



# Watson<sup>93</sup>N

**Trekpleister Celebrates its 35<sup>TH</sup> Birthday  
with an Expansion Push**

Celebratory Milestones • Masterstroke  
Yes I Can!

# AROUND THE WORLD



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# CELEBRATORY MILESTONES in the First Half of 2015



Rossmann Poland celebrates its 1,000<sup>th</sup> store in Warsaw by teaming up with its suppliers to fund an unforgettable holiday trip for 1,000 secondary-school students.



ICI PARIS XL opens its 300<sup>th</sup> store in Wijchen in the Netherlands. The store features a trendy, colourful interior, offering shoppers a delightful experience.



Watsons Taiwan unveils its 500<sup>th</sup> store in Ximending, a bustling area of Taipei that is popular with Gen Y customers. The store is especially designed to appeal to young customers, offering greater interaction and a more entertaining shopping experience.



## BABY steps

**Kruidvat** was delighted to kick off the Nine Month Fair by a funny baby disco. Under the watchful eye of new mothers, 15 babies danced to the sound of swinging disco beats on a lit-up dance floor. The annual fair provides an opportunity for parents and parents-to-be to learn everything they need to know about pregnancy and parenthood, and become familiar with Kruidvat's baby products.



## Vote for your FAVOURITE!

Build Your Drogas campaign was held by **Drogas Latvia** to listen to its customers' opinions and win their trust. As part of the campaign, Drogas launched a vote in which customers could vote for their favourite products in seven categories. More than 6,000 votes were cast and Own Brands scored high, proving that Own Brands capture the hearts of customers.





## B. beautiful

In February, B. makeup by **Superdrug** was appointed the Official BRITs Spa Makeup Partner Backstage. At the event, over 100 performers, presenters and guests were invited to receive a red-carpet makeover by B.'s celebrity makeup artists. In a luxurious backstage area, B. makeup artists completed stage-ready makeovers, creating award-winning beauty looks and giving celebrities a sneak preview of the brand's new collection.

*Superdrug* ☆



## SUPERMODEL recommends...

Superstar blogger and international model Ruth Crilly promoted her exclusive new dry shampoo range, COLAB, at Beauty Studio by **Superdrug**. Ruth and her stylist crimped, straightened and backcombed their way through a range of styles to achieve catwalk-ready hair. Afterwards, fans and beauty enthusiasts took advantage of Beauty Studio services such as hair-styling and manicures, and shopped for brands that are exclusive to the store.

*Superdrug* ☆

## Feeling **SUNSHINE**

As the first rays of springtime sunshine broke through in the Netherlands, **Kruidvat**'s fun-loving staff took a jaunt in a jeep around Amsterdam, distributing Solait freebies to the public and educating them about the importance of safe sunbathing. The six-day campaign was very popular with Kruidvat's fans and successfully promoted the new Solait collection.







## A SCENT-SUAL celebration

On 16 April, **The Perfume Shop** hosted the UK and Ireland's first-ever National Perfume Day which went viral on social media, with hundreds of thousands of people posting news, comments, photos and videos. A staff selfie competition was held on Twitter to delight its staff. The Perfume Shop also launched its annual perfume predictions report to press, outlining key trends in the world of perfume for the year.



## Joyful TOY

Moschino's new fragrance, Moschino Toy, made its debut in the store of **ICI PARIS XL Netherlands**. On Valentine's Day, a DJ sitting in the store played Valentine songs while four handsome male models handed out roses, sweets and Moschino cards to female passers-by. All the women were pleasantly surprised, and took photos with the models.



## Shopping DELIGHTS

To make shopping even easier, **Watsons China** has launched mobile payment service, free in-store Wi-Fi and a virtual member card. Customers with Alipay Wallet or Wechat Pay app can now pay by phone. Also, owners of virtual member cards can enjoy exclusive member benefits online. Over 110,000 people have already signed up for the virtual member card, and that number is on the rise.

Moreover, Watsons China's 2015 Go Local campaign has extended to 24 cities in China, Hong Kong, Macau and South Korea. Members can now enjoy special offers from over 500 cooperative merchants. During a 20-day Member Festival launched in April, over 40 million members could redeem products, enter a lucky draw and take advantage of special bonus point offers on selected products.





## All about YOU

**Watsons Hong Kong** has launched a brand campaign and announced that Canto-pop idol PakHo Chau has been appointed as its new brand spokesperson due to his healthy image and positive characteristics. A new TV commercial themed at "All About You" has been broadcasted, promoting Watsons' expertise in providing personalised advice and professional services in health, wellness and beauty. Further raising the brand's profile, the campaign also rode on PakHo's Instagram and Facebook pages to create more than 100,000 likes from just the first four campaign posts alone.



## Thank you, MUMS!

**PARKnSHOP Hong Kong** has launched a new thematic marketing campaign featuring classic local cartoon characters McDull and his mum Madam Mak, who show how to "Eat Fresh, Buy Smart" at PARKnSHOP. In the ad series, McDull pretends to be Madam Mak and goes to work, shops and cooks, which pays tribute to mums who are doing the toughest job in the world.







### It's **CRAZY!**

Customers loved the Shopping Madness promotion by **Watsons Philippines**, which ran from January to March. All stores were filled with funny and colorful decorations, giving customers the most delightful shopping experience. Loyalty card members stood a chance to win over P2,000,000 worth of shopping points upon purchase. The exciting promotion brought a great mass fervor of shopping in Watsons.



### **GIRLS'** carnival

Young women in Singapore were abuzz with excitement about this summer's Watsons Girls Day Out, a beauty extravaganza that showcased the latest health and beauty brands, shared beauty tips, as well as offered some special treats for pampering themselves from head to toe.

**Watsons Singapore** also officially unveiled its eStore, an online portal designed to give customers a 360-degree shopping experience.





## AWESOME 21 years!

All grown up! **Watsons Malaysia** has been in business for 21 years, so to celebrate, it gave away the gifts in their AWESOME 21 campaign which was promoted via radio, Facebook, website and giant store-front posters. Each day for 21 days, a lucky VIP member won an iPhone 6. The campaign was so successful that it effectively increased member purchase.



## The TRIUMPH of love

In conjunction with Valentine's Day celebrations, **Watsons Malaysia** collaborated with Malaysia's largest cinema chain to present the big hit movie "Triumph In The Skies". Members who spent RM50 or more on Own Brand products were entitled a pair of complimentary movie tickets and those top spenders were invited to meet main casts at the JW Marriot Hotel. A truly money-can't-buy experience!



Members Only

watsons

**Free**

2 Triumph In The Skies e-movie passes with purchase of Watsons brand products worth RM50.\*

\*Terms & Conditions apply. While stocks last.

IN CINEMAS VALENTINE'S 2015





And the **WINNER** is...

In its first-ever Watsons Beauty and Personal Care Awards, **Watsons Turkey** recognised the most outstanding beauty and personal care brands in terms of sales, promotions, customer service and overall product excellence. Local celebrities like actress and singer Demet Tuncer and model Tulin Sahin were invited to make the occasion truly star-studded.



## TREND bible

**Watsons Thailand** is delighted to announce the launch of *W Magazine*, a fashion and lifestyle magazine aimed at people who want to follow the latest trends in fashion, health and beauty. The first issue was launched in the Silom and Sathorn areas of Bangkok and was well-received by customers. It is now available in every Watsons store in Thailand.





## WINTERland

**Watsons Water** presented its first-ever White Christmas House at Lai Kwai Fong in Hong Kong from December to January. Visitors could experience a white winter in the house where they could find igloo, penguins, snowman and Santa Claus village. The most stunning decoration was the 8-foot Christmas tree built by 240 pieces of Watsons Water bottles.

watsons water



## Inspiring **SMART** living

The **FORTRESS** Inspiring Smart Living Awards is an annual celebration of the electrical and electronics industry, honouring digital products and brands for their outstanding performance in the previous year. It also serves as a trustworthiness index for customers.

香港 FORTRESS

## Chasing DREAM

Sharing the same value of persistence in one's dream, there's no coincidence that the up-and-coming K-Pop group N-Sonic is identified as the brand ambassador of **Watsons Water**. The inspiring stories of N-Sonic have been translated into viral videos, comic books and TVCs to speak loud the brand's voice on persistence.

Watsons water



## MARVELous edition

The release of the film "Avengers: Age of Ultron" made a great hit with millions of comic fans around the world. To delight fans, **COOL** introduced a special-edition series of nine bottles featuring Marvel Comics superheroes. Customers had the chance to win cool gifts such as Avengers collectable figures and even a Samsung GALAXY Note 4.

COOL

# PROUD OF YOU

What an impressive accomplishment of A.S. Watson Group and its brands!

## BRAND IMAGE



**China**  
**Outstanding Brand of The Year**  
 (by *The Southern Metropolis Daily*)



**Taiwan**  
**Ranked 17<sup>th</sup> Among**  
**"Top 100 Influential Brands"**  
 (by *Business Weekly*)

**RETAILTRENDS**  
 informatiebron voor professionals in retail



**Netherlands**  
**Ranked 3<sup>rd</sup> Among**  
**Strongest Retail Brand 2015**  
 (by RETAILTRENDS)



**Taiwan**  
**Top 100 Companies Graduates Want to Work for**  
 (by *Cheers Magazine*)



**Ukraine**  
**Reputational ACTIVists**  
 (by *Business magazine*, PR-Service and NOKs fishes)



**China**  
**Annual Influential Event - Launch of GREAT Food Hall**  
 (by Chengdu Retailers Business Association)



**China**  
**Best Supermarket of The 3<sup>rd</sup> Shenzhen Catering Awards**  
 (by SZTV Group, Tsinghua University Graduate School at Shenzhen and Shenzhen Cuisine Association)

## BUSINESS



**Netherlands**  
**Most Future Proof Retailer**  
 (by Q&A Research & Consultancy)

## CUSTOMER SERVICE



**Hong Kong**  
**2014 Hong Kong Awards for Industries:**  
**Customer Service Award**  
 (by HKSAR Government)



**Hong Kong**  
**Hong Kong Retail Management Association**  
**Mystery Shoppers Programme (November**  
**2014 – January 2015) Service Category Leader**  
**(Supermarkets / Self-serviced Mega Stores Category)**  
 (by Hong Kong Retail Management Association)



**Hong Kong**  
**MTR Malls Quality Service Scheme Top Performer**  
**(Household, Electrical Appliances & Telecommunications Category)**  
 (by MTR Malls)



# eCOMMERCE



**ICI PARIS XL**

**Netherlands**  
Best Beauty Webshop  
(by Beauty Astir Award)



**watsons**

**Taiwan**  
2015 Yahoo Supermall -  
Super Golden Store  
(by Yahoo!)

**watsons**

**Taiwan**  
2014 4A Creative Award Best TVC Ad - Silver Award  
(by The Association of Accredited Advertising Agents of Taipei R. O. C)

**watsons**

**Taiwan**  
2014 TIMES Asia-Pacific Advertising Awards -  
Bronze Award in TV/Cinema Film (Products/Services) category  
(by Want Want China Times Media Group)

**watsons**

**Taiwan**  
2014 LONGXI Creative Awards -  
Bronze Award in Broadcast (TV & Paid Internet Film) Category  
(by Long Xi Creative Awards Limited)

**watsons**

**Turkey**  
Best in Class - Digital  
(by Export Awards 2014)

# MARKETING



advertising + marketing MAGAZINE'S  
AGENCY OF THE YEAR AWARDS **2014**

**watsons**

**Malaysia**  
• The MARKIES Best Idea -  
Gold Award in Loyalty & CRM  
• Advertising + Marketing Magazine's  
Agency of The Year Awards 2015  
(by Marketing Magazine)



**Kruidvat**

**Belgium**  
Best Leaflet of the Year -  
Beauty & Fashion Category  
(by RetailDetail)

# PRODUCT



Superdrug

**UK**  
The Beauty Awards Best Own Brand  
Cosmetics Product Award - B.  
(by Beauty Magazine)



**watsons**

**Malaysia**  
• Cosmopolitan Whitening Award Best  
Whitening Eye Cream - Pure Beauty  
White & Bright Eye Cream  
• Cosmopolitan Whitening Award Best  
Whitening Body Scrub - Naturals by  
Watsons Blood Orange Body Scrub  
(by Cosmopolitan Magazine)



### watsons

#### Malaysia

Cleo Whitening Award Best Whitening Body Wash - Naturals by Watsons Blood Orange Shower (by Cleo Malaysia Magazine)



### watsons

#### Thailand

Marie Claire Best Beauty - Watsons Treatment Shampoo Beer (Hair care categories) (2014) (by Marie Claire Magazine)



### watsons

#### Thailand

• Cleo Beauty Hall of Fame Best 3-Step Mask - 3-step Facial Treatment Mask  
• Cleo Beauty Hall of Fame Best Treatment Shampoo for Damaged Hair - Watsons Treatment Shampoo (2014)  
• Cleo Beauty Hall of Fame Best Anti-aging Moisturiser with SPF - Pure Beauty Pomegranate Anti-Oxidant (2014) (by Cleo Thailand Magazine)



### watsons

#### Thailand

Cosmo Kiss Beauty Awards Best Cleansing Milk - Divinia Amino Acid Cleansing Milk (2014) (by Cosmopolitan Magazine)

### watsons

#### Taiwan

Queen Beauty Award Best Whitening Serum Award - Pure Beauty Whitening Serum (by Queen TV Show)



#### UK

• Best Newborn Disposable Nappy (Silver) - Superdrug My Little Star Newborn Nappies (2014)  
• Best Bathtime Skincare (Gold) - Superdrug Sleetime Baby Bath (2014)  
• Best Baby Skincare (Silver) - Superdrug My Little Star Baby Light Oil Spray (2014)  
• Best Baby Skincare (Gold) - Superdrug My Little Star SPF50+ Moisturising Sun Lotion (2014) (by Mumii Best Baby and Toddler Gear Awards)

### ICI PARIS XL

#### Belgium

Weekend Knack Beauty Awards Best New Line in Belgium - Human + Kind (by Weekend Knack Magazine)

## STORE DESIGN



#### Hong Kong

Gold Award - ICSC China Shopping Centre Awards New Retail Concept Category (by International Council of Shopping Centers)



#### Hong Kong

BEST Retail Interior - 2015 Asia Pacific Property Award (by International Property Media)

# CSR Awards

A.S. Watson Group and its brands' collective efforts in CSR have been widely recognized.



## Caring Company

ASW and its business units have demonstrated great passion in serving the community over the years. In Hong Kong, **A.S. Watson Group**, **PARKnSHOP**, **GOURMET, GREAT, TASTE**, **Watson's Wine**, **FORTRESS**, **Watsons** and **Watsons Water** have been awarded 10 Years Plus Caring Company logo by The Hong Kong Council Social Service for its efforts in serving the local community and supporting employees to get involved and contribute to society while **A.S. Watson Industries** and **Citrus Growers International** have been awarded 5 Years Plus Caring Company logo.



**A.S. Watson Group Asia**  
Best Companies to Work for in Asia 2015 Award  
(by HR Asia)



**PARKnSHOP China**  
• Advanced Unit in Charitable & Public Services  
(by Guangzhou Chain Store & Franchise Association)  
• Company Enthusiastic in Public Welfare Undertakings  
(by Guangdong Chain Operations Association)



**watsons Hong Kong**  
• Most Outstanding 'M' Mark Event of the Year  
• Title Sponsor Appreciation Award  
(by Major Sports Events Committee)



**A.S. Watson Industries Hong Kong**  
Outstanding Corporate Social Responsibility Ambassador & Outstanding Corporate Social Responsibility Awards  
(by Mirror Monthly Magazine)



**THE PERFUME SHOP UK**  
Best Companies to Work For 2015  
(by The Sunday Times)



**Drogas Latvia**  
• The Outstanding Employer DNA 2015 Corporate Social Responsibility - Best Nomination in CSR  
(by Eiro Personals)  
• Ranked 10<sup>th</sup> in Desired Employer in Latvia  
(by CV Market)



# NEW STORE OPENINGS



## G7 Stores

Watsons launches G7 stores in Hong Kong, China and Korea. To uplift customers' shopping experience to the next level, a G7 store evolves to be more modern, aesthetic, and sustainable. The stores are decorated with neutral and simple palette, tempered glass, wooden frame, mirror and warm lighting to offer customers a more comfortable and pleasant shopping environment







## Gen Y Stores

Watsons Taiwan and China introduce Gen Y stores which are specially designed for Gen Y customers. To attract younger customers, vibrant and stylish elements such as color blocks, neon lights, concrete ceiling and graffiti signs are added to give Gen Y customers a refreshing and brand-new shopping experience



Hoera

35



## *Celebrates its 35<sup>th</sup> Birthday with an Expansion Push*

### *Growing Up*

Trekpleister began as a single store in the city of Assen, in the North-Eastern Netherlands, and was pioneering from the start. When it opened its doors on 3 April 1980, it was one of the country's first self-service drugstores in the Netherlands, offering advice on health and well-being, and a wide range of goods – all with friendly, knowledgeable service. Now, 35 years on, that formula remains at the heart of Trekpleister's success.

Trekpleister has been the fastest-growing health and beauty retailer in the Netherlands over the past two years, offering more than 8,000 branded and Own Brand products at great value. More than half a million people each week now visit one of Trekpleister's 180 stores. Its 1,600 enthusiastic and professional staff make each branch feel like a neighbourhood store, with familiar faces and a warm, helpful welcome.



## Older, Wiser - and Still Full of Youthful Energy A Caring Anniversary

Staying in the market for over three decades, Trekpleister has built a strong bonding with its customers, and the brand has decided to make its celebration a meaningful one within the community - passing on its anniversary happiness by supporting the Birthday Boy Foundation. This project, called Stichting Jarige Job in Dutch, puts an end to the birthday blues of more than 61,000 children in the Netherlands whose families cannot afford to celebrate their birthdays.

The icing on the cake of its 35<sup>th</sup> anniversary celebrations is its plan to open at least 35 new Trekpleister stores this year, having truly national coverage within reach of many more consumers. To make the celebration even more joyous, Trekpleister is also donating 15 fabulous birthday boxes for every new shop it opens, to help struggling families in their local communities.



- + A birthday box contains everything children need to make their day super-special



- + As a neighbourhood drugstore its customers can count on, Trekpleister shares its anniversary excitement with its customers, with three weeks of amazing daily special offers



- + Trekpleister produces one million copies of extra-special anniversary catalogue "Hurray 35+" bursting with beauty tips, featured products, advice, discount coupons and puzzles which receive more than 250,000 customers' responses



“After 30 years at Trekpleister – that’s almost 60,000 hours – I feel I have a second family here. This store feels like ‘our Trekpleister’, a place where, with my nine colleagues, we pull together and make it all happen, with great products, a happy atmosphere and, of course, great service.”

Heleen Kamps-Betten, Store Manager of Trekpleister Assen

## *A Friend You Can Count On*

Trekpleister has earned its place in the hearts of customers and their communities by consistently providing great value, warm service, and tailored, professional advice. This attention to personal service has, over many years, led to high levels of customer trust in Trekpleister stores as a place that looks after its consumers, and has their best interests at heart. It works hard to make sure that every customer leaves their stores satisfied.

Trekpleister’s staff are passionate about what they do, and willingly go the extra mile to make sure customers get the products, advice and value they are seeking. Many Trekpleister staff have worked for years – even decades – and their skills and experience are a tremendous source of inspiration to newer recruits.

More than a good friend of its customers, Trekpleister is also the expert to hear when it comes to self-medication.

Trekpleister has won the national Best Self-care Advisor award for two consecutive years, recognised by the Central Bureau of Drugstore Companies as the most prestigious award for healthcare practitioners.

Best Self-Care Advisor of 2014 is Linda Harms from Trekpleister Zoetermeer





## Team Up for Sales!

Trekpleister understands that what distinguishes its stores from the competition is its staff, so it works hard to ensure they feel valued as members of the Trekpleister family.

Team Challenge 2015 is an extension of the work done under the Active Sales programme launched last year. This involves Trekpleister selecting one or two featured products that are offered at a sizeable discount at the checkout. Staff are encouraged to highlight the discount and give shoppers information about the product – such as tips on how to use a beauty product – and often give shoppers the chance to try before they buy.

Active Sales has proved popular with its staff and with customers. Not only has it boosted sales, but is an effective way of staff demonstrating their product knowledge and expertise, further building on the Trekpleister promise of professional advice.

## The Road Ahead

Trekpleister is at a pivotal moment in its growth. After 35 years, it is poised to rank third in the Dutch market, and is the fastest-growing health and beauty retailer in the country. As it becomes a much larger player in the market, it must ensure that all of its stores remain as close to the communities in which they operate as that very first store in Assen.

“The recipe for future Trekpleister success will be investment in our brand, our stores and providing a great range of products at affordable prices.”

Berf Verhoef, Managing Director of Trekpleister

“While Trekpleister delivers great value for money, its strongest point of difference remains – and will continue to be – our staff. Customers know they can count on Trekpleister for friendly care, professional advice and quality service.” A brand can always compete for price, but the best of the best brands which outperform others compete on the overall customer experience, and Trekpleister knows it clearly by heart.



✚ Bert Verhoef (right), Managing Director of Trekpleister, presents the award to the winner of Team Challenge 2015





# MIRACULOUS makeup



Watsons China has launched two new cosmetic brands - Letsaqua and Makeup Miracle. Letsaqua includes ocean mineral water and black pearl coral extract, so it not only makes women look beautiful but also cares for their skin at the same time. In line with its brand slogan, "Makeup is a miracle", Makeup Miracle is ideal for creating many styles of look, from Chinese to European, American, Japanese and Korean.



# Fun in the SUN

Watsons Thailand has launched its new Watsons sunscreen range including face cream, body lotion, kid spray, body spray and after sun body gel. Thanks to the revolutionary ingredient SolarTech, the latest sunscreens nurture the skin and provide long-lasting sun protection. Special heat protection ingredients are also added to prevent thermal ageing.



# More than just a PRETTY face

Watsons Taiwan teamed up with local illustrator to launch Watsons MeiMei limited edition mask, a range of masks with facial oil absorbent paper. The fun packaging featured the popular cartoon character MeiMei, with an iconic style which conveys the positive message of "be bold, be yourself". The range has so far generated over NT\$10 million revenue, and more MeiMei limited-edition products are coming soon.



# Stay **SMART** in the sun

How do you know when to apply more lotion or even stop sunbathing for the day? **Kruidvat** has the solution: the smart sun indicator UV wristband, which changes colour to indicate what you need to do. Kruidvat has also launched the long lasting sun lotion and after sun in shower lotion to protect your skin from sunlight.



# A **SHOWER** of goodness



**Kruidvat** has introduced new shower scrubs that leave the skin feeling silky-soft and smooth. Not only cleansing effectively, the new launch smells great too! The scrub granules do not contain microplastics, leaving the skin and the environment refreshing after application. The scrubs are available in three varieties: cranberry & lychee, green tea & apple and orange & coconut.



# **PURE** brilliance

**Watsons Malaysia** has launched Pure Beauty Youth Restore line of skincare products including a firming essence, a day lotion, an eye cream and a night cream. All are tailor-made for Asian women using the latest Korean technology and proven to help rewind the visible signs of ageing as well as smooth fine lines after applying for eight weeks.







# Walk for MILLIONS, Give our Smiles



On 15 March, more than 2,100 **A.S. Watson Group** employees, together with their family-members and friends, joined the “New Territories Walk for Millions” in Hong Kong for 4 years. Participants strolled along a scenic 5.5km waterfront route and enjoyed a fresh and relaxing morning.

With the theme of “Walk for Millions, Give our Smiles”, the Group aimed to express a message of happiness to the needy by giving our smiles. As the 1<sup>st</sup> runner-up of Top Fundraiser, we raised a total of HK\$398,888 to support the important work of “Family and Child Welfare Services” subvented by The Community Chest.



Dominic Lai (right), ASW Group Managing Director, presents the donation cheque to Billy Kong (left), The Community Chest Executive Committee Deputy Chairman





WE BRING MORE TO LIFE 🥰



Find more  
Happy Faces  
Online!

goo.gl/g06Lzz





Dominic Lai (right), ASW Group Managing Director, presents the certificate to awardee



Yes I Can!  
我敢創未來!

**A.S. Watson Group** Hong Kong Student Sports Awards (HKSSA), one of the most recognised local youth sports awards, celebrated its 10<sup>th</sup> anniversary at Queen Elizabeth Stadium on 10 May with the theme "Yes I Can!", a bold statement which reflects the students' spirit of tireless pursuit of excellence and exemplary sportsmanship, and our hope to develop a generation of young people with a more active and positive lifestyle. With the participation of over 85% of all primary, secondary and special schools in Hong Kong, HKSSA presented awards to a record high of 941 student sports elites this year.







Watch the SSA highlight video!

[goo.gl/OvQkrF](http://goo.gl/OvQkrF)



Check out SSA 10<sup>th</sup> anniversary video!

[goo.gl/cpy5HZ](http://goo.gl/cpy5HZ)



Chan Ah-king, Deputy Director – General of the Publicity, Cultural and Sports Department in Liaison Office of The Central People's Government in the Hong Kong S.A.R. (14<sup>th</sup> from left), Dominic Lai, ASW Group Managing Director (15<sup>th</sup> from left), Eddie Ng Hak-kim, SBS, JP, Secretary for Education (14<sup>th</sup> from right), Malina Ngai, JP, ASW Group Chief Operating Officer (11<sup>th</sup> from right), Dr. Trisha Leahy, BBS, Chief Executive of Hong Kong Sports Institute (13<sup>th</sup> from right), Yolanda Tong, Chief Leisure Manager (R&S) of Home Affairs Bureau (13<sup>th</sup> from left), and Lee Wai-sze, London 2012 Olympic Games cycling medalist (12<sup>th</sup> from right) kick off the award presentation ceremony





## Workplace **FOR ALL**

**A.S. Watson Group** is committed to providing equal opportunities at workplace, the Group has worked closely with Hong Kong Council of Social Service to open up store retailing, warehouse logistics and clerical positions at **PARKnSHOP**, **FORTRESS** and **Watsons** to the underprivileged with disabilities. In addition, about 50 store managers, front line supervisors and HR staff attended a training workshop about how to support their disabled colleagues.



**DONEER AAN GIRO 555!**

**Jouw extravoordeelkaarthouders en Kruidvat hebben samen 112.482 euro aan Giro 555 gedoneerd!**

Giro 555 helpt slachtoffers van de aardbeving in Nepal. Kruidvat doneerde 1 miljoen spaarpunten, maar onze Jouv extravoordeelkaarthouders hebben dat gezamenlijk enorm overtroffen: in totaal zijn er 20,5 miljoen spaarpunten ingewisseld voor Giro 555. De spaarpunten vertegenwoordigen een waarde van 112.482 euro. Kruidvat maakt het gehele bedrag deze maand over naar Giro 555. Aan alle Jouv extravoordeelkaarthouders die gedoneerd hebben: hartelijk dank, ook namens Giro 555!

**Meer informatie over de ramp:**

**STEL JE VRAAG**  
En wij zoeken een passend antwoord

Vul je vraag in

**SCHRIJF JE IN VOOR DE NIEUWSBRIEF**  
En profiteer van verrassende acties en aanbiedingen!

Vul je e-mailadres in

De samenwerkende hulporganisaties achter Giro555 leveren directe noodhulp. De getroffen hebben dringend behoefte aan voedsel, veilig drinkwater, onderdak en medische zorg. Gezien de enorme verwoesting verwachten de hulporganisaties ook veel geld nodig te hebben voor wederopbouw.

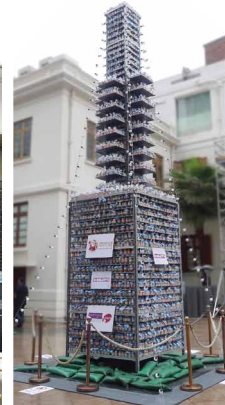
## Give your **HELPING** hand!

After the tragic earthquake in Nepal on 25 April, **Kruidvat Netherlands** acted quickly to run a charity campaign in aid of the victims. Loyalty card members were encouraged to donate their loyalty points online or in stores. The campaign raised more than 20.5 million redeemed loyalty points, plus one million points donated by Kruidvat. In total, Kruidvat and its customers donated 112,482€.



## Record HIGH

Last Christmas, a 6.78 metre-tall cupcake tower, consisting of 11,500 cupcakes donated by **PARKnSHOP Hong Kong**, broke the Guinness World Record for the tallest cupcake tower. Forty staff from PARKnSHOP worked tirelessly to bake the cupcakes, and six MBA students from the Manchester Business School Asia Centre (Hong Kong) built the tower, raising over HK\$200,000 for "Operation Santa Claus", to help the needy on Christmas Day.



## CARING warmth

In February, the first **FORTRESS** Volunteer Team service took place, with 18 caring volunteers visiting the Hong Kong Family Welfare Society's Senior Citizen Centre in Kowloon City and educating the elderly about how to use their household electrical devices safely. They then visited senior citizens who live alone or with unsatisfactory living condition, delivering FORTRESS ceramic heaters and induction cookers to them.





## Go **GREEN** bottle

**Watsons Water** has been manufacturing its plastic bottles entirely of rPET since March. rPET is 100% recyclable, effectively reducing plastic waste. To educate the public about the responsible disposal of the bottles, it has also introduced its own recycling step for customers to follow, and placed special recycle bins for use at its sponsored events and partner schools and shopping malls.

Watsons Water



## LOVE our earth!

**Watsons Hong Kong**, in partnership with the Yan Oi Tong EcoPark Plastic Resource Recycling Centre, is conducting a bottle recycling project to raise public awareness about environmental protection. Customers who place their used Watsons plastic bottles in collection boxes at Watsons stores will receive a coupon in return. Eighty-five staff from the Watsons Volunteer Team also visited the Plastic Resource Recycling Centre to learn about bottle recycling.





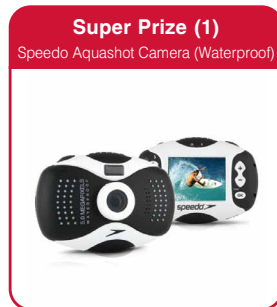
# SUPER QUIZ

## Answers

to Issue 92

### Questions

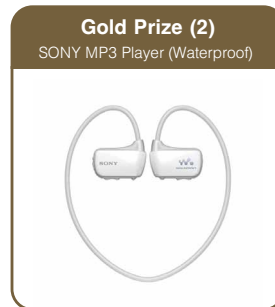
- 1) Where is ICI PARIS XL's 300<sup>th</sup> store?
- 2) Who is the new brand spokesperson of Watsons Hong Kong?
- 3) What is the theme of A.S. Watson Group's walkathon 2015?



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- 1) Oxfordshire
- 2) Watsons China
- 3) 32

#### Super Prize (Black Light Bulb)

##### Name

##### Company & Department

- |                  |                                     |
|------------------|-------------------------------------|
| 1. Eray Akyildiz | Watsons Turkey - Store Development  |
| 2. Jesslyn Lim   | Watsons Singapore - Human Resources |

#### Gold Prize (White Light Bulb)

##### Name

##### Company & Department

- |               |                                  |
|---------------|----------------------------------|
| 1. Angus Kwan | International Buying - Hong Kong |
| 2. Zoey Wang  | PARKnSHOP China - Marketing      |
| 3. Nelson Ho  | Group Finance - United Kingdom   |

#### Silver Prize (Hello Kitty Pillow)

##### Name

##### Company & Department

- |                          |                                       |
|--------------------------|---------------------------------------|
| 1. Turchi Nathalie       | ICI PARIS XL Belgium - Store 5028     |
| 2. Julia Melnikova       | Spektr Russia - Commercial Department |
| 3. Anikó Tóth            | Rossmann Hungary - Stock Management   |
| 4. Suhaimiza binti sudar | Watsons Malaysia - Store M157         |
| 5. Kathrin Pape          | International Buying - Switzerland    |
| 6. Siu Yat Sing, Steven  | Watsons Hong Kong - Customer Care     |
| 7. Lao Wai In            | Watsons Macau                         |
| 8. Ho Wai kit            | Watson's Wine Hong Kong - Store 508   |
| 9. Dian Wen              | Watsons China - Quality Assurance     |
| 10. Emliy Luk            | Watsons Taiwan - Store 359            |

### Superquiz goes digital!

Deadline: 30 Sep, 2015

You can now have the chance to win Superquiz by sending both your answers and contact information to the following email:

[WatsOn@aswatson.com](mailto:WatsOn@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: \_\_\_\_\_

# Masterstroke

The Cheung Kong Group completed the business reorganisation on 3 June 2015 and unfolds a new chapter for two new leading Hong Kong listed companies, the CK Hutchison Holdings Limited and Cheung Kong Property Holdings Limited. The markets cheered the prospects for the two new firms. Likewise, employees in the Group continue to find stability and opportunities in their careers.



## What's the transaction about?

### 1. Cheung Kong (Holdings) Limited (CKH) and Hutchison Whampoa Limited (HWL) have been around for so many years. Why change? Why now?

- You have all been a part of our growth story for the past two to three decades. CKH and HWL both have now reached a size where it makes strategic and economic sense to carry out this reorganisation.
- We, and many in the analyst community, have recognised the holding company discount for a number of years. However, it wasn't until last summer that a suitable proposal was put together to unlock this value for shareholders by eliminating the layered holding structure of CKH.
- The reorganisation will also better position the companies for further expansion in the future.
- This arrangement will enhance investment and financing flexibility for business units.
- Investors of the company will also have greater flexibility and choice to adjust their shareholdings in CK Hutchison or Cheung Kong Property according to their own individual investment objectives and preferences.

### 2. Will Hutchison Whampoa Limited cease to exist?

- Of course not. HWL will no longer be a listed company but the name, logo, assets and obligations will all be maintained.
- HWL's contracts, subsidiaries and corporate functions will remain as they were, as will all the staff's contracts and benefits.
- All business contracts and dealings made under HWL will continue to be made under HWL and will all be honoured. In short, it's business as usual.

### 3. Will this make the property business smaller?

- On the contrary, by combining the two property portfolios together, Cheung Kong Property will become an even more powerful player in the property sector.
- The combined property business, Cheung Kong Property, will be the number one listed hotel owner-operator in Hong Kong, with 12,150 rooms in

“*The reorganisation places the companies in an even stronger position for future growth and development.*”

**Li Ka-shing**  
Chairman of Cheung Kong Group

Hong Kong and a total of 14,680 rooms worldwide. It will have the second largest Hong Kong rental property portfolio and 17 million square feet gross floor area of rental properties worldwide.

- In addition, it will be the top property developer in Hong Kong and the Mainland with a 170 million square feet landbank.

### 4. Does this mean Li Ka-shing, Chairman of Cheung Kong Group, is retiring?

- Mr Li has no plans to retire yet. Mr Li will remain Chairman of Cheung Kong Group and the Li family will remain the largest shareholder of CK Hutchison and Cheung Kong Property. Following the reorganisation, shareholders can invest directly into the two separate listed vehicles alongside the Li family and can be assured their interests align. As a responsible leader, he has in place a succession plan that will ensure the continuing success of the companies going forward.

## What does it mean for me?

### 5. Will this impact my job?

- No. It will be business as usual for everyone in the Group.
- We will continue to grow our respective businesses and most of your reporting lines will not change.
- It may, in fact, provide a clearer picture for your business when it comes to investing in future developments without having to worry about competing forces with sister companies.

### 6. Will this impact my benefits? Will my current employment terms be changed?

- No. There will not be any changes to your benefits nor any change to your retirement schemes.
- As mentioned, it's business as usual.

### 7. What should we tell our business partners about this transaction?

- Simple. There will be no impact.
- Our financial strength will not change. Our operations will not change. Our contracts are valid and continue to be so.
- CK Hutchison will still be in over 50 countries with enhanced scale. The reorganisation will see a consolidation of our infrastructure assets that were previously co-owned. As well, CK Hutchison will increase its ownership in Husky Energy to become its largest shareholder. CK Hutchison will benefit from enhanced liquidity and Cheung Kong Property will have a clean capital structure and a separate fundraising platform as a pure property play.





## 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 24 markets worldwide.

Today, the Group operates over 11,700 retail stores running the gamut from health & beauty, luxury perfumeries & cosmetics to food, electrical & electronics and fine wine.

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

ASW employs over 110,000 staff and is a member of the renowned multinational conglomerate CK Hutchison Holdings Limited, which has five core businesses - ports and related services, retail, infrastructure, energy, and telecommunications in over 50 countries.

### Editorial committee

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