

# Watson<sup>95</sup>ON

Celebrating 175 Years by Bringing  
Lots of Love, Lots of Laughs





# A.S. Watson Group Celebrates its 175<sup>th</sup> Anniversary and Launches Project LOL

175 years ago, a small dispensary opened in Hong Kong as one of the very first pharmacies in the city. Today, this Hong Kong-based dispensary, the forerunner of **A.S. Watson Group** has grown into the largest international health and beauty retailer in Asia and Europe, with over 12,400 stores operating in 25 markets. Established in 1841, the Group celebrates its momentous 175<sup>th</sup> anniversary in 2016. The celebrations kicked off with a cocktail event in Hong Kong on 14 December 2015 officiated by Carrie Lam, GBS, JP, Chief Secretary for Administration of the Hong Kong SAR Government.

In celebration of the 175<sup>th</sup> anniversary milestone and to support the government's "Appreciate Hong Kong" campaign, the Group has launched Project LOL, a philanthropy programme focusing on supporting the society in three areas – health, education and caring community. Project LOL is about bringing "Lots of Love, Lots of Laughs" to the people of Hong Kong. It is also about encouraging people to show appreciation to each other and to be positive and energetic in helping make Hong Kong, our home city, a better place.





### Special Edition \$175 Gift Coupon

To mark the occasion of the Group's Anniversary, a special edition \$175 gift coupon was unveiled. The coupon is specially designed with an illustration showing one of the first Watson's The Chemist stores, in Alexandra House, Central. The coupon has value as a memento, and can also be used across all of the Group's retail outlets in Hong Kong, including Watsons, PARKnSHOP, Fortress and Watson's Wine. The quantity of the special edition gift coupon on sale is limited to 30,000 and was opened for sale in January 2016 in all of the Group's retail outlets in Hong Kong. Another 3,000 coupons are given away to our customers via social media and activities to thank them for their support over the years.



[www.aswatson.com](http://www.aswatson.com)



ASW 175<sup>th</sup> Anniversary Collectible



Watsons Malaysia – Health, Wellness and Beauty Awards gala dinner



Watsons Turkey – Employee engagement night



Watsons Taiwan – Spring Wine Party

Watsons Philippines – National Sales Conference



Watsons Turkey – Watsons Beauty and Personal Care Awards



Watsons Water – Special edition bottle water





Watsons Thailand – Cascade meeting



ICI PARIS Belux – Staff party

Around the world



Kruivat – Nine Month Fair



Superdrug – Operational executive meeting



Trekpleister – Staff meeting

# ASW 175<sup>th</sup> Anniversary Celebrations Worldwide



[www.aswatson.com](http://www.aswatson.com)



# *A.S. WATSON* *BUILDING FOR THE FUTURE*

A.S. Watson Group invited the world's top health & beauty suppliers from both the world of luxury and consumer products sectors to gather in Hong Kong on 17 March for the biennial Global Suppliers Conference to exchange views and strategies on customer engagement as well as celebrate their mutual success.



# A.S. WATSON GLOBAL SUPPLIERS CONFERENCE 2016



Top suppliers discuss the topic of Building Innovation and New Growth (From left) Jean-Paul Agon, Chairman & CEO of L'Oréal; Paul Polman, CEO of Unilever; Marc Puig, Chairman & CEO of Puig



Alan Heaton, Group Finance Director of A.S. Watson Group (left), interviews Stella McCartney OBE, Fashion Designer (right), about knowing the customers and future growth

## Celebrating WIN Partnership

Dominic Lai, Group Managing Director of **A.S. Watson Group**, kicked off the conference by sharing ASW's strategy to build its future and continue to be the winner in the retail industry. The objectives of this year's conference are to celebrate ASW's 175<sup>th</sup> Anniversary, recognise the excitement that great products bring to its loyal customers and engage its customers in different ways as the role of retailers has changed.

Panels of top management from health and beauty brands exchanged their views on how to innovate and achieve new growth. An intensive day of business discussion was followed by a glamorous dinner at which ASW presented the Global Suppliers Awards to its outstanding partners and celebrated their mutual success.



Dominic Lai, Group Managing Director of A.S. Watson Group hosts the kick-off ceremony of the conference

# Important Milestones in 2016



**A.S. Watson Group**

- 175<sup>th</sup> anniversary

**watsons**

**China**

- 2,500 stores

**watsons**

**Taiwan**

- 5 million CRM members

**watsons**

**Thailand**

- 20<sup>th</sup> anniversary
- 400 stores
- 3 million CRM members

**watsons**

**Philippines**

- 500 stores

**watsons**

**Turkey**

- 2 million CRM members





watsons

Ukraine

- 5<sup>th</sup> anniversary

Drogas

Lithuania

- 15<sup>th</sup> anniversary

Kruidvat

Netherlands

- 900 stores
- 5<sup>th</sup> anniversary of CRM

Superdrug

- 5<sup>th</sup> anniversary of CRM

СПЕКТР

- 25<sup>th</sup> anniversary

THE PERFUME SHOP

- 2 million CRM members
- 5<sup>th</sup> anniversary of CRM



# G7

Showcase of New Store Concept

G7 is a store format that helps the health and beauty proposition stand out and makes shopping more enjoyable. There are easy-to-navigate zones and extra services to help customers find the right products. Warm and gentle lighting creates a relaxing shopping atmosphere and complements the overall aesthetic. Signature G7 store features include tempered glass and wooden-framed mirrors, makeup tables and skincare racks are installed to invite customers to try out new products.



AG?



watsons

# Gen Y

Showcase of New Store Concept

Gen Y is a store format that makes shopping more appealing to our younger customers. Gen Y stores are cool and fun, both the store design and the product range work together to create a hip vibe that is highly relevant to younger customers looking for a refreshingly new shopping experience. Concrete structures, open ceilings, graffiti signs and dark mesh with neon lights are added. New fixtures, such as makeup tables and nail bars, are also used to encourage product trial.

Taiwan



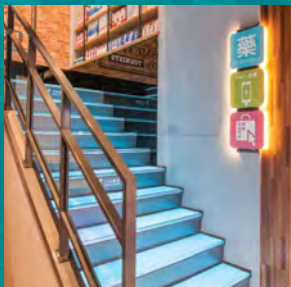
China





# watsons

▲2F  
**SKIN CARE**  
**PHARMACY**  
**DERMA**





# INNOVATION EVERYWHERE

**A.S. Watson Group** launched a social marketing campaign in Hong Kong riding on the global corporate annual theme of Innovation, in which a series of funny yet creative illustrations were released on the social media platforms of our retail brands in Hong Kong, including **Watsons**, **PARKnSHOP**, **FORTRESS**, **Watson's Wine** and **Watsons Water**.

The Group firmly believes that innovation is not something far away from our daily lives. We can certainly put innovation into practice to improve our lives every single day. To convey this message to Hong Kong people, we teamed up with Tony Electronic, a popular artist who shares different innovative and interesting ideas and inventions that help to fix different situation in daily lives on his Facebook fans page. In each illustration, Tony tried to consider the difficulties that customers may meet from their point of view and then figure out a funny and innovative idea to improve the situation.

To welcome new and innovative ideas from any company, academic institution or individual, we have introduced an Innovation website ([www.aswatson.com/innovation](http://www.aswatson.com/innovation)) for those who have innovative products, packaging, services or ideas that bring more to lives of our customers to submit their ideas.

*Submit your innovative ideas!*



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



Gerard Van Breen, CEO of Health & Beauty Benelux (2<sup>nd</sup> from right in the back row), hosts the store opening ceremony



## MEGA milestone

The opening of **Kruidvat** Netherlands' 900<sup>th</sup> store in Leiden was a chance to say a huge thank-you to its staff and customers, and to help people in the community who need a helping hand. Kruidvat's customers nominated a local charity – Leiden Helps, which assists people with low incomes – to receive free shopping for a minute in the store.



## From bumps to **BABIES**

**Kruidvat** made a big impression on tiny tots and parents-to-be at the Nine Months Fair for new parents in Amsterdam. As the main sponsor of the fair, Kruidvat opened the event with a race for toddlers pushing branded baby walkers, with well-known actress and expectant mother Liza Sips there to start the race. The first child to reach a giant cake made from nappies became the winner.



## BEYOND the promo

**Trekpleister** reminded its customers of five big benefits it provides through the “Trusted Benefits of Trekpleister” campaign, in an effort to strengthen brand image and improve its position in the market. All communications covered these five benefits: Friendly, expert help; big promotions; a strong Own Brand range; always low prices; and an extensive selection. This all adds up to a friendly neighbourhood store which customers can trust.



## WOMEN in the spotlight

**Drogas Latvia** ran a series of exclusive beauty seminars called “Lady School” in which its female loyalty members were guided through how to make the right beauty choice for them. Relaxing and interesting lectures and workshops gave women the chance to take advice from experts in the field and learn from other women. The events complemented the ongoing Build Drogas Yourself campaign to build emotional connections with customers.







Time to **CELEBRATE!**

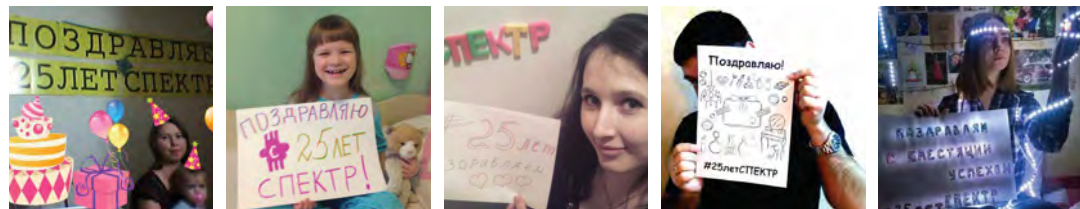
**Superdrug** celebrated the fifth birthday of its Health & BeautyCard, a successful loyalty programme that has built up more than 11 million members who get regular exclusive offers and weekly deals. To mark this milestone, loyalty members were offered Superdrug's biggest ever package of member benefits, including bonus points and member-only discounts.

*Superdrug* ☆

The **SMELL** of success

Scent-savvy customers of **The Perfume Shop** voted for Chanel No. 5 as the most iconic fragrance of all time in scent-sational celebrations to mark National Perfume Day in the UK on April 14. Jean Paul Gaultier's iconic Classique bottle was crowned the most iconic fragrance bottle, followed by Marc Jacobs Daisy. Its customers were also encouraged to share images via social media of their "Perfume Shelfies".





## PARTY time

Balloons are out and the celebrations are in full swing as **Spekt** celebrates its 25<sup>th</sup> anniversary, and marks its growth from a single store into a network that serves more than 250,000 customers every month. To celebrate turning 25, Spekt is running monthly special offers for its customers, and hosting a competition for the best declarations of love for the brand, with loads of prizes and gifts up for grabs. Stores, the website and all promotional materials have been given the festive treatment to share the joy with customers.





### SALON in store

**Watsons Hong Kong** has launched a five-star hair salon at its flagship store in Causeway Bay, Hong Kong. In partnership with renowned local stylist CK Wong, Glam by STEAM offers professional styling and cutting, and advice on hair care and treatments, enabling customers look good and feel great. Expert stylists deliver a premium experience using top-end products from respected brands.



### CLICK and collect

**Watsons Hong Kong** celebrated the 2<sup>nd</sup> anniversary of its popular eStore with a range of offers and rewards, and the launch of next-day delivery. Customers could get Asia miles as a gift and can now enjoy free, next-day delivery to their home when they shop online ([www.watsons.com.hk](http://www.watsons.com.hk)).





### Making CONNECTIONS

Through a partnership between **Watsons China** and Baidu Waimai, sophisticated online customers in China can now buy Watsons products on Baidu Waimai eCommerce website and have their items delivered within 2 hours in 120 cities across China. Besides, Apple Pay and Quick Pass by Union Pay are now available at all Watsons China stores, so customers can pay with a tap of their mobile.



### Buying ACROSS borders

**Watsons Hong Kong** has launched a cross-border service to make it easier for customers in China to buy authentic and top-quality products across borders. Customers in China can now have popular Hong Kong products delivered to their home with quality assured by Watsons. Meanwhile, **Watsons Taiwan** has partnered with Tmall Global to offer customers in China the best-selling items from Watsons stores in Taiwan.



## Luxury of **CHOICE**

**Watsons Taiwan** has taken the hassle out of shopping and gift-giving with the launch of the Watsons Prepaid Card. The card, which can be loaded with credit for use in our stores, means customers don't have to dig out cash or credit cards when they shop. It also means cards can be used as a gift, allowing recipients to choose the very thing they want.



## Loads of **EXCITEMENT**

**Watsons Singapore** hit a home run for its suppliers brands when it hosted a party for influential local health and beauty bloggers at its Watsons Day Out event. The guests were guided from room to room in a 2-storey colonial bungalow, with new health and beauty products showcased in each room.



## R U **TOUGH** enough?

**Watsons Malaysia** brought back the 'R U Tough Enough?' television challenge which put contestants through a series of demanding physical and emotional challenges. The programme attracted young audiences and helped position Watsons not just as a health and beauty specialist but also as a lifestyle brand focused on personal determination and overcoming challenges to achieve goals.



## **POP**-tastic performance

Music, fun, laughter and dance were at the heart of an exclusive concert held in Bangkok for the loyal members of **Watsons Thailand**. The three-hour, action-packed 'D-Day Members Concert' was led by celebrity performers. Game booths and sweepstakes gave lucky attendees the chance to win prizes and added to the excitement of the day.



## Sunwarrior fun **RUN**

More than 5,000 people from across metropolitan Manila joined the **Watsons Philippines'** Sunwarrior Challenge, a festive fun run where participants celebrate fitness and fun and are reminded of the importance of sun protection. Participants this year set a world record for the highest number of people applying sunscreen at one time before setting off.



Gary Ng, Managing Director of PARKnSHOP Hong Kong (1<sup>st</sup> from left), presents a trophy to the winner

## **STARRY**, starry night

**PARKnSHOP Hong Kong's** annual Super Brands Awards presentation ceremony was held in March to recognise suppliers for their outstanding performance in 2015. Innovative products and customers' favourite brands – as voted by shoppers – were awarded at the celebration dinner, which had a 'Shimmering and Sparkling' theme reflecting the remarkable achievements of its partners throughout the year.



## SPEEDY top-ups

**Watsons Water** is giving users of its water carboys a quick and simple way to reorder using their mobile phone. The My Order QR Code service allows users to reorder via a personalised QR code in just a few seconds, and have fresh bottles delivered. This speedy innovation makes customers more likely to stay loyal and keeps their thirst quenched.

watsons water



## X-Men HIT town

Superhero fans were treated to a range of nine special-edition **COOL** Water bottles to mark the launch of the film X-Men: Apocalypse. The bottles, representing Professor X, Magneto, Quicksilver and the rest of the X-Men team, proved popular collectors' items in town. Buyers of these special bottles could also enter a lucky draw for the chance to win X-Men souvenirs.

COOL



# CSR Awards

## Caring for the Community

This year, the Group and its 10 retail and manufacturing brands including **Watsons Hong Kong**, **PARKnSHOP**, **GREAT**, **TASTE**, **GOURMET**, **Watson's Wine**, **FORTRESS**, **Watsons Water**, **A.S. Watson Industries** and **Citrus Growers International** have once again been recognised by the Hong Kong Council of Social Service for our passion and commitment to exemplary corporate citizenship with a "10 Years Plus Caring Company" logo. With the proactive support in creating a barrier-free environment and culture, the Group has also been awarded the "List of Barrier-free Companies" under the Caring Company scheme for the second time. Meanwhile, we won the Asia Responsible Entrepreneurship Awards 2016 under Social Empowerment category due to our success in demonstrating good corporate social responsibility.



 **A.S. Watson Group Hong Kong**  
**Web Accessibility Recognition Scheme**  
 (by Office of the Government Chief Information Officer and the Equal Opportunities Commission of Hong Kong)



 **A.S. Watson Group Hong Kong**  
**The Sustainable Business Award 2015**  
 (by World Green Organisation)  
**Green Office Awards Labelling Scheme**  
 (by World Green Organisation's Green Office Label and United Nations Millennium Development Goals' "Better World Company" Label)



 **A.S. Watson Group**   
   
**Watson's Wine**  
**Hong Kong Happy Company**  
 (by Hong Kong Productivity Council and Promoting Happiness Index Foundation)



 **A.S. Watson Group Benelux**  
**Top Employer in the Netherlands and Belgium**  
 (by Top Employers Institute)



 **Hong Kong**  
**Age-Friendly City Appreciation Scheme District Award**  
 (by The Hong Kong Council of Social Service)



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



 **China**  
**Low Carbon Model Store**  
 (by China Chain Store & Franchise Association)



 **UK**  
**RoSPA Occupational Health and Safety Awards 2016 - Gold Award**  
 (by Royal Society for the Prevention of Accidents)



 **UK**  
**Best 25 Big Companies Award**  
 (by *Sunday Times*)

# Brand Recognition Awards



**watsons**

**Hong Kong**  
**Certificate of Excellence for the 2016  
 HKMA Quality Award**  
 (by Hong Kong Management Association)



**watsons**

**Philippines**  
**Investors in People - Bronze Award**  
 (by Investors in People)



**watsons**

**China**  
**Annual Best Wechat Mobile Card  
 Application Company Award**  
 (by Tencent Wechat)



**watsons**

**Thailand**  
**Best Easy-to-Apply Sunscreen for Body  
 in The Best Sunscreen of 2016 -  
 Watsons High Protection Sunscreen  
 Body Spray**  
 (by *Cosmopolitan*)

**Ranked No. 31 in China Chain Store &  
 Franchise Association Top 100 Retailers**  
**Ranked No. 15 in China Chain Store &  
 Franchise Association Top 100 Retailers  
 of FMCG**  
 (by China Chain Store & Franchise Association)



**watsons**

**Malaysia**  
**CLEO Top 80 Editor's Pick - Naturals by  
 Watsons Marula Oil Body Scrub**  
**CLEO Top 80 Editor's Pick - Pure Beauty  
 Treatment Essence**  
**CLEO Whitening Awards Special Best  
 Whitening Hand Cream - Naturals by  
 Watsons Blood Orange Hand Cream**  
 (by *CLEO Magazine*)  
**2016 FEMALE Eco Stars - Naturals by Watsons  
 Marula Oil Hair Mask**  
 (by *FEMALE Magazine*)

**watsons**

**Taiwan**  
**Yahoo! Super Golden Store**  
 (by Yahoo!)  
**2016 Best Service Awards - Silver Medal**  
 (by *Common Wealth Magazine*)



**RETAILTRENDS**  
informatiebron voor professionals in retail



**Ranked No.2 in Top 10 Strongest Retail Brands 2016**  
(by RetailTrends)



**Top 10 Most Future-Proof Retailers**  
(by Research Q&A)



**Turkey**  
**Best Digital Activation - Nail Art Video Series (Launch of Rimmel 60 seconds Supershine Collection)**  
(by Coty)



**China**

**Top 10 Retailers in Guangzhou Retail Industry**  
(by Guangzhou General Chamber of Commerce)

**Ranked No. 90 in China Chain Store & Franchise Association Top 100 Retailers**

**Ranked No.51 in China Chain Store & Franchise Association Top 100 Retailers of FMCG**  
(by China Chain Store & Franchise Association)

**Excellent Retail Chain Enterprise in Guangzhou 2015**

**Advanced Unit of Purchasing Direct Farm 2014-2015**  
(by Guangzhou Chain Business Association)



**China**

**Best Supermarket of the 4<sup>th</sup> Shenzhen Catering Awards**  
(by SZTV Group, Tsinghua University Graduate School at Shenzhen and Shenzhen Cuisine Association)

# NEW STORE OPENINGS

## Superdrug

Superdrug opens a new store in Wolverhampton and Whitechapel. Set on very convenient locations, Superdrug is offering a convenient shopping experience for local shoppers to pick up their essentials. As well as providing a wide range of Own Brand and exclusive cosmetics and skincare products, there is a range of daily necessities available at affordable prices



To celebrate the opening of new stores in Kampen, Nuuenen and Valkenswaard, Kruidvat offers a one-minute charitable shopping spree to a local charity which helps people in financial need



Drogas strengthens its network by unveiling new stores in Riga and Vilnius



Trekpleister celebrates its new stores opening in Beverwijk and Uithoorn by donating to a charity which helps the disabled



The first G7 store is unveiled in Turkey, which is also the largest Watsons store in the country



Watsons Thailand unveils a modern G7 store at Central Pinklao. To uplift customer shopping experience to the next level, vibrant and stylish elements are added to offer customers a more comfortable and pleasant shopping environment



PARKnSHOP China opens a supermarket in Guangzhou, bringing customers a vast array of quality products and an enjoyable shopping experience



## Watsons Macau

Watsons reopens Senado Square store in Macau. Spanning over 4 storeys and covering an area of over 16,500 ft., it is the largest Watsons store in the world, marking a new milestone of its business. More than 10,000 kinds of products and nearly 750 health and beauty brands, including 250 exclusive brands, are available at the store

# 100 Million Reasons to Sm:)e

watsons

## Continues to Grow in the Philippines

The Philippines is best known outside the country for its exotic natural landscapes – stunning beaches and more than 7,500 tropical islands. And, of course, it's known for the generous smiles of the people who live here. This magnet for sun-seekers and thrill-seekers is home to a large, growing market of aspirational and increasingly discerning consumers.

And the story of Watsons Philippines starts with a profound understanding of the people there.



### Understanding the Philippines Way of Feeling Great

When Watsons re-entered the Philippines market back in 2002, it was with a determination that the Watsons experience in the Philippines would build on the great things Watsons had achieved in other countries, but would also be tailored to the unique needs and preferences of local consumers.

This is a market where health and well-being are at the heart of what is important to people. Health here means celebrating life, not just preventing and curing illness. At the same time, there are significant challenges to leading a healthy life, caused largely by many people's struggle to live well on very low incomes. But healthcare in the Philippines begins long before someone becomes ill. There is a great tradition of living well and investing in good health - which means there is a place for Watsons to present the best range of vitamins and other wellness products.

And we must not forget that Filipinos love parties! Music, community festivals, family celebrations and fun are all part of the fabric of the Philippines, which

means personal care and beauty products are in strong demand. This is a market where Watsons can truly deliver on its promise to help people 'look good, feel great!'

As Watsons has expanded its network in the Philippines - rolling out 450 stores in less than 15 years - it has also been mindful of the way consumers here tend to shop. The modern retail trade is growing in influence, but there is a long tradition of shopping locally at 'mom and pop' stores, and having a relationship with the people who run the stores. Watsons and its local staff have therefore made a huge investment, not just in financial terms also with smiles and personal attention, in developing a positive shopper experience, making people feel special and catering to their individual needs.



“What an **adventure!** From zero to **450 amazing stores** in such a short time is a tremendous achievement. It’s all about relevance to customers – to create something that feels just right and has become **a part of people’s daily lives.**”

“Watsons Generics is **truly life-changing** for so many people, and life-saving, in some cases.

Unfortunately there are many underprivileged people in our country who have to make a choice when they’re ill between buying food or buying medicine. Now, they no longer have to choose. For us to be able to **help everyone live fuller, healthier lives is a wonderful thing.**”

Robert Sun  
Managing Director of Watsons Philippines



## Improving the Lives of Filipinos

In the Philippines, access to healthcare can be patchy; especially for the pharmacy sector, in the Philippines, customers often buy one pill at a time, as they can afford it, because the cost of a whole packet of medicine is beyond their reach.

In 2014, Watsons Philippines launched its now hugely popular line of Watsons Generics medicines, which consumers can buy in full packs or just one pill at a time. Watsons' wish was to help extend the availability of drugs by making them affordable – and by using the Watsons name to instil confidence in the quality of generic drugs in a market where people have been wary of non-branded goods. Generics at that time accounted for only 5-6% of drugs sold in the Philippines, compared to more than 60% in the United States. Watsons thought that needed to change.

By launching Watsons Generics, it has – one pill at a time – helped more than 1.1 million people, and has dispensed nearly 74 million tablets, capsules, vitamins and over-the-counter drugs. In 2015, Watsons Generics sales grew dramatically, but more importantly, high-quality medicine has become affordable to the general public of the Philippines. Watsons has also launched a Patient Management Programme to help patients comply with their doctors' prescriptions, further improving healthcare in the Philippines.





Mall-Combined Format



Hospital Out-Patient Pharmacy Format



Department Store Format



Focus Story

### Global Brand, Local Strategy

In partnership with local mall developer SM, Watsons has gradually and thoughtfully expanded its footprint in the Philippines, not just opening new stores but adapting formats to provide the best combination of products and services to customers in different areas. Its very first stores were in the SM Megamall and Podium centre in Manila, and it rebranded SM's existing drugstores to become Watsons stores.

As it grew, Watsons Philippines focused hard on building a solid pharmacy business, hiring new teams of people, giving them world-class training, establishing strong links with local medical professionals and ensuring its customer service team delivered the expert knowledge and friendly smiles that are so important in the Philippines. To meet the needs of local communities, it has launched some stores that are purely drugstore or pharmacy counters, while others are Watsons stores, with a broad selection of goods, and others, branded SM Beauty, provide the most extensive range of beauty products.

In little over a decade, Watsons has become a trusted friend of customers in the Philippines, and has built up a base of more than 4.3 million loyalty club members. It also has become a Top 10 Retailer in the Philippines and has won a range of industry awards.



"It's always **exciting** to come to Watsons - there are new products to try all the time, plus all of my favourites. It's a luxurious but **very friendly** place to shop. I could spend hours here!"

"I now know that **I can afford** to look after my family properly, buying them the medicine they need whenever they get sick. I used to worry about this a lot, and now I don't have to."

Watsons customer





### Spreading the Love

Part of Watsons' mission in the Philippines has been to extend the friendly, happy spirit of its staff to some of the people who most need a helping hand. Operation Smile Philippines began in 2013 to provide corrective surgery to children born with facial disfigurements. More than 100 young people have been treated so far, enabling them to smile for the first time and feel confident of a brighter future. This year, to mark A.S. Watson Group's 175<sup>th</sup> anniversary, Watsons Philippines has pledged to help 175 more children, giving them new smiles and fresh hope.

Watsons has also been promoting healthy living through the fun of a run under the theme of Sun Warrior in Manila, which for four years has encouraged people to celebrate fitness. The event is also an opportunity to remind people of the importance of daily sun protection to healthy living. More than 5,000 people joined this year's event, making it a huge success.



Robert Sun, Managing Director of Watsons Philippines (middle in the back row), greatly supports the programme

### A Human Business

Watsons Philippines knows that its future depends on its people, and its investment in personal and professional development of staff is paramount. Watsons wants to recognise, reward and promote excellence among its staff, and is continually improving its people-management practices to retain talents. It is essential that its staff feel not only rewarded but also cared for; Watsons future strength depends on forming a long-term partnership that is mutually beneficial.

Watsons Philippines has obtained accreditation from Investors in People. It has spent a year to put in place the systems and practices it needs to reach the internationally recognised standard. Just as importantly, it has demonstrated to staff that the company cares for them, appreciates them, and wants to see them realise their full potential.



"14 years of working for a company that feels like a family! I've learnt so much. But, beyond that, the company has given me a shot at **real happiness**. Watsons is where I met my wife; we really are a **Watsons family**."

Claro C. Vizconde  
Watsons staff



## The Way Ahead

As Watsons furthers its expansion beyond Manila, it is working closely with its local team to understand the needs of individual communities, making sure it provides the formats and product ranges that are relevant to local customers.

Innovation is playing a vital role in Watsons' efforts to bring smiles to the faces of more people in the Philippines. It is constantly on the look-out for value-added services it can offer its customers in store, such as free blood-pressure monitoring and free consultations with doctors, helping to bridge gaps in public health services. It also seeks to engage patients in managing their own health, equipping them with the tools they need to make informed decisions and lead healthy lives.

As one of the fastest-growing economies in Asia, the Philippines enjoys a positive market outlook and growth in GDP forecast upwards of 6% in the coming few years. Watsons is, no doubt, a part of that growth story, bringing health and big smiles to the people of this wonderful country, and like the symbol of sun on the national flag of the Philippines, empowering the people there to look good and feel great.



# ALWAYS MORE

More ways to look good and feel great





# Project LOL

## Elderly Day 2016



To celebrate 175<sup>th</sup> anniversary and support the Hong Kong SAR Government's "Appreciate Hong Kong" campaign, **A.S. Watson Group** has launched a philanthropy programme called "Project LOL" to bring lots of love and lots of laughs to the community. As the highlight activity under the Project, "Elderly Day 2016" was held on 17 April 2016. A volunteer team with over 1,300 volunteers from our six retail and manufacturing businesses in Hong Kong, together with 39 business partners visited more than 1,750 singleton elderly in the city.



Have a look of such meaningful activity!

[goo.gl/ONmm2c](http://goo.gl/ONmm2c)





# Lots of Love, Lots of Laughs



Matthew Cheung, GBS, JP, Secretary for Labour and Welfare, Hong Kong SAR Government (2<sup>nd</sup> from right), Dominic Lai, Group Managing Director of A.S. Watson Group (2<sup>nd</sup> from left) and Malina Ngai, JP, Chief Operating Officer of A.S. Watson Group (1<sup>st</sup> from right), present goodie bags to the representatives of Hong Kong Young Women's Christian Association





Viral video attracts over 210,000 views on Youtube

### WeSmile Web App – Bringing Lots of Laughs to HK People

A humorous app that puts smiles on people's faces – quite literally – proved a hit with mobile-savvy Hong Kongers and was a great way to spread the word about Project LOL. The WeSmile app gave people great smiles for their selfies and allowed people to upload their most smiley pictures to have their smiles rated by facial-recognition artificial intelligence software. It became a very effective ice-breaker on our visits to the elderly, and we saw a lot of smiling faces!

Participants could also share their smiley images, along with their smile ratings, via Facebook. This encouraged their friends to then take up the smile challenge and spread the joy in the community.



## Project LOL Goes Digital

To add sparkle to Project LOL, and to bring it to life for the broader Hong Kong public, **A.S. Watson Group** created innovative digital and offline marketing campaigns, spreading Lots of Love and Lots of Laughs to a highly appreciative community.

### Viral Video – Giving Lots of Love to the Community

Our mission to spread love and care to the needy in a fun, engaging way, started right at the very beginning of our programme, with a volunteer briefing that was educational and informative, but still lots of fun. A video was filmed to build public awareness about the needs of the elderly, and reached a wide range of young people through cooperation with well-known YouTube influencer. The video served as a helpful guide to our volunteers before they went on visits to elderly people. The video gained over 160,000 views in its first week of release making it one of the top trending YouTube videos in Hong Kong at the time.



SAY CHEESE!



# Cool Gifts Bring Summer Smiles



What is more refreshing than a cool cone of ice cream in summer? As a part of celebrations to mark the Group's 175<sup>th</sup> anniversary, Project LOL set out to spread "Lots of Love, Lots of Laughs" to the Hong Kong community by giving away free ice cream.

Ice cream van is part of the Hong Kong's history so Project LOL decorated such traditional ice cream van with colourful graphics and messages; the ice cream van toured around the city at the end of May, and stopped by the Group's offices and the bustling shopping districts of Tsim Sha Tsui and Causeway Bay. Thousands of colleagues and Hongkongers enjoyed a cool treat from us, and many have since followed Project LOL's Facebook Fan Page to keep abreast of the latest news from the Group's philanthropy programme.



Stay tuned with Project LOL!  
goo.gl/4Afc9E

Our Responsibility







# CAN-DO Spirit

Adhering to the motto of "Yes I Can!", **A.S. Watson Group** Hong Kong Student Sports Awards (HKSSA) held the 11<sup>th</sup> award presentation ceremony on 15 May. With the participation of 85% of all primary, secondary and special schools in Hong Kong, HKSSA presented awards to 943 student sports elites this year. Famous sports talents were there to share their experience and Eddie Ng Hak-kim, SBS, JP, Secretary for Education, was invited to present the awards to the student sports elites and encourage them to work hard for a wonderful future.



Eddie Ng Hak-kim, SBS, JP, Secretary for Education, presents the certificate to awardee

Celebrating the 11<sup>th</sup> anniversary of HKSSA, Li Bing, Director, Department of Publicity, Cultural and Sports Affairs Liaison Office of the Central People's Government in the Hong Kong S.A.R. (9<sup>th</sup> from right in the front row), Dominic Lai, Group Managing Director of A.S. Watson Group (middle in the front row), Malina Ngai, JP, Chief Operating Officer of A.S. Watson Group (8<sup>th</sup> from left in the front row) and Yeung Tak-keung, Commissioner for Sports, Recreation and Sport Branch, Home Affairs Bureau (9<sup>th</sup> from left in the front row) take group photo with the awardees

Yes! Can!  
我敢創未來!



# Bring More Smiles to Life



A.S. Watson Group HK Office - Safe and Smart Living for Elderly



A.S. Watson Industries - Halloween party



PARKnSHOP Hong Kong - Outing with elderly



FORTRESS - Elderly visit



Watsons Hong Kong - Cooking day for single parent families

## A.S. Watson Global Volunteer Day

**A.S. Watson Group** Global Volunteer Day has been held for fifth consecutive year, motivating its business units around the world to engage their staff and family members to serve the community. For the Global Volunteer Day 2015, totally 34 business units joined hands to bring more love and smiles to the communities we are operating in.

This year, the Global Volunteer Day will be one of the highlight activities under Project LOL, bringing lots of love and lots of laughs to the communities. See you all in the volunteering activities!



Recall the touching stories  
last year on Facebook!

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



Our Responsibility

34 BUS  
190+  
Activities



29,000+  
Volunteers



Watsons Thailand - Community health park project



Watsons Indonesia - Free health check



Watsons Taiwan - Love Your Lungs Sports Day



PARKnSHOP China - Love & Hope for rural children



Watsons China - Education support project



Watsons Malaysia - Children cooking class



Watsons Singapore - Elderly visit



Watsons Philippines - Health check day



Drogas Latvia - Global Hand Washing Day



Watsons Ukraine - Visiting boarding school

## Beneficiary groups included...

- Children in schools, orphanages and hospices
- Elderly
- Underprivileged families
- Patients and healthcare institutions
- The mentally and physically challenged
- Local communities
- Green groups



Drogas Lithuania - Global Hand Washing Day



ICI PARIS XL Benelux - Charity run



The Perfume Shop - Fundraising day



Superdrug - Fundraising day



ASW Europe Office - Art day



### Showing the **WAY**

A mentorship programme linking **FORTRESS** with students in Hong Kong entered its second year, in collaboration with the Evangelical Lutheran Church of Hong Kong. The scheme helped students understand the retail sector and provided career coaching through a range of activities including store and warehouse visits and workshops on personal development and job interview skills.



### Run for **FITNESS**

**Watsons Water** has been a key sponsor of the Hong Kong marathon for 20 years, and its contribution this year included more than 130,000 litres of water and 73,000 litres of Iso-tone sports drink to help runners achieve their best at this fantastic event. It also worked with MoovFit on the free fun running app, which helps runners keep track of their activities and calories burned.



### Turn the Light **Off**

**PARKnSHOP**, **FORTRESS** and **Watsons Hong Kong** have signed up to the Hong Kong Charter on External Lighting by the Hong Kong Environmental Protection Department, to turn off decorative and promotional lighting that affects the outdoor environment between 11pm and 7am every day. There are nearly 270 stores from the Retail Hong Kong business of A.S. Watson proudly taking part.



# SUPER QUIZ

## Answers

to Issue 94

### Questions

- 1) What does "LOL" stands for in the ASW Project LOL?
- 2) How many elderly did we serve in Elderly Day 2016?
- 3) How many Watsons Generics tablets were dispensed since its launch?

#### Super Prize (1)

Facial Cleansing Device



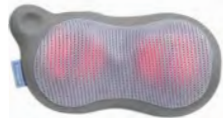
Sponsored by



A.S. Watson Group

#### Gold Prize (2)

Massage Pillow



Sponsored by



A.S. Watson Group

#### Silver Prize (10)

Watsons Limited Edition Tote Bag



Sponsored by



Philippines

- 1) 1841
- 2) Causeway Bay, Hong Kong
- 3) Project LOL

#### Super Prize (Fitbit Surge)

##### Name

##### Company & Department

1. Rainbow Chan Watsons Taiwan - Store 0512

#### Gold Prize (Samsung Gear Fit)

##### Name

##### Company & Department

1. Stuart Goddard Superdrug - Store 0933

#### Silver Prize (Philips Bluetooth Speaker)

##### Name

##### Company & Department

1. Angela Tang CGI - Sales Administrator
2. Claire Zhang PARKnSHOP China - Leasing Department

### Superquiz goes digital!

Deadline: 30 Sep, 2016

You 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: \_\_\_\_\_



# Singularity University, Exponential Universe

The Li Ka Shing Foundation's education mission transcended old-school learning as it brought Singularity University's leading thinkers to 300 of Hong Kong's most promising young minds.

In April, the Techcracker Exponential Learning Program welcomed over 300 high school and university students at Chi Sun College at the University of Hong Kong for a cross-discipline look at the future from Silicon Valley's brightest minds.

## Singular Singularity

At Singularity University, the meaning embraces the sense of explosive growth, of mankind at an inflection point beyond which everything will change. The 'university' defies old definitions of a venerable school of traditional learning. Founded in 2008, its team of visionaries and partners from around the world are no ivory tower academics, but hands-on leaders in fields including artificial intelligence (AI), healthcare, big data, robotics and many more.

They seek to "apply exponential technologies to address humanity's grand challenges".

Singularity University believes that advances in science and technology are driving an exponential rate of improvement across many fields, that, when considered together, can solve humanity's oldest and most persistent problems such as poverty, hunger and saving our environment. The university is a company that supports education, new-tech firms, NGOs, governments and others to work together and move ahead.

Students were energised by this novel, forward-looking approach. Student Andrew Kwok of The Hong Kong Polytechnic University says he felt like he was "attending a school that has a curriculum from 2020". Zhou Juntao says he is ready to tackle the big challenges after attending Singularity University, excited by an experience that "introduced many amazing technologies to me, and encouraged me to contribute to solving the global challenges with my knowledge".





### Expand your mind

The LKSF invited students directly, addressing them as “solvers and thrivers who have the potential to change our world”. Those solvers loved the programme, and as attendee Peter Gu explains, “Every speech in Singularity University was really inspiring and quite different from traditional ones. It let us know what the coolest people in the world are doing.”

One of those ‘coolest people’ is Chipp Norcross, Singularity University’s Managing Director for Executive and Custom Programs. He spoke regarding the nature of exponential growth and encouraged students to go beyond linear thinking. While students may do well in traditional linear learning and memorisation, the nature of future growth would involve an acceleration of progress, demanding new ways of applying knowledge.

The Foundation hoped the day would help students “expand their minds” and “give a free, quality programme for Hong Kong students” who perhaps couldn’t otherwise afford it. LKSF prepared students by asking them to consider, before arriving, questions such as “Would you let a robot drive you to school? Would you let a robot cook all your meals?” and “Would you trust your health exclusively in a robot/AI doctor?” Game-changing technologies, when applied, won’t be remote or obscure, but will be a part of daily life. Students designing and using this tech need to think about how it will change people’s lives.

The broad range of technologies discussed included digital biology, AI and robotics, digital manufacturing and 3D printing, and more. Students had ample opportunities to engage with the top-notch Singularity University faculty, flown in from Silicon Valley. Those thinkers gave advice that, while welcome, may prove to be easier said than done. Like managers told to think long term, but driven by quarterly earnings, students often feel they have to sacrifice deep learning when exam pressure hits. But Neil Jacobstein, Co-chair of the Artificial Intelligence and Robotics Track at Singularity University, encouraged them, saying, “Don’t just learn to get good grades, but to nurture your critical mind.”

Or nurture artificial minds. In his talk on artificial intelligence, he explained to students that they wouldn’t just use their own brains to solve problems, but the new paradigm

would see them use AI for “pattern recognition techniques to solve practical business and technical application problems”.

### The power of exponential tech

Amin Toufani, Singularity University Vice President, Strategic Relations, spoke on the way exponential technologies are turning economics upside down. He led with some things that university students are interested in: money and tech, sex and death, and music, satire and finance. These all show the power of new technologies to change the world outside the technology sector.

Students seemed to appreciate the interaction and inspiration. One high school student, Liang Hui Lin, from Hong Kong’s prestigious Diocesan Girls’ School thought the programme gave her “a new way of thinking” and “inspired the innovative side of [my] mind”. Beyond science and engineering, students were also inspired to consider the values that they brought when considering how technology could be used.



## 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 25 markets worldwide.

Today, the Group operates over 12,400 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

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