



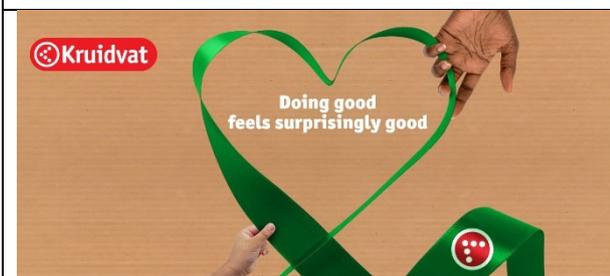
## Social Purpose of A.S. Watson Retail Brands

	<p><b>Watsons</b> kicks off the launch of social purpose “<b>Look Good. Do Good. Feel Great.</b>” with a region-wide Earth Day programme in April. It also plans to establish green classroom to raise awareness and foster sustainable lifestyle, while creating open collaboration by providing sustainable product choices to customers.</p>
	<p><b>PARKnSHOP</b> inspires its customers to “<b>Live Better. Eat Better</b>” by introducing more sustainable and healthier choices to them and targets to triple its offerings of plant-based meat alternative and vegan dairy products which help reduce the carbon footprint.</p>
	<p>“<b>Living Better Together</b>” with customers is <b>FORTRESS</b>’ social purpose. A green hackathon will be launched for university students so that they can learn more about retail &amp; sustainability by developing innovative green plans to help customers live better at their home as well as the planet, our unique home.</p>
	<p><b>Watson’s Wine</b> “<b>Loves to Share</b>” its care to the nature, community and people. To advocate sustainability, it is actively sourcing biodynamic wines from around the world and promoting wine bottle upcycling programme.</p>

# A.S. Watson Group



As the first beverage manufacturer to use 100% recycled PET material for bottles and introduce Reverse Vending Machines in Hong Kong, **Watsons Water** aims to collect an equivalent of 100% of plastics it produces, and replace at least 30% of the current packaging with higher recyclability by 2030. With **“Because We Care”** as its social purpose, it will also launch refillable bottles made with aluminium to further catalyse the circular economy.



**Kruidvat** advocates **“Doing Good Feels Surprisingly Good”** and helps customers to feel healthy, beautiful and good by making more sustainable products available to them.



**Trekpleister** strives to be **“Better Together”** with its people, customers and community. It believes in the power of care which creates a positive impact and makes the world better.



**Superdrug** believes in **“Doing Good Feels Super”** and motivates its customers to do good through reducing packaging consumption, picking a sustainable option and donating for a great cause.



**Savers’** social purpose is to do the right things **“For You, and Your Home”**, not only taking care of its customers but also creating a better home and planet for them to live.



	<p><b>Drogas</b> aims to “<b>Do Good, Feel Great</b>” with its customers, working hand-in-hand towards a sustainable future through recycling programme and more sustainable choices.</p>
	<p><b>Rossmann</b> is dedicated to “<b>Creating Sustainability Together</b>” with its customers by offering sustainable products to help them live a greener and more sustainable everyday life.</p>
	<p>As a beauty retailer, “<b>Here’s to the Beauty of Happiness</b>” is <b>ICI PARIS XL</b>’s social purpose. It aims to make its customers happy by inspiring them to be their best version and bringing more to the generations of today and tomorrow.</p>
	<p>With “<b>Feel Good When You Smell Good</b>” as its social purpose, <b>The Perfume Shop</b> will be refreshing its CSR pledges this April, including a relaunch and expansion of its bottle recycling scheme.</p>