a makeover wonderland by Christian Dior. VIP guests received makeovers by Dior's international makeup artist, along with other Marionnaud make-up professionals. The store's main street window front became a fascinating make-up station, offering a peek into all the backstage actions and spectacular décor.

Marionnaud



Going the **Distance**

As a long-time key supporter of the Standard Chartered Hong Kong Marathon, **Watsons Water** was once again out in full force in the Hong Kong's largest outdoor sporting event to provide high quality distilled water and isotonic drinks for over 72,000 athletes from around the world. Watsons Water also rode on this opportunity to further its reach to consumers by an advertising campaign to drive brand awareness and association with sport.

watsons water



Glorious moment!

Let's congratulate our retail brands on their recent achievements!

BRAND IMAGE



watsons

Hong Kong
Prestigious Corporate Brand Awards 2012
Top Favourite Greater China Corporate Brand voted by China Consumers
(by Ming Pao Daily News and The Chinese University of Hong Kong)



豐澤 FORTRESS

Hong Kong
TVB Weekly Brands Award 2012
(by TVB Weekly)



PARKnSHOP

Hong Kong
The Hong Kong's 100 Most Influential Brands of the Year 2012
(by World Brand Lab)



5
 CONSECUTIVE YEARS



2
 CONSECUTIVE YEARS

watsons

Ukraine
Choice of the Year 2012 - Health and Beauty Store
(by "Choice of the Year" International Festival Competition)

THE PERFUME SHOP

UK
The Sunday Times Top 100 Best Companies to Work For 2013
(by The Sunday Times)

BUSINESS



watsons

Philippines
Foreign Brand Retailer 2012
Specialty Retailer - Large Category
(by Philippine Retailers Association)



watsons

Taiwan
Yahoo! Supermall!
 • **The Most Popular e-Store Award 2013**
 • **Super Golden e-Store Award 2013 - Beauty Category**
(by Yahoo! Supermall)

DIGITAL



China
Top 100 Annual Weibo Influence Power
 (by SINA Weibo)

CUSTOMER SERVICE



China
Customers' Most Favourite Retail Brand of the Year
 (by ND Media, Nan Fang Metropolis Daily)



Marionnaud
Austria
The Austrian Quality Store Check Award 2013
 (by *STYLE UP YOUR LIFE!* fashion magazine)

MARKETING



China
2012 The Best Marketing Innovation
 (by ND Media, Nan Fang Metropolis Daily)



The Netherlands
The Selligent Awards 2012 Jury Awards
 (by Selligent)



The Netherlands
The Selligent Awards 2012 Marketers Voice Award
 (by Selligent)

PRODUCT



The Netherlands
Best Buy Travel Insurance
 (by The National Consumer Research Centre in the Netherlands)



Belgium
Best Diaper Brand
 (by consumer programme Volt)

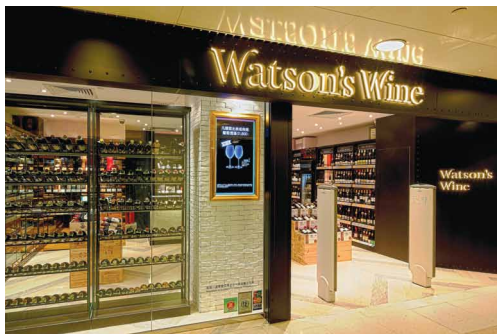
NEW STORE OPENINGS



Nuance-Watson Hong Kong opens Taste & Delights store, the only multi-brand Fine Food standalone shop at Hong Kong International Airport (HKIA), offering confectionery with impeccable choice and inspiration.



Watsons Thailand strengthens its No. 1 position with the highest sales for seven consecutive years by opening a newly refreshed Watsons store at the Mall Bangkapi



Watson's Wine opens its 26th store at Whampoa Garden, offering customers a wide range of good value wines and a welcoming shopping experience



WOW the world!

Dominic Lai (6th from right), Managing Director of A.S. Watson Group and Martin So (6th from left), CEO of Health & Beauty Asia & Eastern Europe, joins Toby Anderson (4th from right), Managing Director of Watsons Taiwan to host the ribbon-cutting ceremony for the newly refreshed Watsons store at ATT 4 Fun Mall situated in the popular shopping district in Taipei



Store interior





Kruidvat's HAT TRICK

Always offering a surprisingly affordable product range, Kruidvat Netherlands opens three stores in a row in Almelo, Ugchelen and Wognum to provide a new and modern shopping environment for customers



Marionnaud Austria opens a newly refitted store in Feldkirch



Costumed image girls of Marionnaud Poland sizzle up the new store window front in Bialystok



PARKnSHOP China's new community superstore in Panyu



Anniversary Special:

The Science of **SUCCESS**

ICI PARIS XL Belgium and **Drogas Latvia** know very well that the success of a brand goes beyond numbers. In addition to innovation strategies and growth formulas, they've made passion, talent and dedication to people – customers and staff – equal priorities. Join us as we celebrate their anniversaries by taking a closer look at how their distinctive approaches helped to carve out their superb achievements today.

ICI PARIS XL



From **BUDDING** to **BLOOMING**

ICI PARIS XL is rooted in Brussels, Belgium as a small perfume store, in just 45 years the brand has grown into a leading perfumery with over 250 stores, extending its reach to the Netherlands, Luxembourg and recently to Germany.

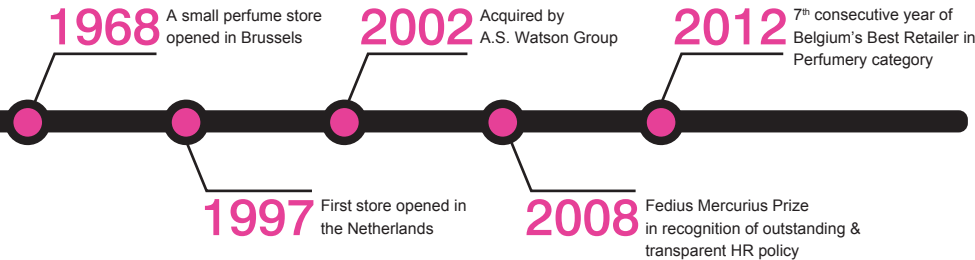
As a testament to the cosmetics and fragrance leader's winning retail experience, ICI PARIS XL has been awarded Belgium's Best Perfumery seven consecutive times. What is the secret to their beauty business boom?

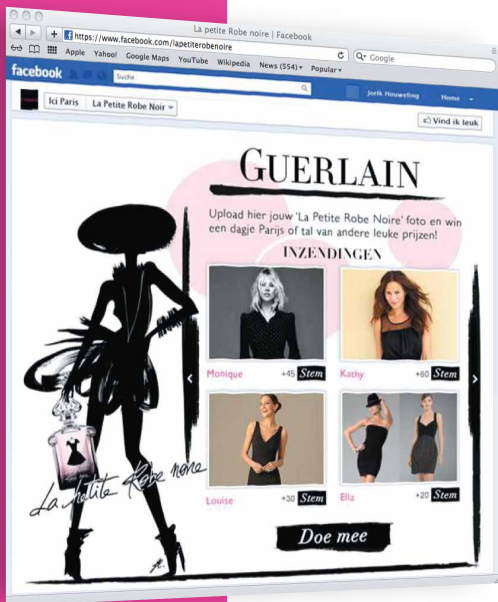
Winning by **SCIENCE**

In a market-leading move, ICI PARIS XL Belgium recently launched IOMA, an advanced skincare line that emphasizes personalised diagnostics. This scientific approach to beauty is available in stores and reflects an understanding of the individual needs of customers, as well as the brand's willingness to embrace technology and innovation in all aspects of their offering.



45 Exceptional Years





Talking DATA

Besides transforming the brand and product experience, technology also allows the brand to gain more insights into their customers and deepen relationships by deploying targeted offers.

A Facebook campaign with makeup brand Guerlain, for example, successfully engaged over 10,000 fans who uploaded photos of themselves and voted for a chance to win a trip to Paris. While the Friends and Family CRM campaign identified top members and rewarded them with a staggering 21% off everything in stores! Customer insights combined with tailor-made activities like these push ICI PARIS XL Belgium into the forefront of customer retention and loyalty building.

Forward PEOPLE

As seen, technology has allowed ICI PARIS XL Belgium to improve its product, retail and brand experience. These optimise their supply chains and secure multi-channel growth in existing markets, and expansion into new ones.

But just as perfumery is part chemistry, part creativity, the science of progress has to be balanced with passion and heart too. "To continue investing in people" is not an empty statement but a firm promise to the ones who keep the brand forward. This not only means training and improving service standards, but also taking on larger responsibilities to the community with Corporate Social Responsibility programmes that improve the quality of life for all. Such beautiful approach sets the tones for ICI PARIS XL Belgium to grow and glow for the years to come.



Walk through the exciting development journey of ICI PARIS XL!

goo.gl/4895V



ICI Paris XL Belgium has won seven years in a row the prestigious Best Perfumery Award in Belgium, consolidating its leadership position in the industry



The ICI PARIS XL Make-Up Talent is organised every year in cooperation with Dior to explore and develop the best make up talent among store employees



ICI PARIS XL Belgium raised over €250,000 for the SOS Children's Village Foundation to open the children's home providing schooling and medical services in Congo in 2012



Engaging with **HEARTS**

Well known as the friendly store with equally friendly prices, Drogas is celebrating 20 wonderful years since its first opening in Riga, Latvia. With 125 stores in the Baltic states, they are one of the most successful companies that manage to capture the hearts of its own people and customers.

Pushing the **HUMAN FACTOR**

As one of the largest employers in Latvia, it comes as no surprise that Drogas invests heavily in staff enrichment and development.

Besides annual team building events and exuberant festive celebrations, they are just as serious about skills training as they are about having fun. The training syllabus at the Drogas Retail Academy is regularly updated and they recently launched a unique store manager development programme to create a personalised plan based on individual strengths and interests.

Such platforms empower Drogas staff, like Regional Administrator, Diana Antonova to take charge of their career progression. "I started to think about my development and growth. Right now, I am motivated to work within an international and stable company and acquire new knowledge!"



As one of the biggest employers in Latvia, Drogas offers a comprehensive staff training system Drogas Retail Academy to store staff



Drogas' high customer service standard roots from quality people development, suppliers are also involved in some staff training activities to ensure the right advice is given to customers



“ I started to think about my **DEVELOPMENT** and **GROWTH**.
Right now, I am motivated to work within an **INTERNATIONAL** and
STABLE COMPANY and **ACQUIRE NEW KNOWLEDGE!** ”

The unparalleled staff development programme eventually benefits customers, with exceptional service quality that provides professional and customised advices on health and beauty products, contributing to the retail brand's success over the last two decades.

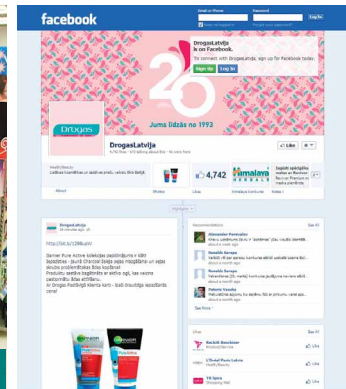
FASTER, HIGHER, STRONGER

One of the most significant growth strategies Drogas implemented is their 2012 launch of the Loyal Customers Programme. The CRM tool gave 530,000 Latvians access to more convenient and rewarding shopping, in return it provides Drogas a powerful channel to learn about their most loyal customers' preferences. Today, this CRM programme engages over 50% of the female population in Latvia.

While social media is still budding in the Baltic states, Drogas has already captured over 55,000+ fans on Facebook, Twitter and Foursquare. Besides connecting with the latest campaigns and discounts, fans get handy health and beauty tips and opportunities to win prizes through fun games and contests.



Andrej Jernev, Managing Director of Drogas, leads his team in the launch of CRM programme with remarkable success



2 remarkable decades

1993 First self-service store opened in Riga, Latvia

2005 Refreshed brand image with new concept store unveiled

2012 The Loyal Customer Programme achieved high penetration rate at 50% of female Latvian population

2004 Drogas joined the A.S. Watson Group

2009 Most Praised Retail Customer Service award

FUTURE Thinking

As the Internet usage patterns evolve, the successful health & beauty retail brand needs to embrace the change while increasing its digital presence even further. Efforts will focus on brand building and loyalty programmes, and strengthening their conversations with customers.

Other exciting plans in the pipeline include the development and differentiation of Own Brand products, and the opening of new stores to consolidate the penetration with new marketing ideas to improve in-store and customer experience.

And in keeping with their fun-loving ways, Drogas has lined up celebratory events in their 20th anniversary year for customers and also for its staff. Clearly, this people-centric approach is the foundation to Drogas' impressive achievements so far, and will no doubt be the platform for their growing success in the future!



Indulge with Drogas' supreme customer service!

goo.gl/MGBU





Making a Splash

Watsons Water has launched the Wats-mini, a mini hot and cold dispenser providing families with a convenient water solution. Designed for green living, its energy efficiency technology saves 30% more electricity than normal dispensers.

watsons water

A Burst of Hydration

Kruidvat's Skin Booster delivers intense hydration with the added benefits of natural minerals and pro-vitamin B5 to revitalise and renew. The results? Softer, refreshed and more radiant looking skin!

Kruidvat



SYX for Unisex

Men and women alike will adore this affordable and refreshingly modern personal care line from **Marionnaud**. The range of daily necessities offers practical paraben-free formulations in mini to jumbo sizes to fit into any contemporary lifestyle.

Marionnaud



The collagen beauty sharing

Watsons Malaysia launched the highly anticipated DHC Collagen Beauty 7000 by inviting bloggers to share their testimonials after a one-month test. Sales increased by 15% a week after the launch and continues to show a strong uptrend!

watsons



Dial-a-Porsche

Now local and international travellers can pick up a piece of engineered mobile luxury at **Nuance-Watson Hong Kong's** stores in the Hong Kong International Airport. The Porsche Design P'9981 Black Smartphone from BlackBerry® performs as good as it looks, delivering powerful integrated applications on a slick stainless steel and leather casing.



NATURALLY Good Beauty

Marionnaud Nature is an eco-friendly skincare range that combines 90% natural ingredients with environmental consciousness to offer a sheer pleasurable and sensuous indulgence. Formulated with garden fruit and flower ingredients from sustainable sources, the pampering textures and fragrances for face and body also come packaged in recyclable, refillable jars.

Marionnaud



Spring beauty harvest

Watsons Taiwan celebrated two exciting new launches recently. The first was its limited edition Sakura Deep Cleansing Oil by youth skincare brand, Divinia. Gentle and nourishing, the cleanser's cherry fragrance is perfectly timed with springtime blossoms.

Those with sensitive skins can also look forward to The Naturals collection by Watsons Olive Hair & Body. This brand new range is formulated with USDA certified organic olive oil and proudly packs in the highest quality natural ingredients at an affordable price!

watsons



Back to Classics

The best of **Kruidvat**'s original beauty classics have been relaunched, along with their iconic brown glass jars. Encased within these golden oldies are well-loved formulations like the Rosewater and Apricot Scrub Cream. With proven efficacy and heritage for 35 years, classic beauty is definitely back!



Skin Conscious

The Pure & Nature skincare line by **Kruidvat** is proudly certified by Ecocert. Getting such a top-tier endorsement requires all products to be made of more than 95% natural ingredients and be at least 10% organic. Women with sensitive or mature skins can now be pampered by a wonderful range of formulations that love their skin and the environment!

Kruidvat

No-frills CHIC

Embracing simplicity and efficacy, the exclusive beauty collection B. launched by **Superdrug** comprises 18 skincare and make up products at an accessible price. Its straight forward, uncomplicated approach delivers seasonal trends to instill a new level of beauty and confidence to women of all ages. In support of cruelty-free beauty, the entire B. product range refuses the use of animal testing and proudly carries the leaping bunny symbol of Cruelty Free International.

Superdrug[☆]



Youthful BLOSSOM

Ethereal and sensory, the first **Marionnaud** Make up Spring Summer collection 2013 is a range of 13 products for complexion, eyes, and lips, to bring out the real you out of the make up palettes. Using floral blossom as communications theme, the Marionnaud Make up collection is a magic wand of charm for ladies in the passionate seasons of Spring & Summer!

/Marionnaud

Let's Walk for Love!



More than 2,000 **A.S. Watson Group** employees, together with their families and friends, took part in the Community Chest New Territories Walk for Millions in March for the 3rd consecutive year. Themed as "Carnival of Love", this charity walk was turned into a joyful party for the participants to support the Group's meaningful cause in community involvement. A total of HK\$432,328 has been raised to support the "Family and Child Welfare Services" subvented by the Chest.



Watch the event highlights on YouTube!

goo.gl/veh1w



Dominic Lai, A.S. Watson Group Managing Director, presents the donation cheque to the New Territories Walk Chairman Henry Tong, MH





Aim **HIGH**, Achieve **HIGHER**



Relentlessly supporting the local sports development in Hong Kong, **A.S. Watson Group** celebrated 8th anniversary of its Hong Kong Student Sports Awards in March. Involving 80% of all Hong Kong's schools this year, the programme recognised 904 student sports elites from 64 different sports, and has awarded over 6,500 students since its launch in 2005. Elite athletes from Hong Kong and Mainland China shared their success stories at the award presentation ceremony to encourage the awardees in their pursuit of sport excellence. A two-day workshop was earlier held for the awardees to build up their leadership and communication skills. Thirty students will be further chosen to join the Sports Exchange Tour this summer to witness the opening ceremony of the 2nd Asian Youth Games and visit the national sports training facilities in Mainland China.



BEARY Good!

PARKnSHOP, FUSION, TASTE, INTERNATIONAL, GOURMET, GREAT, SU-PA-DE-PA, Watsons Hong Kong, FORTRESS and **Watson's Wine** activated a special in-store campaign to sell limited edition Babe bears, in support of the Hong Kong Red Cross Pass-it-On campaign, raising funds for its humanitarian work.

For the past nine years, **Watsons Hong Kong** has been holding charity Christmas bear sale for different non-profit organisations. In 2012, over 8,000 cute plushies were sold to raise HK\$40,000 for Hong Kong Breast Cancer Foundation to promote breast cancer awareness.



Big Bowl of Love

PARKnSHOP Hong Kong's food donation partner, Food Angel, organised a Pun Choi party to celebrate Chinese New Year with over 100 underprivileged seniors. Pun Choi, or Big Bowl Food, is a traditional dish consisting of many different types of ingredients assembled in a large dish. Besides sponsoring the ingredients, PARKnSHOP also gave away cash vouchers and other prizes to brighten up the festivities.





A boost for **hope**

Trekpleister raised funds for Stichting Opkikker, a foundation dedicated to enlivening the lives of chronically ill children and their families, by selling special booster merchandise and collecting used mobile phones. Employees also volunteered in an outing organised by the foundation, joining fun activities and games with families, and helping them to create cherished memories for years to come.



Unity makes us **STRONGER**

Staff at **A.S. Watson Benelux** came together to do their part for the National Volunteer Day in the Netherlands by participating in three wonderful activities. One team of 10 took some elderly who suffer from emotional instability for a day out at the museum.

Another team of 25 cleaned up a hospice for terminally ill children. And together with a group of primary school pupils, 40 more staff members helped to pick up litter in the village of Renswoude. It was certainly a special and memorable day for everyone involved!



CARE for the senior

Making health accessible to all, including the elderly and less fortunate, has always been the promise of **Watsons Thailand**. In partnership with several doctors, Watsons staff brought the residents of Nong-Kha-Yung Social Welfare Development Centre a day of free health checks, fun and good food. Sponsored gift sets were also distributed to brighten up the residents' day.

watsons



No one **BEHIND**

In celebration of International Women's Day, **Watsons Thailand** stores got together in a charity event to sell over 5,000 green ribbons, with proceeds directly going to the Association of the Promotion of the Status of Women, an emergency home that provides shelter and rehabilitation for women and children.

watsons



Shop for GOOD

Kruidvat opened the doors of its new Almelo store with a special shopping event. A volunteer was allowed a one-minute free shopping spree to pick out anything for the Booschappenmand, a foundation that supports unemployed people going through financial hardship. Another customer got to do the same at the store opening in Wognum, for a food bank that also donates items for free to the underprivileged.

 Kruidvat



資歷架構
Qualifications
Framework



Nurturing Our Own

FORTRESS & Watsons Hong Kong became the first retail chain in their sectors to provide staff with courses recognised by the Qualifications Framework established by the Hong Kong government. Apart from improvements on service standard, the new courses are tied to career progression, giving employees the opportunities to take ownership of their professional growth and achievements.

 FORTRESS  watsons



Towards a **GREENER** future

In support of the Taiwanese government's environmental efforts, **Watsons Taiwan** successfully implemented an electronic database to record e-invoice on the business back-end, while the stores also introduced a new thermal printing payment system, printing receipts and promotion coupons for customers in reduced costs and improved speed. Besides eliminating a significant amount of paper wastage, these actions can also bring a greener culture to retail operations!

watsons



Take **PRIDE** in our workplace

Staff at **The Perfume Shop** have plenty to be happy about, especially after coming in 38th in the Sunday Times Top 100 Best Companies to Work For list. Employees were surveyed and the overall scores for wellbeing, management and teamwork helped The Perfume Shop achieve the top 50 place for two consecutive years.

PERFUME



SUPER QUIZ


Answers

to Issue 87

Questions

- 1) What has ICI PARIS XL Belgium been awarded for seven consecutive years?
- 2) How many followers / fans in total has Drogas recruited on social media?
- 3) Which business unit has recently launched a new Own Brand range with 90% natural ingredients?

Super Prize (1)
Portable Hard Disk 1TB




Sponsored by



A.S. Watson Group

Gold Prize (1)
Bluetooth Headset



Sponsored by



A.S. Watson Group

Silver Prize (10)
SYX Personal Care Set



Sponsored by



1) look good. feel great.

2) Over 85,000

3) 39

Super Prize (MP3 player)

Name

Company & Department

- | | |
|------------------|----------------------------|
| 1. Fung Chi Ming | Watsons Water Carboy Sales |
|------------------|----------------------------|

Gold Prize (Mobile Speaker)

Name

Company & Department

- | | |
|------------------|---------------------|
| 1. Oğuzhan Köklü | Watsons Turkey - HR |
|------------------|---------------------|

Silver Prize (Skincare set)

Name

Company & Department

- | | |
|-------------------------|--|
| 1. Lam Ching Yee | ASWG - Store Development |
| 2. Elina Romanova | Drogas - Office Service Department |
| 3. Michiel Troost | Kruidvat - Store 3867 |
| 4. Steven Shi | PARKnSHOP China - IT |
| 5. Lam Yin Wah | PARKnSHOP Hong Kong - Store 2608 |
| 6. Lee Oi Yee | PARKnSHOP Hong Kong - Supply Chain |
| 7. Lee Chun Hung | PARKnSHOP Hong Kong - Quality Assurance Department |
| 8. Yap Siow Bing | Watsons Malaysia - Finance |
| 9. Rina Jane I. Rayusan | Watsons Philippines - Marketing |
| 10. Derek Lee | Watsons Taiwan - Store 455 |

Superquiz goes digital! Deadline: 31 July, 2013



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: _____

Faster Treatment Better Results

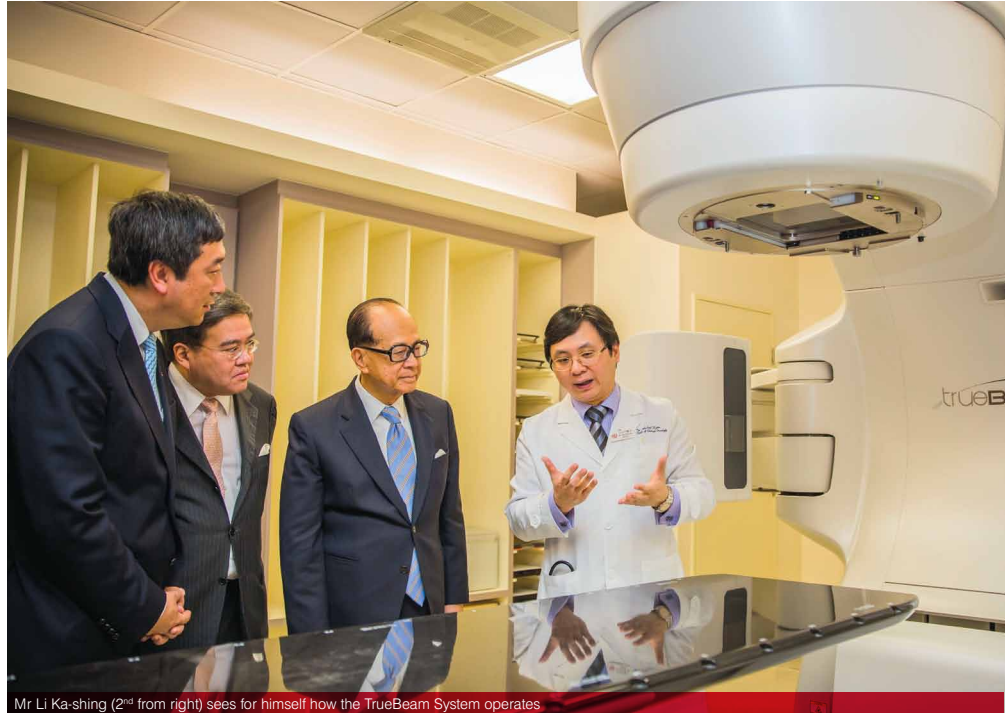
With the HK\$40 million donation from Li Ka Shing Foundation (LKSF), The Chinese University of Hong Kong (CUHK) and its teaching hospital Prince of Wales Hospital (PWH) is now equipped with state-of-the-art radiotherapy facility to provide the general public in Hong Kong better cancer treatments.

With TrueBeam, patients will be treated in a shorter delivery time, it will also improve treatment outcomes by delivering radiation with accuracy and comfort, optimising local control with minimal risk for normal tissue injury.

The Hospital Authority was deeply grateful for LKSF's donation of the cutting-edge TrueBeam system. Anthony Wu, the Chairman of the Hospital Authority expressed his gratitude during the ceremony, "TrueBeam is the first system being installed in public hospitals in Hong Kong which benefits cancer patients by offering faster treatments, enhanced precision, and faster imaging at lower doses. It is also conducive to the advancement of clinical research and radiotherapy in Hong Kong."

LKSF Chairman Mr Li Ka-shing said, "Advances in healthcare technology will no doubt shape the future of medical care. We are in momentous time, technologically and medically well-trained doctors, innovative and evidence based data driven systems will empower and inform practitioners and patients alike, offering us the opportunity to enjoy precise and best care within affordable cost."

Since the inception of the CUHK Faculty of Medicine and PWH, Mr Li Ka-shing has been offering staunch support in enhancing their training, research and healthcare facilities, with which thousands of medical practitioners have been nurtured and countless patients cured.



Mr Li Ka-shing (2nd from right) sees for himself how the TrueBeam System operates



Anthony Wu (2nd from right), Chairman of the Hospital Authority, presents to Mr Li Ka-shing (2nd from left) a souvenir which fulfills Mr Li's childhood dream of becoming a doctor



The TrueBeam system is designed to deliver faster and higher-precision radiotherapy to battle cancer

About A.S. Watson Group

With a history dating back to 1828, the A.S. Watson Group (ASW) has evolved into an international retail and manufacturing business with operations in 33 markets worldwide.

Today, the Group operates over 10,800 retail stores running the gamut from health & beauty, luxury perfumeries & cosmetics to food, electrical & electronics, fine wine and airport retail arms.

Also an established player in the beverage industry, ASW provides a full range of beverages from bottled water, fruit juices, soft drinks and tea products to the world's finest wine labels via its international wine wholesaler and distributor.

ASW employs 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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