



# Watson<sup>94</sup>N

Celebrating 175 years of  
Bringing More to the Lives of Our Customers



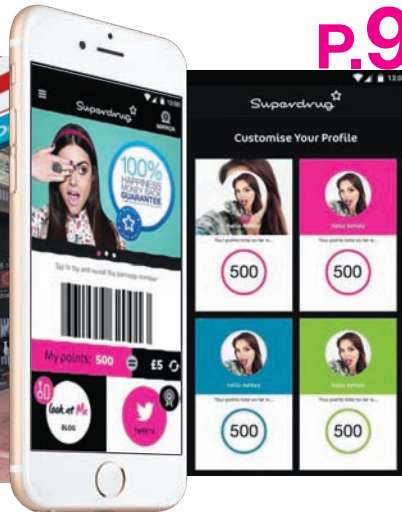
# AROUND THE WORLD



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A.S. Watson Group Opens its

12,000

Store Worldwide  
in Hong Kong





At the store opening ceremony, Dominic Lai, A.S. Watson Group Managing Director describes the opening of the Group's 12,000<sup>th</sup> retail store in the world as a major milestone and it is a statement of effort and commitment from 12,000 local employees and support from the customers.



Li Tzar Kuoi, Victor, CK Hutchison's Group Co-Managing Director and Deputy Chairman purchases AG Natural Health's nutraceutical products, Bilberry 4000 and Omega 3 at the store.

**A.S. Watson Group** reached a new milestone on 11 Aug with the opening of its flagship Watsons store on Yun Ping Road in Causeway Bay, marking ASW's 12,000<sup>th</sup> retail store in the world. Spanning over 3 storeys and covering an area of over 8,000 sq. ft., this new flagship store is the largest Watsons store in Hong Kong.

The wide selection of products are categorised into different themes, such as organic skincare products, derma cosmetics, baby care area, men's care area, and health checks, etc. Pharmaceutical and beauty consulting services, in-store nursery room and mobile charging stations are also available to provide comprehensive customer services.



As an all-rounded health and beauty store, the flagship store provides customers with over 8,300 unique products, including 840 healthcare and beauty brands of which 250 are Watsons exclusives.



Officiating at today's ribbon cutting session are Li Tzar Kuoi, Victor, CK Hutchison's Group Co-Managing Director and Deputy Chairman (Middle), Dominic Lai, A.S. Watson Group Managing Director (2<sup>nd</sup> from left), Malina Ngai, A.S. Watson Group Chief Operating Officer (2<sup>nd</sup> from right), Diane Cheung, Watsons Hong Kong General Manager (1<sup>st</sup> from left) and Man Cheung, Watsons Hong Kong Flagship Store Manager (1<sup>st</sup> from right)







Dominic Lai, A.S. Watson Group Managing Director (4<sup>th</sup> from right), Malina Ngai, A.S. Watson Group Chief Operating Officer (5<sup>th</sup> from right), Peter Macnab, Superdrug Managing Director (4<sup>th</sup> from left) and management team jointly host ASW 100 Millionth loyalty club member celebration



On 23 November, **A.S. Watson Group** (ASW) reached a significant milestone in its global retail business, with the worldwide 100 million loyalty members recruited in its health & beauty brand Superdrug in U.K.

Superdrug's Lakeside store hosted celebrations to mark such remarkable milestone in ASW's history. Dominic Lai, ASW Group Managing Director travelled to the U.K. to join the celebrations and congratulate the 100 millionth customer in person.



## HAPPY 40 Years!

**Kruidvat**, the most indispensable drugstore in the Netherlands, recently celebrated its 40<sup>th</sup> anniversary with a "Festival for Advantage Fans", offering spectacular daily deals to customers. More than 5,000 customers shared why they are fans of Kruidvat on Facebook and 14 customers were selected to be the models of the campaign. The social media campaign successfully brought 13,000 new Facebook fans to Kruidvat.



## Collect & SAVE

**Trepleister** launched a fun loyalty campaign, "Collect & Save". For every 10€ that members spent, they received a coin, and after collecting 10 coins, they could enjoy a discount on their next purchase. A piggy bank was used as the key visual of the campaign, emphasising its image as a neighbourhood drugstore which helps customers to save money.







## Drogas **ENCYCLOPEDIA**

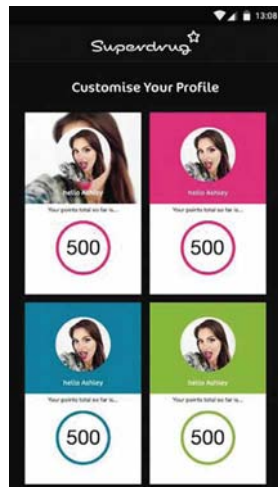
As part of the Build Drogas Yourself programme, **Drogas** has launched the online health and beauty encyclopedia since September. On the web page, customers can learn about the components of the health and beauty products which are offered in Drogas stores. Customers are also welcome to request explanations of terms that are not yet listed in the encyclopedia.



## Future smells **SWEET**

YouTube star Zoella broke sales records at **Superdrug** when her first-ever beauty collection, Zoella Beauty, was launched in September last year. Now, her latest range cements her reputation as one of the most popular beauty brands in the United Kingdom. To promote her new range, Zoella met hundreds of fans who snapped up the new collection in Superdrug store.





## EXCLUSIVELY for you

**Superdrug** has launched its first-ever app which offers members all the benefits they currently get from their Health & Beautycard on their phone. It provides a truly interactive shopping experience, notifying members of special offers and promotions when they walk into a store and allowing them check their points balance. Superdrug is also offering international shipping to savvy shoppers in Republic of Ireland.

*Superdrug* ☆



## CHRISTMAS is coming!

In October, **The Perfume Shop** hosted its ever-popular Christmas press show in central London, decorated with lots of lights and bright colours. Over 100 journalists and bloggers were taken on a scentsational journey through an array of gifts.

From designer brands to exclusive brands, guests were left inspired for Christmas gift guides and features.

**THE PERFUME SHOP**





**BOLD** beauty

Adventurous beauty fans around the world have loved the innovative Urban Decay cosmetics brand from the USA. When pink, red and beige enslaved the prestige beauty market 20 years ago, the brand took a bold step to introduce purple and green nails.

Now, **ICI PARIS XL** is delighted to announce that the Urban Decay range is available at its stores. If you are the kind of person who craves new stuff and dares to wear colourful makeup, you are sure to love Urban Decay!

ICI PARIS XL



Thailand



Taiwan



watsons Celebrating  
**EXCELLENCE**

The most highly anticipated event of the year for trade partners around Asia is the annual Health, Wellness & Beauty (HWB) Awards ceremony. This year's glittering events around the region strengthened relationships and recognised the outstanding performance of our trade partners.

China



Christian Nothhaft (front row, in the middle), CEO of Watsons China and PARKnSHOP China, hosts the HWB Awards ceremony

Malaysia



## Philippines



With the theme “Royal Garden”, guests at **Watsons Hong Kong**’s HWB Awards gala were surprised by the stunning flowers at the venue. During the evening, over 200 awards were presented to the outstanding health and beauty products and brands, and spokesperson Pakho Chan and famous local singer Andy Hui entertained the appreciative guests.

“Beauty Goes Digital” was the theme for **Watsons China**’s HWB Awards ceremony. The event perfectly integrated artistic performances and digital elements as news and images of the most exciting moments were shared live via social media channels.

A sparkling night was enjoyed by all guests at the HWB Awards gala, hosted by **Watsons Taiwan**. The décor, the trophies, the certificates, the giveaways and even a magic-mirror touchscreen – everything created the perfect ambience to match the “Twinkle Star” theme. A jazzy, soulful singer also added an extra touch of elegance to the party.

At **Watsons Singapore**’s HWB Awards ceremony, guests enjoyed a fun, outrageously wonderful night of glitter and sparkle, while a record number of 246 awards were

## Hong Kong



Around the world

presented to deserving winners. In line with the “Sparkle & Shine” theme, arriving guests were wowed as they strolled through a corridor lit by fairy lights.

Inspired by the ancient Roman empire, **Watsons Malaysia**’s HWB gala was “Watsons Empire – Conquering the World”. Highlights of the evening included spectacular performances by popular singers. The winner of a new award, “Most Wanted Brand by Members”, was selected based on votes by Watsons VIP Card members.

The HWB Awards ceremony by **Watsons Philippines** was all about “Glitz, Glam & Glory”. It was a night full of glitz and glamour, with everyone dressed in their most sparkling outfits and glorious recognition of the outstanding suppliers that have been exemplary in the quality and sales of their products.

**Watsons Thailand** celebrated the year’s best performing products in its HWB Awards ceremony. This year’s theme was the glittering Great Gatsby era. Famous singer Peter Corp Dyrendal gave a surprise performance, treating guests to a live concert of some of his best-known songs.



Kulvinder Biring, Managing Director of Watsons Malaysia and Indonesia welcomes all guests and suppliers in his opening speech

## Singapore



## HERO product

**Watsons China** re-launched its Watsons Collagen Yellow Range of products which moisturise and nourish a woman's skin, making it firmer and look younger. At the official re-launch ceremony, Watsons China proudly announced that the new spokesperson for the range is the popular Cantopop singer and actress Fiona Sit. Known for her healthy, trendy and elegant image, Fiona shared her skincare tips.



## Strategic PARTNERSHIP

**Watsons China** announced a partnership with Tencent to launch the most comprehensive, convenient and innovative mobile membership card, making it the first retail chain to launch such multifunction card on smartphones. Leveraging on the Wechat platform, the new mobile membership card integrates online and offline member services and it will better meet the needs of young customers. The cooperation of Watsons China and Tencent unleashes the boundless potential of mobile membership card in China.



## EGG-CITING!

The popular Japanese cartoon character Gudetama, an egg, was the star of a recent redemption scheme run by **Watsons Hong Kong**. Customers could use their MoneyBack card to collect Gudetama stamps upon spending in physical stores and eStore, and then redeem cute limited-edition Gudetama premiums, including suitcases, mugs, umbrellas and shopping bags. Customers loved Gudetama and the premiums, and the scheme was a great success!



## Getting in **LINE** for gifts

In October, **Watsons Taiwan** launched a fun new way for customers to send selected Watsons products as gifts to friends, using the popular messaging app Line. When a customer visits the Watsons Line gift shop and chooses an item on mobile, the lucky recipient gets a barcode, and then can redeem the gift at physical store.



**watsons X LINE**  
**禮品小舖** **正式開張**

想要熊大、兔兔等LINE明星偶像，送禮傳遞心意嗎？  
 屈臣氏送禮無國界 給家人朋友無限驚喜！

**如何送禮**

- 1 打開LINE → 其他 → 屈臣氏禮品小舖 →
- 2 挑選禮物 →
- 3 選擇收禮者
- 4 確認購買資訊並結帳
- 5 完成



## SAVE more!

**Watsons Thailand** recently ran its Bank of Beauty campaign, offering customers the opportunity to earn Wink coupons. Customers could then visit Watsons stores and use the coupons to purchase products with Wink stickers on them. Popular local celebrities helped to launch the campaign by giving away Wink coupons to customers in Bangkok's central business district.



## Celebrating **SINGAPORE**

**Watsons Singapore** repackaged its iconic green bottled distilled water, with two new limited-edition designs created to celebrate 50<sup>th</sup> anniversary of Singapore's independence. The two designs are the brainchild of Watsons Singapore and were conceived based on the theme "Home" and "History" respectively to reflect the iconic milestones of Singapore. The two bottled waters are available at Watsons stores and eStore.



## All things **GIRL**

**Watsons Malaysia** recently treated nearly 500 guests, media and screaming fans to a special up-close gathering with Hong Kong superstars at the Sunway Pyramid shopping mall in Kuala Lumpur, marking the launch of the "All Things Girl!" infotainment programme. The beauty-inspired TV series, which began airing in September, was sponsored by Pure Beauty.



## Lipstick FESTIVAL



## We love **LIPSTICK**

A bright red lipstick can boost a woman's confidence and lift her spirits. In July, **Watsons Philippines'** beauty-lovers flocked to its store in SM Makati to celebrate International Lipstick Day. Top cosmetic brands offered lip makeup services, plus discounts up to 50%, and customers learnt about the latest trends in lipstick colours and were advised about the best shades that fit their personalities and mood.





## Go GREEN!

To reward **Watsons Water**'s fans, customers who purchased bottled water stood a chance to win the admission tickets of "Watsons Water Presents: Metro Go Green Concert" featuring local pop singers and the K POP N-Sonic band. During the concert, educational messages about the responsible disposal of the bottles was conveyed to the audience.

**watsons water**



## Smart phone, **SMART** service!

Renowned sports anchor Vince Ng Ka-him recently starred in an action-packed micro-movie and viral video for **FORTRESS**. In the micro-movie, Vince sprinted athletically and fought hard to safeguard his smart phone, showcasing FORTRESS' new smart phones. The viral video promoted FORTRESS' popular trade-in and smart phone data transfer services, which had the added benefit of putting customers' minds at ease.

**香港 FORTRESS**

# 特別版 Halloweek

## Halloween **HAPPINESS**

To celebrate Halloween, **Mr. Juicy** teamed up with the famous online illustrator Ah Tao to create a range of eye-catching Halloween packaging and witty taglines for its core flavours. Customers were invited to participate in its Halloween Facebook mini game - the challenge was to suggest funny sentences that could follow on from the taglines.



# REMARKABLE SUCCESS

Congratulations to A.S. Watson Group and its brands!

## BRAND IMAGE



**watsons**  
**Hong Kong, Malaysia, Philippines**  
**Retail Asia-Pacific Top 500 2015 - Top 10 Retailers**  
 (by Retail Asia Publishing)



**China**  
**Meritorious Retail Enterprise**  
 (by Nan Fang Metropolis Daily)



**China**  
**Asia's No.1 Pharmacy/ Drugstore brand Campaign Asia-Pacific**  
**Asia's Top 1,000 Brands Survey 2014**  
 (by Campaign Asia-Pacific)



**Singapore**  
**Asia's Top Influential Brands 2015 - Personal Care Store and Retail Loyalty Card**  
 (by Brand Alliance)



**Watson's Wine**

**Hong Kong**

**Learning Enterprise Award**  
 (by Professional Validation Council of Hong Kong Industries)



**Philippines**  
**PANata Awards Brand-Integrated Programme (Brand Building)**  
 (by Philippine Association for National Advertisers)



**Thailand**  
**Superbrands**  
 (by Thailand Superbrands Council)



**Ukraine**  
**No.3 HR - Brand 2015**  
 (by HeadHunter)



**UK**  
**Gold POPAI Awards**  
 (by Point of Purchase Association International)



**Netherlands**  
**Best Retailer of the Netherlands**



**Belgium**  
**Best Retailer of The Year 2015-2016 in the Category of Perfumery**  
**Luxembourg**  
**Best Retailer of The Year 2015-2016**  
 (by Q&A Research & Consultancy)

# CRM



MARKETING  
**THE LOYALTY & ENGAGEMENT AWARDS 2015**

## watsons

### Malaysia

- Loyalty & Engagement Award 2015 Best Use of Integrated Marketing Campaign - Gold Award
- Loyalty & Engagement Award 2015 Best Card Experience - Bronze Award
- Loyalty & Engagement Award 2015 Best Card - based Loyalty Programme - Bronze Award
- Marketing Excellence Awards 2015 Excellence in Customer Loyalty - Silver Award

(by *MARKETING Magazine*)

## watsons

### Taiwan

No.1 Lifestyle living category 2015 Digital Life Investigation  
(by *Common Wealth Magazine*)

# eCOMMERCE



**ECR**  
GOLDEN CIRCLE AWARDS



A.S. Watson Group

### Hong Kong

ECR Golden Circle Awards 2015  
(by GS1 HK)



## watsons

### Hong Kong

Yahoo Emotive Brand Awards 2014-2015 –  
Celebrity and Spokesperson Category  
(by Yahoo Hong Kong)



## ICI PARIS XL

### Belgium

### Netherlands

Best Perfumery Webshop  
of The Year 2015-2016

(by Q&A Research & Consultancy)

# MARKETING



advertising+marketing MAGAZINE'S  
**MARKETING EXCELLENCE AWARDS 2015**

## watsons

### Malaysia

- Marketing Excellence Awards 2015 Excellence in Shopper Marketing - Gold Award
- Marketing Excellence Awards 2015 Excellence in Customer Engagement - Gold Award
- Marketing Excellence Awards 2015 Excellence in Marketing to a Female Audience - Bronze Award

(by *MARKETING Magazine*)



**THE INTERNATIONAL BUSINESS AWARDS** SM

## watsons

### Hong Kong

Marketing & Online Campaign of the Year - Bronze Award 2015 International Business Awards

(by The Stevie® Awards)

## watsons

### Malaysia

Best Innovative Idea or Concept - Silver Award Dragons of Asia Awards 2015  
(by Promotion Marketing Awards of Asia)

# PRODUCTS



## watsons

### Malaysia

- Cosmopolitan Editor's Pick Best CC Cream - Pure Beauty CC Cream
- Cosmopolitan Editor's Pick Best Shampoo & Conditioner - Hair Pro Heat Active Shampoo & Treatment

(by *Cosmopolitan*)



## watsons

### Malaysia

- CLEO Whitening Award Best Whitening Body Wash - Naturals by Watsons Blood Orange Shower Gel
- CLEO Beauty Hall of Fame Best Make Up Remover Wipes - Pure Beauty Pomegranate Cleansing Facial Wipes
- CLEO Beauty Hall of Fame Best Anti Ageing Body Serum - H Bella Strawberry & Cinnamon Body Serum
- CLEO Beauty Hall of Fame Best Heat-Protector - Hair Pro Heat Active Serum

### Singapore

CLEO Beauty Hall of Fame 2015 Award - Best Day Cream under \$50

### Thailand

- CLEO Beauty Hall of Fame (Best At Home Hair Coloring) - OZAWAKEI by Watsons (2015)
- CLEO Beauty Hall of Fame (Best Cleansing Water) - Dermaction Plus Extra Sensitive Cleansing Water (2015)
- CLEO Beauty Hall of Fame (Best Conditioner for Damage Hair) - Hair Pro by Watsons Heat Active Treatment (2015)
- CLEO Beauty Hall of Fame (Best For Medium Hold) - Hair Pro Hair Pro by Watsons Heat Active Hair Mist (2015)

(by *CLEO Magazine*)



- Best New Hair Colouring Product (Gold) - Superdrug Hair Chalk Sprays
- Best New Private Label/Retailer's Own Product (Bronze) - Superdrug Clearly Youthful Range

(by *Pure Beauty Awards 2015*)

## watsons

### Singapore

Best of Beauty Buys 2015 - Naturals by Watsons Rosehip Oil Hand Cream

(by *Style Magazine*)

## watsons

### Malaysia

- EH! Beauty Awards Best Body Scrub - Naturals by Watsons Blood Orange Body Scrub
- EH! Beauty Awards Best Eye Cream - Pure Beauty Youth Restore Eye Cream

(by *EH! Magazine*)

## watsons

### Malaysia

- FEMALE Beauty Awards Best Brightening Lotion - Pure Beauty White & Bright Day Lotion
- FEMALE Beauty Awards Best Mild Toner For Sensitive Skin - Skin Advanced Jelly Toner
- FEMALE Beauty Awards Best Body Scrub - Naturals by Watsons Blood Orange Body Scrub

(by *FEMALE Magazine*)

# CSR Awards

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



## Outstanding CSR Leader in Asia

The award presentation ceremony of the 5<sup>th</sup> Asia Responsible Entrepreneurship Awards was held in Macau to recognise the best Corporate Social Responsibility practitioners across Asia. **A.S. Watson Group** won in the Social Empowerment Category while **PARKnSHOP Hong Kong** won in the Green Leadership Category, and **Watsons Philippines** as the winner in the Health Promotion Category. It showed A.S. Watson Group and its business units' passion and collective efforts to bring more to the community today, and tomorrow.



**A.S. Watson Group** Hong Kong  
**Green Office and Better World Company Label**  
 (by World Green Organisation & United Nations Millennium Development Goals)



**watsons** Hong Kong  
**ERB Manpower Developer Award**  
 (by Employees Retraining Board)



Taiwan

- **Outstanding Enterprise in Energy Saving** (by Ministry of Economic Affairs)
- **The Best Service in Taiwan Award – 3<sup>rd</sup> Place in Pharmacy/Health & Beauty Retailer Category** (by *Commercial Times*)



**watsons** Singapore  
**SRA Service SuperStar Award**  
 (by Singapore Retail Association)



**Superdrug**  
**In Store Customer Service Initiative of the Year**  
 (by Retail Week Customer Experience Awards)



Malaysia

- **Marketing Events Awards 2015 Best Event for Community Service - Bronze Award** (by *MARKETING* magazine)

# NEW STORE OPENINGS



## Superdrug

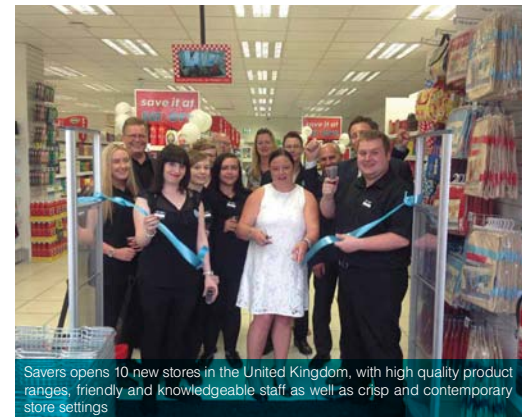
Superdrug unveils a brand-new 1,575 sq. ft. store at Bristol Airport. Offering the very best mix of health and beauty products at affordable prices, the new airside store is the perfect choice for stocking up on last minute travel essentials. The new modern and stylish store accommodates the 6.3 million passengers that pass through the airport annually



Superdrug extended Wellbeing store format to Watford High Street, Leicester and Aberdeen. The innovative and refreshing store concept aims to put customers first by making healthcare easily available, affordable and accessible for everyone.



To celebrate the opening of its 1,100<sup>th</sup> store in Scheveningen in the Netherlands and give back to the community, Kruidvat offers a one-minute charitable shopping spree to a local charity



Savers opens 10 new stores in the United Kingdom, with high quality product ranges, friendly and knowledgeable staff as well as crisp and contemporary store settings



Rossmann unveils its 1044<sup>th</sup> store in Sukcesja shopping mall in Poland, bringing customers a vast array of quality products and unsurpassed shopping experience



To celebrate the opening of new stores in Riga and Alytus, Drogas' customers can enjoy special offers and product discounts in the stores



## Watsons Ukraine

Watsons Ukraine opens its 400<sup>th</sup> store which is located in the King Cross Leopolis shopping centre in the city of Lviv. The store offers not only the usual range of products but also master classes by stylists and product testing. The innovative design of the store features four animated zones: a nail-bar, where customers can test new nail polishes; a styling zone, where they can get advice about hairdos and make-up products; a care area, and a children's area



# NEW STORE OPENINGS



Dominic Lai, A.S. Watson Group Managing Director (Middle), Malina Ngai, A.S. Watson Group Chief Operating Officer (5<sup>th</sup> from left) and Clarice Au, FORTRESS General Manager (4<sup>th</sup> from right) officiate at the opening ceremony

## FORTRESS

A futuristic new FORTRESS flagship store opens in Times Square, bringing Hong Kong consumers the latest technologies from new and trusted brands in a high-tech hub where they can try, buy and browse. Its dedication to innovation is behind this pioneering new store format, which includes more than 2,300 fantastic products and provides Hong Kong's most digital-savvy shoppers with a destination for discovery



Watsons Taiwan refits its first health store with refreshing interior design such as green color blocks. The store not only provides comprehensive range of health products but also a pharmacist counter to give customers professional and reliable health consultation



Watsons China opens its 300<sup>th</sup> store in Wuhan and its 100<sup>th</sup> store in both Fujian and Sichuan province, and marks its milestones with a series of celebrations including opening ceremony and exclusive offers to its customers





# 175 YEARS AND MORE

As the A.S. Watson Group celebrates its 175<sup>th</sup> birthday,  
WatsOn interviews Dominic Lai,  
the leader of this company with such longevity and outstanding success.

## Group Managing Director **Dominic Lai** Reflects on History and Looks Ahead to the **Future of Retailing**

### ■ 175 years is a long time to be in business - a lot of other retailers have come and gone in that time. How has A. S. Watson Group (ASW) achieved such longevity?

You are right, it is a long time, and the retailing landscape we find ourselves in now is very different to the one the company began with. If we look right back at how ASW started, you can see just how much has changed.

Our very first store opened in 1841. There were wooden shelves with glass bottles on them, and every customer was served from behind the counter. Self-service shopping did not come along until much, much later, and these early stores were only pharmacies, rather than the sort of wellness and wellbeing destinations that our stores are today.

What has given us such longevity is the ability to **adapt to changing conditions**, and a determination to stay ahead of customers' habits and demands for quality, value and service.

This means that, as we have grown from a single store into a global network, we have adjusted our strategy and our offering to meet, and exceed, the expectations of the customers of the day. We have extended into new markets and new sectors over the years – first with pharmacy, and later into beverages and other specialty stores – health



and beauty, wine, electronics, gourmet food as well as luxury perfumeries and cosmetics.

Personally, I am so proud to be leading ASW at such an exciting time. Every decade – and every year, in fact – brings its own challenges and opportunities. Now, though, feels like a particularly special time to be in retailing. We are at the crossroads of physical and digital retail, and this means that 'business as usual' is just not good enough. We need to think differently about everything we do.

Technology is changing every aspect of our daily lives, and this means that stores must be more than simply places in which we make a sale. After the home and the workplace, the "Third Space" is where people spend their leisure time, interacting with others in a welcoming, accessible place. The role of retailers in the **Third Space is to provide customers with a unique, personal experience** that goes far beyond range and price in an enjoyable environment. We are redesigning physical spaces to be more inviting and engaging; to establish places where shoppers feel they want to stay, interact with our staff, and they want to come back.

So, if you were to ask me what our business will look like in a century – or even a decade or two from now – I can only say that it will be very different to today, but it will always be at the cutting edge of world-class retailing and outstanding customer service.

### ■ Obviously a lot has changed in the business over the years; what would you say ASW of today has in common with that very first store?

In a way, what has stayed the same is what has helped make the company the success it is today. It is that determination to **put customers first**, and the rest of the business has always been built around that customer-centric vision.





In the old days, great customer service meant a welcoming smile from behind the counter, really listening to what people needed, and recommending the right products. Now, the power of a simple smile is just as strong as ever, but we have to listen and respond to customers in entirely new ways as well. Who would have imagined even 20 years ago that we would be sending personalised special offers to people's mobile phones, and that answering a query could be as convenient for customers as a tweet from the comfort of their homes?

Alexander Skirving Watson, a pharmacist, joined the business in 1858. He was our first store manager and the company took his name as it grew from there. He was an inspirational business leader, and he put service and interaction with customers right at the heart of ASW. That is something that lives on in the business today.

Of course, we can talk about great service here at head office, but the people who are putting that vision into practice every day of the week are our amazing staff. It is their smiles, their product knowledge, their caring manner and their attention to details that

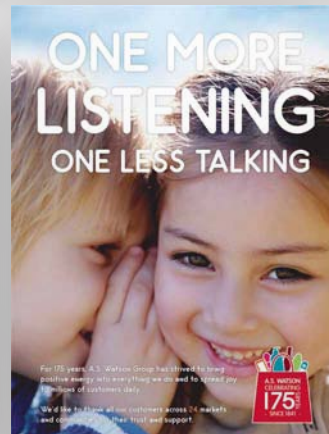
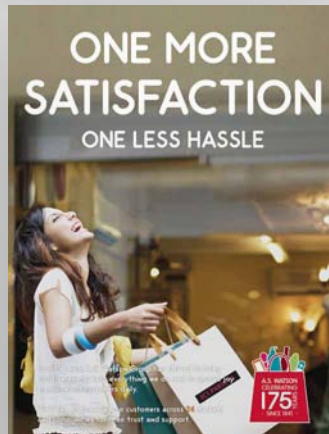
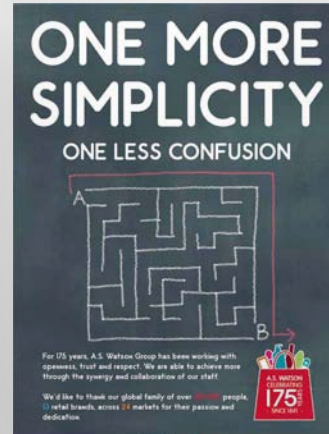
makes the difference between a sale and a truly satisfied customer. And there are all the wonderful staff working so hard behind the scenes, who all help to make the business run smoothly for our customers.

**Staff are vital to our business**, and that is especially the case in retail, where success is not just about range and price, quality and reliability, but all those little things that make such a difference to an individual customer's experience in every one of our stores.

Over the years, many thousands of staff from around the world have played their role in our growth story. Together, we have worked extremely hard, and I would like to take this opportunity to say a huge thank you to all of our staff, both past and present.

Our 175<sup>th</sup> anniversary campaign in 2016, "One MORE One Less", is inspired by our ASW motto, "We Bring More To Life", and it shows in a very simple, visual way how we are changing people's lives for the better. The campaign celebrates what we bring to our customers, our business partners, our staff and the communities in which we operate, in often small but very significant ways. "One more smile, One less stranger", for example, underlines our service commitment. "One more discovery, One less compromise" highlights the choice we present to customers, and "One more partnership, One less barrier" emphasises our broader connections.

This set of posters reflect some of the **KEY SUCCESS FACTORS** that have carried ASW in **CREATING A SUCCESSFUL HISTORY**, and these principles continue to be good reminder in taking us forward.



# ONE MORE REASSURANCE

## ONE LESS HESITATION

For 175 years, A.S. Watson Group has strived to bring positive energy into everything we do and to spread joy to millions of customers daily.

We'd like to thank all our partners across markets and continents for their trust and support.

# ONE MORE CONNECTION

## ONE LESS INCONVENIENCE

For 175 years, A.S. Watson Group has strived to bring positive energy into everything we do and to spread joy to millions of customers daily.

We'd like to thank all our partners across markets and continents for their trust and support.

# ONE MORE PARTNERSHIP

## ONE LESS BARRIER

For 175 years, A.S. Watson Group has fostered strong relationships with our retail partners, enabling us to become world-class industry leaders together.

We'd like to thank all our partners supporting our network of retail stores across markets worldwide for growing with us through the years.

# ONE MORE CAN

## ONE LESS HINDRANCE

For 175 years, A.S. Watson Group has fostered strong relationships with our retail partners, enabling us to become world-class industry leaders together.

We'd like to thank all our partners supporting our network of retail stores across markets worldwide for growing with us through the years.

# ONE MORE OPPORTUNITY

## ONE LESS HURDLE

For 175 years, A.S. Watson Group has fostered strong relationships with our retail partners, enabling us to become world-class industry leaders together.

We'd like to thank all our partners supporting our network of retail stores across markets worldwide for growing with us through the years.

# ONE MORE WINNER

## ONE LESS LOSER

For 175 years, A.S. Watson Group has fostered strong relationships with our retail partners, enabling us to become world-class industry leaders together.

We'd like to thank all our partners supporting our network of retail stores across markets worldwide for growing with us through the years.

# ONE MORE AWARENESS

## ONE LESS IGNORANCE

For 175 years, A.S. Watson Group has demonstrated great passion and commitment to bringing more to the lives of those in our communities. Through the collective efforts of our teams and our collective efforts, we were able to make a positive impact to the world we are living in.

Thank you to our global family of over 80,000 retail brands, across 175 markets for helping us help others.

# ONE MORE TREE

## ONE LESS CARBON FOOTPRINT

For 175 years, A.S. Watson Group has demonstrated great passion and commitment to bringing more to the lives of those in our communities. Through the collective efforts of our teams and our collective efforts, we were able to make a positive impact to the world we are living in.

Thank you to our global family of over 80,000 retail brands, across 175 markets for helping us help others.

Focus Story

■ **ASW is now in 24 markets around the world. Can you explain a bit about how that expansion happened, and how ASW adapts a successful model from one market so it is just as relevant in another?**

We have gone from one store to 12,000 stores, and from a local to a global company. We started in Hong Kong, which is still the beating heart of ASW. In 1981, ASW became a wholly-owned subsidiary of Hutchison Whampoa Limited. In the late 1980s, we invested in significant expansion around the region, so with flagship brand Watsons we are now Asia's leading health and beauty retailer.

In 2000, we entered the European retail market when we acquired the Savers health and beauty chain in the UK. We now have a strong presence in Eastern and Western European markets with our health and beauty, luxury perfumeries and cosmetics businesses. Combining our rapid expansion in both Asia and Europe, we have become a truly international business, and we have been able to achieve economies of scale that bring value to our customers. But we have also been careful to ensure that when people see us on the street and shop with us, we feel very much like a local store.

To achieve this, we focus on operational excellence and put a **great deal of trust in our local management teams**. Our global network of management includes people representing more than 100 nationalities; they understand the local markets in which they operate, the nuanced needs of their customers, and we give them the freedom to meet those needs.

What is consistent across stores, brands and markets, though, is our company DNA. "We Bring More to Life" is a simple but powerful expression of that DNA. It defines our purpose and is our promise to every one of our stakeholders – customers, colleagues, communities and shareholders. By "more", we mean more innovation, passion, commitment, teamwork and science – five winning qualities of ASW that we must foster as we continue to grow. The refreshed purpose of the Group – "To put a smile on customers' faces" is a perfect statement to remind us the importance to embrace the qualities to win customers' hearts.

Helping us deliver more as we look to the future is the strategic alliance between the international investor Temasek and ASW, which gives Temasek an indirect equity stake of 24.95% of ASW. This investment is a huge expression of confidence in ASW, demonstrating Temasek's belief in the long-term growth opportunities for our retail business that are still to be explored.

# ASW MILESTONES



**1841**

Founded in Hong Kong

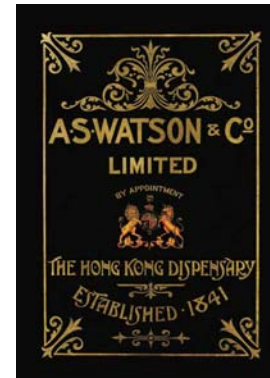


**1903**

Watsons Water is established

**1871**

Registered as A.S. Watson & Co. Ltd





**1981**

Joins Hutchison Whampoa Limited



**1990**

FORTRESS joins ASW



**2015**

12,000<sup>th</sup> store worldwide is opened in Hong Kong

**1972**

Acquires PARKnSHOP supermarkets



**1987**

Expands outside of Hong Kong



**2000**

Expands footprints to Europe





■ **It is a competitive world out there, and people are more value-conscious than ever. How does ASW retain a customer in that environment?**

We know that it is a real privilege to be called someone's favourite store, and we never take anyone's loyalty for granted. We make sure our prices are competitive, product quality is consistently high, and that we have the range and service they expect from us. All of that is a given at ASW.

But part of encouraging customers to keep coming back is to convince them that there will be something new to see, and that we are always changing with the times. Our customers know that they will find new products, new offers and a more interesting and relevant store environment each time they shop with us. We invest heavily in ensuring we source fantastic brands and products from around the world which meet our high standards for quality, reliability and good value for money. **Customers trust us to stock only the best.**

We have also been expanding our eCommerce and mCommerce offerings, to make it quicker and easier for customers to get their favourite products and discover something new. A year ago, we announced the **acceleration of our digital and customer relationship management strategy** to meet the needs of today's customers.

To support that business development, we have launched a global in-house digital team called eLab, which will work alongside each business unit to help build their eCommerce offers and help each of our retail brands develop their eCommerce. This is a fantastic opportunity not just to reach out to our customers in a more relevant and personalised way but also to create innovative and efficient approach when it comes to working with some of our biggest global suppliers.

Back to customer loyalty, we believe that it is so important not just to build loyalty but also to acknowledge it and reward it. We need to show our customers that we value their business and our continued relationship with them.

In 2011 we launched a global customer relationship management strategy and many of our brands have developed successful loyalty programmes over the years. We now have **more than 100 million loyalty members around the world**. It is an amazing achievement and we should all be incredibly proud of that.

What that means for customers is that we can provide personalised offers, gifts we know they will appreciate, and make exclusive invitations to events we are sure they will love. We do this in a highly efficient way, linking what we know about the way people shop with the technology we now all have at our fingertips.



### ■ What is ASW's everyday mission? How does ASW put all this theory from head office into practice around the world day to day?

Ours is a people business, and to give our customers the best possible experience, we must have the most talented people focused on bringing our company DNA to life each day in every store. We have more than 120,000 employees around the world, and to make sure they are all giving their best, we work hard to make sure they have rewarding work that they enjoy and which they feel helps them develop their own abilities.

We offer a broad range of training programmes for staff that are tailor-made according to the retail brand or department that people work for. As well as helping cultivate skills that have a practical application in the jobs that people do, we encourage staff to challenge themselves in other ways, developing personal skills and inner strengths that help them feel fulfilled, for example, through some of our community projects and interest courses.

And, to come back to the point I was making earlier about innovation, we are making a special effort this year to encourage all of our staff to be innovative. We are encouraging them to think differently about the way they work, to collaborate with their colleagues and work a little smarter and a little better every day.

Market competition is keen, and we know we can never stand still. This is no longer an industry in which you come up with just the right thing and expect it to succeed forever. The best stores today need to adapt if they are to be the best stores tomorrow.

### ■ Apart from bringing more to our customers, how does ASW bring more to the communities in which it operates?

We know that when the communities in which we work are thriving, we are determined that our presence serves a greater good, wherever we are. In many of the markets in which we operate, we are the market leader, and with that leadership role comes responsibility.

We are **passionate about making a positive difference to people's lives** – to improving communities, the environment, the workplace and the marketplace – giving people a helping hand when they need it, and more reason to smile.

Our commitment to social responsibility is enshrined in everything we do. We set up a Global CSR Committee four years ago, creating group-wide CSR priorities and setting up a reporting framework to ensure that we are delivering our promises. Now, we have local CSR committees and ambassadors in 24 international markets.

We have also created our first Group CSR Roadmap, listing five key priorities,

including employee engagement, developing more sustainable products, customer satisfaction, and energy saving.

Global Volunteer Day has been a really special annual occasion for five years when we all pull together to do great work for the environment, for patients in healthcare, for the elderly, for children and for disadvantaged people wherever they are. Last year, more than 30 business units took part, more than 15,000 members of our staff joined in, and we served over 30,000 people through more than 150 activities. All in one campaign! It was a truly incredible achievement, and one that we should all be very proud of.

To mark our 175<sup>th</sup> anniversary we are using the occasion to draw attention to good causes, linking the mission of our company's founders with the scale of the business today. We are launching the Project LOL Philanthropy Programme, helping people in need through three areas of service that are related to our business: Health, Education, and Caring Community. This programme will give our anniversary celebrations a greater depth of meaning; it will directly benefit local people in the communities in which we operate, and help make the world a better place.

Finally, I would like to thank all of our staff members for their dedication to our work in the community.

“Again, it is our people that bring our principles to life, and who make sure that every day, we bring more to life.”



## OUR PURPOSE

To put a smile on our customers' faces.



## OUR VISION

To be the world's leading health, beauty and lifestyle retailer.



## Together we have built:

- **24** markets
- **13** brands
- **120,000** employees And More\*
- **12,000** stores And More\*
- **100 million** loyalty members And More\*
- **1.5 billion** customers And More\*
- **3,000** cities

## OUR DNA



## WE BRING MORE TO LIFE



2016 marks the 175<sup>th</sup> Anniversary of A.S. Watson Group and this year, we are revitalising our DNA by adding **INNOVATION** to the 4 core values – **PASSION**, **COMMITMENT**, **TEAMWORK** and **SCIENCE**. These are the winning qualities of ASW, and moving forward, we must continue embracing them to grow our leadership as the world's largest health and beauty retailers. We also refreshed purpose of the Group - "To put a smile on our customers' faces" - a perfect statement to remind us the importance to provide a pleasurable and enjoyable shopping experience to our customers.



## 45 Years of Service to ASW

### In It for the **LONG HAUL**

May Ling Celia Mounger is ASW's longest-serving member of staff. She joined the company in 1970 and is now Project Director of our International Buying department.

When May Ling joined the company 45 years ago, she was starting out in her first job after university. It all started, she recalls, when she went looking for a good job close to home. "The Watsons office was just five minutes' walk from where I lived in North Point, but the funny thing was that after I accepted the job, it turned out that my training was at the Watsons Factory in To Kwa Wan, which was over an hour away by bus, ferry and then on foot!"

In the early days, Watsons soft drinks were the company's main profit driver, along with distilled water and ice-cream sales. "I wasn't religious, but I do remember praying every night for good weather! The weather was crucial, and could make or break the P&L for a year."

### **SUPERMARKET** Sweep

In the early 1970s, ASW took over three small supermarkets and two drugstores which became PARKnSHOP and Watsons we know today. There were a couple of competing supermarkets too, but this handful of stores were the only supermarkets in Hong Kong and they were only used by very high-end householders and expatriates, while locals mainly used provision stores, small grocers, rice shops and wet markets.

May Ling was fascinated by this new way of shopping and asked for a transfer to PARKnSHOP. "The Retail Director was at first most skeptical, if not horrified, as the only females working in supermarkets were cashiers," she says. "As a trial, I was given the task to build a new purchasing department from scratch. It was a great challenge for a female in her 20s in those days to establish a foothold amongst experienced and well-connected men."

May Ling has seen significant change to office life, and remembers the first computer being installed – a huge machine kept locked in a secure room. Since then, May Ling has seen the roll-out of computers among staff from the 1980s onwards, and the internationalisation of the business.

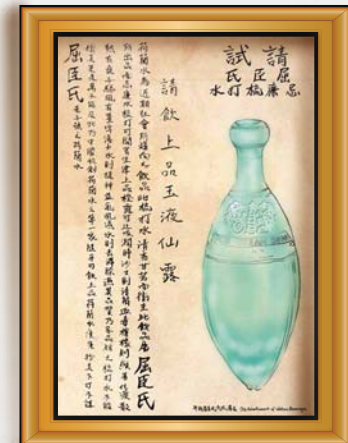
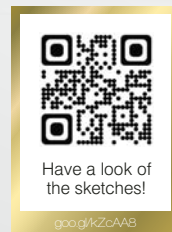
### **FIRM** Friends

May Ling has lost count of the number of colleagues she has worked with in the past 45 years. "I have made many good friends whom I am most grateful to for having supported me over the years, and I am still in touch with a lot of former colleagues."

She says she never set out to spend so many years with one company, but it has just felt like the natural thing to do. "It is a bit like a personal relationship – if you are happy and finding fulfilment, then when would you consider leaving? It has been like that for me here, and ASW has been a second family to me. Actually, I spend more time with my colleagues than I do at home! These days in ASW are the happiest in my life."



# ASW HISTORY





# Ready, Set,



The role of innovation in the successful business of the future will be absolutely essential, and ASW has been working for two years on a programme to put creativity and fresh ideas at the heart of what it does.

In preparation for the launch of a Group-wide "Innovation DNA" project, the brightest people from around the world have been honing their innovation skills as members of the Group Innovation Team (GIT).

Representing diverse geographical markets and spanning the breadth of our retailing brands, these members have come together at different locations for a range of challenging exercises designed to help ASW establish a culture of innovation.

Their meetings have been a forum for establishing ways to inspire and incentivise people to think differently. Some activities have been carried out in regional groups, and others involving the whole group coming together to share ideas and experiences.

Ann Lau, Group Human Resources Director (Asia), says the GIT is designed to recognise and further develop high-potential colleagues in our business. "The aim is to develop a pool of high-performing managers who can share their skills and ideas throughout the company. GIT members have the opportunity to better understand the strategic direction of the business, enhance their networks and are exposed to leading-edge thinking that will enable us to define tomorrow's solutions."



**“ The GIT has definitely been the most ENRICHING EXPERIENCE of my professional life, since it has given me the opportunity to THINK BIG with inspirational people. ”**

ASW Chief Operating Officer Malina Ngai (middle in red) is the sponsor of the Group Innovation Team and led the team through various case studies and the international projects



Focus Story

### Thinking **BIG**

Chris Lindsay, Group Human Resources Director (Europe), says the diversity of activities in the GIT course gives participants a whole new perspective on their work. "All of the personal learning gained on their GIT journey will help them develop a wider strategic understanding of the business, and build into a robust development plan for innovation in 2016 and beyond."


Through the programme, members have the opportunity to meet people with the most amazing passion, commitment and energy. They work together on projects that address real-life business challenges, and then present their recommendations and prototype ideas to the management at the Make meeting.

**“ Being a member of the GIT is being PROUD you’re influencing and BUILDING THE FUTURE OF ASW. ”**

### Nurturing **CREATIVITY**

The GIT programme is the precursor to 2016’s Group-wide global innovation push under the new “Innovation DNA”. This new approach to innovation and business development will see significant amounts of funding and staff time dedicated to experimentation and the development of new ideas.

There will be changes in the way the company hires new staff, with the creativity of potential recruits assessed when appointing people at all levels. Staff will be encouraged and incentivised to generate and share ideas, to work across business units and to ‘be your own competitor’ – anticipating challenges and responding before they become threats.

Staff training, which for some years has become a blend of both traditional ‘classroom’ learning and on-line or digital learning, will diversify further to develop the whole person, rather than the skills they need to do their job today. ASW has been evaluating its current development activities and come up with its own approach. Ms. Lau said, “At ASW, we believe that learning is not merely mixing classroom and virtual training events. Instead, it is a combination of learning combined with workplace-based or “informal” learning opportunities in a joined up development experience. We need to think differently about staff development if we are to be ready to face the business challenges of the future. We are ready.” 

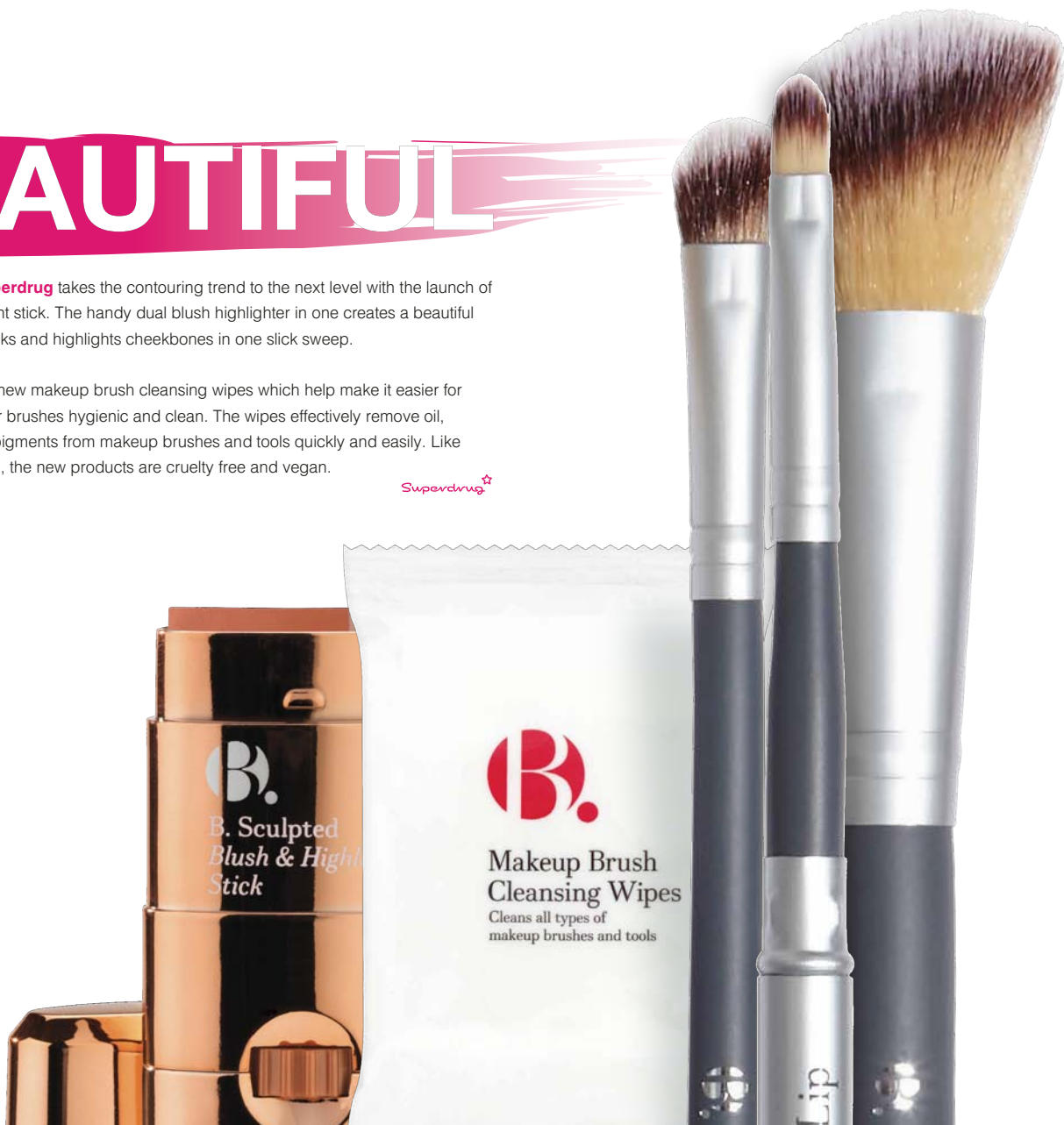
B. for

# BEAUTIFUL

This winter, B. by **Superdrug** takes the contouring trend to the next level with the launch of a new blush & highlight stick. The handy dual blush highlighter in one creates a beautiful flush of colour to cheeks and highlights cheekbones in one slick sweep.

B. has also launched new makeup brush cleansing wipes which help make it easier for everyone to keep their brushes hygienic and clean. The wipes effectively remove oil, product residue and pigments from makeup brushes and tools quickly and easily. Like everything in B. range, the new products are cruelty free and vegan.

Superdrug 







# GLOWING Skin

**Watsons Thailand** has launched H Bella by Watsons, a series of skincare products with natural antioxidants that boost skin hydration and activate repair. The series is available in four formulas: Verbena & Malted Barley, Rose & Mixed Berry, Strawberry & Cinnamon, and Caviar Lime. The range consists of a shower cream, a body polish, a body lotion, a hand cream and a special body serum for all skin types.



Our products

# RELAXING experience

Time for some pampering! **Kruidvat** has launched Spa Secrets, a luxury line of spa & wellness products inspired by authentic, traditional bathing rituals from mystical destinations around the world. The "Treasures of Morocco", "Traditions from Japan" and "Miracles of Bali" collections reveal the ancient skincare rituals of Moroccan beauties, Japanese geishas and Balinese princesses. Nourishing and aromatic ingredients will make you feel like you are at a five-star spa.





# BEing **SPLENDID**

Beauty aficionados and professional makeup artists celebrated the launch of this Autumn's mesmerising BE SPLENDID collection, now available exclusively at all **ICI PARIS XL** stores.

The collection is inspired by the ornate decadence of antique gold and baroque splendour. Every item in the range exudes an irresistible touch of class, supreme flexibility and effortless chic. The collection of key must-have products for eyes, cheeks and lips are created to offer silky-smooth textures, intense, buildable metallic pigment and flattering shades that bring out the best in everyone.

**ICI PARIS XL**





# DRINK<sup>up</sup>

In line with the latest trends in beverages, **Watsons Beverage Hong Kong** has launched several new healthy, refreshing products. **iF 100% Coconut Water**, sourced from and produced in Thailand, is 100% natural. **iF Spanish Red Grape** contains 30% red grape juice plus aloe vera pulp. And from Taiwan come two sugar-free teas with benefits including blocking fat and relieving oily feeling after meals.



# PINKISH<sup>glow</sup>

**Watsons** has launched **PINK by PURE BEAUTY** which is the answer to every girl who desires a natural glowy pinkish fair skin tone. Thanks to the unique Korea formulation combining Pink Flower Complex power, Alps Rose and other active natural whitening ingredients, the range not only brightens the complexion but also boosts moisture levels.



Our products

Project



A.S. Watson

Health



Education



Caring Community



# Lots of Laugh, Lots of Love

Established in 1841, A.S. Watson Group has a long and proud heritage in supporting corporate social responsibility. Our desire to give back to society dates back to our humble origins as a small dispensary providing free medicine to the needy.

On the occasion of our 175<sup>th</sup> anniversary, we have launched Project LOL, a philanthropy programme that aims to bring "Lots Of Laugh, Lots Of Love" to the people of Hong Kong. To widen the reach of this project, we have grouped our corporate social responsibility initiatives under three main areas of service:

- **Health**

We are mobilising our professional team of pharmacists, dietitians and Chinese medicine practitioners to offer free health seminars, health checks and consultations to the needy.

- **Education**

We believe in youth education and sports development as a means to inspire the future generation to embrace a healthy lifestyle with a positive attitude. We also support environmentally sustainable practices and continually promote environmental awareness amongst our employees and customers.

- **Caring Community**

We encourage our business units to develop programmes with organisations that are relevant to local community needs, and we support our employees' efforts in getting involved through volunteering and other contributions.

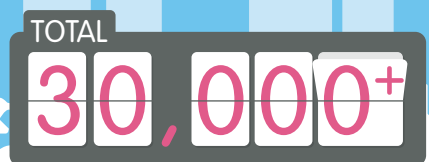


Our Responsibility

**No. of Beneficiaries  
(People Served) TOTAL**



**Volunteer Service Hour**



**No. of Meal Box Generated  
TOTAL 1,200,000+**



## EYE-OPENING opportunities

30 awardees of **A.S. Watson Group** Hong Kong Student Sports Awards were given a once-in-a-lifetime opportunity to join the sports exchange tour in Qingdao and Shangdong. They visited the training facilities and witnessed the national athletes training. The tour not only broadened their horizons but also helped make new friends and improve their inter-personal communication skills. All of them left with unforgettable memories.



## Supporting CHARITY

**Watsons Hong Kong** became an active partner of Médecins Sans Frontières (MSF) this year. In the Watsons Loving Charity programme 2014-15, Watsons assisted MSF to solicit donations by organising staff charity sales, placing in-store donation boxes, conducting a charity Octopus card sale, bear sale and MSF Day salary donations. More than HKD390,000 was raised to support MSF's important medical relief work.





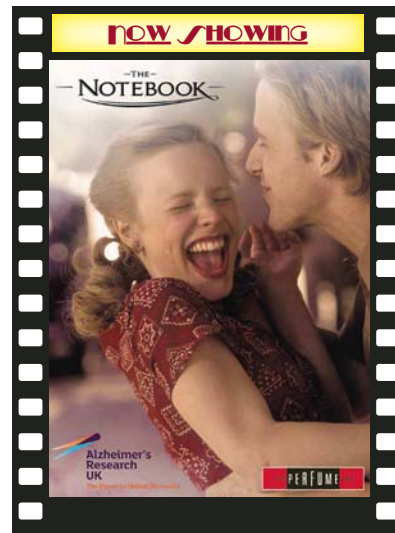
## ELDERLY shopping day

**PARKnSHOP Hong Kong** volunteer team co-organised again the “Free Food Coupon – Elderly Shopping Day” with Hong Kong Young Women’s Christian Association. The event was held at PARKnSHOP Superstore in Cheung Fat Estate, Tsing Yi. Around 20 volunteers played games with the elders and helped them to redeem food items and daily necessities with the food coupons, bringing them loads of joy and love.



## Evocative SCENTS

The loss of the ability to connect scent and memory is a devastating early symptom of Alzheimer’s disease. That is why **The Perfume Shop**, in partnership with Alzheimer’s Research UK, hosted the first-ever multi-sensory cinema screening of the touching film “The Notebook” in London. At the exclusive fund-raising event, specially-formulated scents were emitted into the auditorium at key moments to bring audience a captivating experience.



## About A.S. Watson Group

With a history dating back to 1841, the A.S. Watson Group (ASW) has evolved into the world's largest international retail and manufacturing business with operations in 24 markets worldwide.

Today, the Group operates over 12,000 retail stores running the gamut from health & beauty, luxury perfumeries & cosmetics to food, electrical & electronics and fine wine.

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

ASW employs over 120,000 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

**Adviser** : Dominic Lai

**Editor** : Malina Ngai

**Members** :

- **Group Office** : Clare Forrester, Teresa Pang, Hanks Lee
- **Health and Beauty (Asia and Continental Europe):**  
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Joseph To, Matt Walburn
- **Luxury Europe** : Michelle D'vaz, Marjolein Geenjaer
- **Manufacturing** : Kim Siu
- **Retail Hong Kong** : Winnie Chow, Salina Chan, Athena Lee
- **Designers** : Wong Ka Ki, J Chu

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# SUPER QUIZ

## Answers

to Issue 93

## Questions

- 1) When was A.S. Watson Group established?
- 2) What is the location of A.S. Watson Group's 12,000<sup>th</sup> store?
- 3) What is the new CSR project launched by A.S. Watson Group?

### Super Prize (1)

Fitbit Surge



Sponsored by



A.S. Watson Group

### Gold Prize (1)

Samsung Gear Fit



Sponsored by



A.S. Watson Group

### Silver Prize (2)

Philips Bluetooth Speaker



Sponsored by



A.S. Watson Group

- 1) Wijchen, Netherlands
- 2) PakHo Chau
- 3) Walk for Millions, Give our Smiles

### Super Prize (Speedo Aquashot)

#### Name

#### Company & Department

1. Cheng Kwok Sing      Watsons Water - Finance

### Gold Prize (SONY MP3)

#### Name

#### Company & Department

1. Rainbow Chan      Watsons Taiwan - Store 0512
2. Laura Duij      ICI PARIS XL Netherlands - Store 7123

### Silver Prize (Blood Pressure Monitor)

#### Name

#### Company & Department

1. Cissy Li      Watsons China - National Operation Development
2. Catwina Cheung      FORTRESS - Customer Care Department

## Superquiz goes digital!

Deadline: 30 April, 2016

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

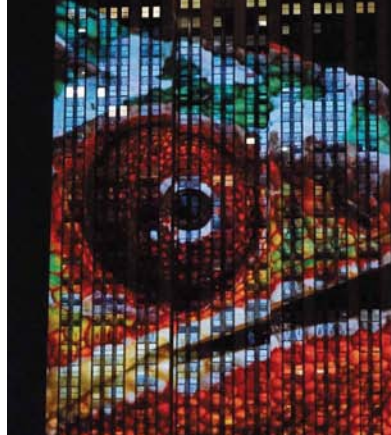
Name of Staff Member: \_\_\_\_\_ (ENG) \_\_\_\_\_ (CHI)

Company and Department: \_\_\_\_\_

Address: \_\_\_\_\_

Employee No.: \_\_\_\_\_ Contact Tel No.: \_\_\_\_\_ Signature: \_\_\_\_\_

A1: \_\_\_\_\_ A2: \_\_\_\_\_ A3: \_\_\_\_\_



# Projection Change: The Empire State Building

On Saturday, 1 August 2015, Oscar-winning director and Oceanic Preservation Society founder Louis Psihoyos and team, in collaboration with Obscura Digital and the Li Ka Shing Foundation illuminated the Empire State Building in a first-of-its kind live video projection that showed beautiful, inspiring imagery of endangered species to the world as never seen before.

For the first time in New York City history, this stand-alone, architectural projection art event featured towering images of endangered species – more than 350 feet tall and 186 feet wide, and covering 33 floors – on the south façade of The Empire State Building in an art event meant to draw attention to the creatures' plight against mass extinction. The night was illuminated with live video projections, showing a Noah's ark of animals including Cecil the Lion, a snow leopard, a golden lion tamarin and manta rays, along with snakes, birds and various mammals and sea creatures choreographed to *Racing Extinction's* original songs. Throughout, the LED lights atop the building were coordinated with the projection, by the building's lighting designer.

Hundreds of socially conscious guests gathered on the rooftop of 230 Fifth Avenue while many viewed online via livestream, as these incredible images were projected, urging people to join the movement against species extinction. The global conversation will continue this fall with the upcoming theatrical release of Psihoyos' documentary film *Racing Extinction* which aims at raising public awareness about saving endangered species and reducing carbon emissions. The documentary will also have its international broadcast premiere on the Discovery Channel in over 220 countries and territories within 24 hours on 2 December 2015.

*Projecting Change: The Empire State Building* was produced by Obscura Digital, a leading creative technology studio specialising in the design and execution of immersive, interactive and multi-sensory experiences worldwide, in collaboration with Empire State Realty Trust. The digital company is the creative and technical collaborator with Oceanic Preservation Society, having a specific role in developing new strategic techniques for large-scale environmental campaigning. It has worked closely with Li Ka Shing Foundation, designing the 360 degree projection system featured at Shantou University's commencement ceremony.



LI KA SHING FOUNDATION  
李嘉誠基金會