





# Wats<sup>98</sup>ON

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# Health and Happiness

**A Research with 10,000 Customers  
in 11 Markets**

Everybody wants to be and feel healthier, but they don't always know how to get started. A.S. Watson wanted to understand the consumer trend in health and wellbeing and what health topics people concern most. That's why we held the Global Health Campaign and commissioned our first ever 'Global Health Research', to take the temperature of global attitudes towards health.

This study was published on 7 April to coincide with World Health Day. Through conversations with more than 10,000 people in 11 markets, we've been able to measure how people feel about their own health and – crucially – where we can help them achieve their goals for healthier living.



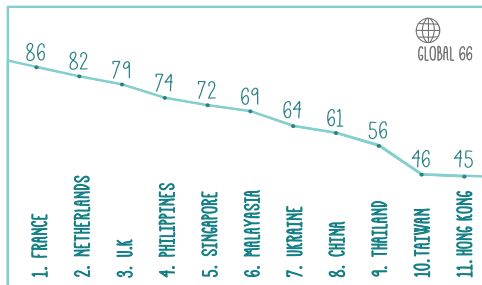
# Focus Story

## A Census on Health

The survey was conducted by WISE (Watson Insights on Shoppers Experience), a research division of A.S. Watson Group, and the Global Health Index combined people's responses to a range of questions across multiple health topics into a single score. This Index reflects people's perceptions of their own health, and how knowledgeable they are about various health related matters.

People in France, the Netherlands and the UK scored the highest in the Global Health Index. European markets generally fared better than Asian markets, although Ukraine, Thailand and the three Greater China markets underperformed the global average. The Philippines was the top-scoring Asian market and ranked fourth in the index overall. It was closely followed by Singapore and Malaysia.

Across regions and countries, the number one health subject emerged was having a healthy diet. Weight control was the next-biggest concern, especially true in Thailand and Taiwan.



# HEALTH AROUND THE WORLD

A GLOBAL SURVEY OF TRENDS AND TOPICS

WE START TO OVERLOOK PEOPLE ACROSS THE WORLD  
BETWEEN THE AGES OF 15 AND 40. WERE'D WANT WE ASKED!

## MODERN LIFE

BUSY URBAN LIFESTYLES AND THE LACK OF A COMPANION CAN CAUSE PEOPLE TO SKIP EXERCISE



## THE CONTINENTAL DIVIDE

IN GENERAL, ASIAN CONSUMERS ARE NOT AS "HEALTH SAVVY" AS EUROPEANS

## ADVICE MATTERS

ONLY **1 IN 5** PEOPLE SEEK'S PHARMACIST ADVICE WHEN UNWELL. **35%** SEARCH FOR THEIR SYMPTOMS ONLINE.



## HAPPY = HEALTHY

THE HAPPIEST PLACES ARE THE HEALTHIEST TOO



- infographics to educate the public on research findings

# Focus Story

## Smile – A Booster for Health

Being healthy does not just pertain to physical wellbeing; it's about feeling good, too. In fact, health and happiness are two sides of the same coin. That's why, our conversations with consumers went beyond physical health and also looked at happiness.

We found strong links between happiness and overall health and wellbeing. People in France, the Philippines, China and Malaysia posted strong results both for 'smiling enough' and 'feeling healthy', while those in Hong Kong, Taiwan and Ukraine under-indexed on both.



The good news is that when people find reason to smile, they're not only happier, they feel healthier. We can play our part in bringing happiness to consumers with a simple smile. We are proud to have run the Global Smile Campaign since 2014, a worldwide effort to bring the most human of gestures – a smile – to as many people as possible.



**HAPPY = HEALTHY**  
THE HAPPIEST PLACES  
ARE THE HEALTHIEST TOO



### The Information Gap

When most people feel unwell, they usually head for their doctor. In the UK and the Netherlands, people tend to try over-the-counter medicine, before seeking professional help. Only 21% of people in our global survey say they would talk to a pharmacist when they are ill.

In fact, consumers are more likely to ask the views of friends, families and colleagues than visit a pharmacist, and more than a third of people search their symptoms online to try to work out what they should do. While the internet can be a great resource, using it for medical advice could endanger health, as online advice is not always coming from reliable sources.

There is a clear opportunity for our pharmacists to help fill the information gap for consumers. We need to let people know that pharmacists can help with advice and guidance on self-medication – all with local convenience and a friendly smile.



**GET  
ACTIVE**

Tell us how you've done it  
#getactive

“The Global Health Index shows us that people say they want to become healthier by exercising, but not many of them walk the talk. We want to help people see that they don't need to put on sports gear to be active in daily life. We want to encourage more people to live healthier, more active lives, and create closer bonds with their favourite brands through our healthcare expertise, both online and offline.”

**Malina Ngai**

Chief Operating Officer, A.S. Watson Group

## Global Health Campaign – Helping 46 Million People #GetActive

The research we've done is part of our larger Global Health Campaign, which focuses on encouraging people to get active as often as possible.

One of the biggest barriers to exercising found in our research is not having enough time, or having time but feeling too tired by the stresses of daily life to feel like doing it. To help people jump some of these hurdles to healthier living, we're coming up with ways to make exercise an easy, fun part of your daily routine, and helping people get over the idea that exercise has to be time-consuming and involve special equipment. When it comes to exercise, the little things add up – and our days are full of opportunities to do them.



Watch the campaign Video!



# Global Store Team Awards



Dominic Lai (Second row, 10<sup>th</sup> from right) , Group Managing Director of A.S. Watson Group celebrates the store teams' success with winning store managers



Celebrating The Best In Retail  
A.S. Watson Group hosted an award presentation ceremony on 7 March 2017 to present Global Store Team Awards to the winning stores in our 25 operating markets in Asia and Europe. Forty-seven best of the best stores selected from its 13,300 store network across 25 markets were honoured for achieving outstanding performance in their respective markets, and their dedication to put a smile on customers' faces.



[YouTube](#) Watch the highlight Video!



# WINNING STORES LIST

😊 = Winning Store Manager

## FORTRESS Hong Kong

Cityplaza

😊 Fung Ka Lok, Jackie

## PARKnSHOP Hong Kong

Cyberport

😊 Li Yiu Fai

## PARKnSHOP China

Guangzhou Metropolitan Plaza

😊 Ye Yanhua

## Watson's Wine Hong Kong

Hopewell Centre

😊 Wong Wai Kwong, Edward

## Watsons Hong Kong

Times Square Health

😊 Chuang Kam Fai

## Watsons China

Beijing Changping Vanke Mall

😊 Gong Yuling

Baoding Jingxiu Vanbo Plaza

😊 Han Fei

Shanghai Pudong Kerry Centre

😊 Cao Jian Yun

Zhengzhou Erqi Wuxian City

😊 Zhang Lei

Nanjing Jiangning Wending Plaza

😊 Wu Wei

Jilin Changyi Fortune Plaza

😊 Zhang Xiao Ju

Zhuhai Huafa Mall

😊 Tang Hailing

Changsha Wangfujing Venus

😊 Lai Wenbin

Xian Saga International Shopping Mall

😊 Mao Guo Ping

## Watsons Taiwan

Hsin Pin

😊 Li Chia Mei, Tanya

Wu Chang

😊 Lin Li Fen, Jenny

## Watsons Malaysia

IOI City Mall

😊 Noor Humaira Omar

## Watsons Thailand

Central Phitsanulok

😊 Sathit Poolthong

Central Plaza Khonkaen

😊 Sujittatra Yurachai

## Watsons Singapore

NEX

😊 Raul Garcia

## Watsons Philippines

Megamall Department Store

😊 Lovely Mortos

## Watsons Indonesia

Summarecon Mall Bekasi

😊 Gunawan

## Watsons Turkey

Batman Park

😊 Munevver Ozdemir

## Watsons Ukraine

Boryslav

😊 Galyna Korolishyn

## Watsons Korea

DongSeongRo

😊 Gihong Jung

## Kruidvat Netherlands

Ruurlo

😊 Ans Brockötter

Groningen

😊 Daphne Meiring

Eijsden

😊 Piroschka Dreesens



# WINNING STORES LIST

## Kruidvat Belgium

Koekelare  
 ☺ Kimberly Muys

## Drogas Latvia

Valmiera  
 ☺ Kristine Maskavica

## Superdrug UK

Cardiff Albany Road  
 ☺ Talia Powell

## Spektr Russia

Vyborg Ushakova 6  
 ☺ Ekaterina Rumyantseva

## ICI PARIS XL Netherlands

Den Haag Passage  
 ☺ Berenice Reith

## Trekpleister Netherlands

Utrecht  
 ☺ Lois van der Staaij

## Drogas Lithuania

Lietuvininku 39, Silute  
 ☺ Laura Mirauskiene

## Brixham

☺ Kate Thompson

## The Perfume Shop UK

Wembley Central  
 ☺ Marni Flora

## ICI PARIS XL Belgium

Toison d'Or - Brussels  
 ☺ Virginie Baligand

## Savers UK

Clydebank  
 ☺ Donna Lydon

## BEAUTY and the Beach

**Kruidvat** has introduced new Own Brand sun protection products to more than 80 key social media influencers in the Netherlands and 30 more in Belgium at the launch event. A summer beach setting was used to promote skin and hair must-haves for the season. Coverage reached over 250,000 customers.



Gill Smith (right), Managing Director of The Perfume Shop, unveils a commemorative plaque to celebrate the 25<sup>th</sup> birthday of The Perfume Shop

## Silver CELEBRATIONS

**The Perfume Shop** is celebrating its 25<sup>th</sup> anniversary, during which time it has grown into UK's largest specialist fragrance retailer, with over 260 stores in the UK and Ireland. Celebrations included free fragrance for the first 25 customers in its first ever store at Birmingham Bullring on 21 March, and a month of special offers across all stores.

THE PERFUME SHOP

### PRETTY in pink

Bows, blossoms and a pink carpet brought the beauty of a spring day to the **ICI PARIS XL** exclusive press event. Journalists attended the presentation held in Amsterdam, during which ICI PARIS XL launched its new Own Brand products such as ONLY YOU five scented nail polish shades and BE Creative Makeup's Spring-Summer collection.

ICI PARIS XL



Diane Cheung (Second row, 3<sup>rd</sup> from right), General Manager of Watsons Hong Kong, hosts the launch event

### BEST of British

One of UK's best-known health brands, Holland & Barrett, has arrived in **Hong Kong** and is available exclusively at **Watsons**. Watsons GenY store in Kowloon Bay, a concept store designed to appeal to young adult shoppers, was decked out in British-themed finery for the launch event to reinforce the brand's rich heritage.



### 3,000 and counting

**Watsons China** celebrated its 3,000<sup>th</sup> store opening at Shanghai Super Brand Mall on 13 April. The new store becomes a landmark in the brand's rapid expansion around the country, and also the launch of a new and stylish store format, showing how Watsons adapts to shoppers' changing needs as it builds on its rich heritage.



Christian Nothhaft (middle), CEO of Watsons China, and Kulvinder Biring, Acting CEO of Watsons China (10<sup>th</sup> from right), kick off the celebration event



Kay Yi (5<sup>th</sup> from left), General Manager of Watsons Taiwan, hosts the celebration party

### Turning 30

**Watsons Taiwan** celebrates its 30<sup>th</sup> anniversary and marks the achievements that strong teamwork has delivered through the decades. During the Spring Wine Event, Watsons Taiwan walked employees through key moments and developments in the growth of the business and thanked them for their support throughout these years.



## Savers are **WINNERS**

**Watsons Malaysia** promoted its Switch & Save campaign, which encouraged customers to try Watsons Own Brand products and enjoy the savings. The campaign focused on loyalty club members, who could enter into a grand draw to win amazing prizes every time they bought an Own Brand item.



## **MORE** Than Skin Deep

**Watsons Thailand** has launched a new sunscreen, Dermaction Plus by Watsons Advanced Sun, which protects delicate skin from sun damage and visible light. Capturing the opportunity of Korean beauty trend, **Watsons Philippines** is rolling out K-Beauty zone in stores, an easy-to-find zone with popular Korean beauty products, which is being promoted extensively online.



And the **WINNER** is ...

Watsons Beauty and Personal Care Awards by **Watsons Turkey** were held for the third time, in which almost 100 nominees in 20 categories competed to be named Product of the Year. Meanwhile, the **Fortress** Better Living Award was held in Hong Kong to recognise its outstanding business partners. The event themed “Digital Transformation” involved special-effects photo booths and other fun, digital activities.



**QUENCH** your thirst

**COOL** water has been relaunched with refreshing new packaging and promotions urging young customers to dare to be different and “LIVE the way”. Meanwhile, **Watson's** beverage has launched its 100% Natural Sports Drink with funny online promotional videos. The new drink, which is low in sugar, low in calories and has no fat, were given to 75,000 runners at the Hong Kong Marathon.

COOL **Watson's**

# Recent Awards



## A.S. Watson Group

Mob-Ex Awards 2017 Best App (Social) - Silver Award

Mob-Ex Awards 2017 Best Use of Interactive Media - Bronze Award

Mob-Ex Awards 2017 Best Mobile Team - Gold Award  
(by *Marketing Magazine*)

Top Employer in Netherlands 2017

Top Employer in Belgium 2017  
(by Top Employers Institute)

## 豐澤 FORTRESS

MARKies Awards Best Use of Mobile - Silver Award  
(FORTRESS App)  
(by *Marketing Magazine*)



## Hong Kong

Outstanding Partnership Project Award - Certificate of Merit  
(by The Hong Kong Council of Social Service)

Mob-Ex Awards 2017 Best App (Consumer Brand) - Silver Award  
(PARKnSHOP App)

Mob-Ex Awards 2017 Best E-Commerce App - Gold Award  
(PARKnSHOP App)

MARKies Awards Best Idea Retail - Bronze Award  
(PARKnSHOP App)

MARKies Awards Best of Apps - Bronze Award  
(PARKnSHOP App)  
(by *Marketing Magazine*)

## watsons

### Taiwan

Yahoo! Super Golden Store Awards  
(by Yahoo)

### Thailand

Editor's Favourite Sunscreens Award 2017 Best Quality Sunscreen - Advanced Sun Water Drop Cream Gel  
(by *LISA Magazine*)



Best Self Care Advisor  
(by Central Bureau of Drugstore)

## Drogas

### Lithuania

Best Buy Award 2017/2018 - Best Price-Quality Ratio  
(by International Certification Association)



### UK

CIPD People Management Award - Best Learning and Development Initiative

(by Chartered Institute of Personnel & Development)

OTC Marketing Awards  
(by McCann HumanCare)



### UK

Ranked 10<sup>th</sup> amongst the 30 best Big Companies to Work for 2017  
(by *Sunday Times*)



### UK

The Marcom Awards  
(by Marcom Organisation)

The Jasmine Awards - Rising Star Award  
(by The Fragrance Foundation)

Top 10 Retailers for Best Rated Shops  
(by *Which?*)



### Netherlands

Best Cosmetics Advisor Competition  
(by Dutch Cosmetic Association)



## New Store Openings



Superdrug – Fenchurch Street



ICI PARIS XL – New stores in Esch-sur-Alzette, Capelle aan den IJssel, Wavre and Nijmegen



Trekpleister – 2 new stores in Leidschendam and Apeldoorn



Watsons China – The 3,000<sup>th</sup> store at Taiyuan City



Watsons Philippines – First store at Quezon City



PARKnSHOP China – New Taste in Guangzhou

“ I joined Watsons as a part-timer during my college years, after many happy experiences as a customer. I was lucky to be selected as a Management Trainee after graduation, and was promoted to Customer Service Assistant Manager within four years. I really appreciate the support I've had from my supervisors, and the opportunities I've had to develop my career. I'm happiest when helping customers find what they need, and leading my team to reach our targets. One special day was when our store invited local kindergarten children to a Halloween party. It was wonderful and meaningful to put smiles on these children's faces. They are indeed our little customers. ”

## Rose Wu

Customer Service Assistant Manager  
Watsons Taiwan  
Years of service: 4.5 years



# Our Responsibility

## Step up for **HEALTH**

Let's move and get active! On 20 April, A.S. Watson **Lifestyle Club** encouraged colleagues in Hong Kong were to walk up 299 steps in the morning. After the workout, they went on a shopping spree at Watson House where a wide range of goods were sold at generous discount.



## Family **FUN**

**PARKnSHOP Hong Kong** volunteers teamed up with the Christian Family Service Centre to host a Green Day for grassroots families from Tin Shui Wai. The event brought together its volunteers and around 30 participants, who spent a fun-filled morning at a park, picked up some new tips on green living, and enjoyed a tie-dye workshop to make unique handkerchief.



## Our Responsibility



### GIRL power

**Watsons Thailand** marked International Women's Day by selling 13,000 green ribbons to raise money for the Association for the Promotion of the Status of Women which supports activities that help women in the community. All funds, without any deductions by Watsons for costs, were donated to the association.



### It's **TEAMWORK!**

The staff at **Savers** showed true team spirit on the night of 23<sup>rd</sup> March when a burst water pipe caused widespread flooding in the store at Lisnagelvin. Water was three inches deep but the team worked throughout the early hours of the morning to clean up and were ready to open at normal time, ensuring they didn't let customers down and didn't miss out on any of the busy Mother's Day shopping period. Their good works were greatly appreciated.





Mr Li Ka-shing shares a relaxing moment with the crew of Hannah and Jasmine

## Hannah and Jasmine 640km of fortitude and endurance

Shantou University's first rowing expedition team comprises 20 students – 10 young men on board Hannah and 10 young women on board Jasmine. The rowers embarked on their amazing eight-day challenge at Shantou on 11 February and entered Victoria Harbour on 19 February where Mr Li Ka-shing was waiting to welcome both teams to Hong Kong. The rowing challenge sponsored by the Li Ka Shing Foundation was predominantly a training of physical and mental fortitude, learning ocean skills and the meaning of esprit de corps.



### The students made several breakthroughs:

1. The challenge marked the first ocean rowing event in Asia.
2. The two R45 ocean rowboats used by the team are customised for race and the first to debut in Asia.
3. The challenge set a precedent for ocean rowing amongst universities in the world.
4. A competition-based education programme. The 20 members of the team were rigorously chosen from a pool of 260 candidates and trained for a year.
5. It is also a fundraiser for environmental protection and conservation of sea turtles and mangroves.

