



## A.S. WATSON GROUP OPENS ITS WORLDWIDE 15,000<sup>th</sup> STORE IN KUALA LUMPUR



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(Kuala Lumpur, 26 March 2019) The world's largest and fastest growing international health & beauty retailer A.S. Watson Group celebrates an important milestone today as it opens its 15,000<sup>th</sup> store.

### Growth Continues at Record Rate

For the fourth year in a row, A.S. Watson's new store opening continues to be at an average speed of one store every seven hours across its 25 markets in Asia and Europe.

The worldwide 15,000<sup>th</sup> store opening of A.S. Watson coincides with its 500<sup>th</sup> store opening of Watsons in Malaysia, one of the fastest growing countries for beauty and wellness products. Watsons is the flagship retail brand of A.S. Watson with over 7,200 stores in 13 markets in Asia and Eastern Europe.

The new store is located in Central i-City, a new shopping mall in Malaysia, and it uses technology to enhance customer experience and connect offline and online. The 4,200 square-feet G8 design store is equipped with StyleMe, AR (Augmented Reality) technology, to showcase the latest fashionable product, in a fun and engaging way for customers. Watsons' Hi Mirror skin analysis device is also available for customers to assess their skin conditions at the store. G8 represents the 8th Generation of the Watsons store design incorporating extensive customer and store team feedback, as well as market research of latest trends on shopping experience. It will roll out across the region in Hong Kong, Taiwan, Singapore, Thailand, Indonesia, Vietnam and Turkey later this year.

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Health, Beauty & Lifestyle Retail

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## A.S. Watson Group



### **O+O Strategy - Strengthening Customer Connectivity Online and Offline**

Mr Dominic Lai, Group Managing Director of A.S. Watson Group is very excited at the celebration event of this important milestone, "The continued success of our business is about customer connectivity – our ability to connect customers with products, trends and experience they want in beauty, personal care, health and wellness. Our O+O (Online and Offline) strategy focuses on providing an extensive store network, excellent in-store customer service, most relevant health and beauty assortment, combined with seamless digital experience and loyalty schemes that help to put smiles on customers' faces."

Globally A.S. Watson has over 135 million loyalty members and has been investing HK\$1 billion (approx. US\$128 million) in digital since 2012 to enhance customer experience and enable the business to build data-driven approach to stay closer to customers' needs.

### **A Thankful Celebration**

Mr Lai continues, "We are one of the longest standing companies in the world with 178 years of history. To be able to reach yet another critical milestone, this is only possible with the love from our customers, passion and commitment from our 140,000 colleagues around the world, and the unfailing support from our business partners."

From one dispensary in Hong Kong to 15,000 stores worldwide, A.S. Watson has built close relationship with customers and a strong team of 140,000 colleagues. The celebration activities in every market will be about thanking customers and showing appreciation to colleagues. There will be campaigns in every market to celebrate, including member-exclusive benefits and special offers, both offline and online.

**ENDS**

## A.S. Watson Group



### Photo Captions



Dominic Lai, Group Managing Director of A.S. Watson Group (middle) is joined by two Watsons Malaysia Elite members (3<sup>rd</sup> from left and 1<sup>st</sup> from right), together with Malina Ngai, Group Chief Operating Officer of A.S. Watson Group (4<sup>th</sup> from right), Alan Heaton, Group Finance Director of A.S. Watson Group (3<sup>rd</sup> from right), Ann Lau, Group People Director (Asia) of A.S. Watson Group (2<sup>nd</sup> from right), Rod Routley, Regional Managing Director (Asia) of A.S. Watson Group (4<sup>th</sup> from left), Caryn Loh, Managing Director of Watsons Malaysia (2<sup>nd</sup> from left) and Nur Rashmeen, Store Manager of Central i-City store (1<sup>st</sup> from left) at the opening ceremony of the A.S. Watson Group 15,000<sup>th</sup> Store Opening Event



Dominic Lai, Group Managing Director of A.S. Watson Group (4<sup>th</sup> from left) officiates the ribbon-cutting ceremony of the Group's 15,000<sup>th</sup> Store, accompanied by Malina Ngai, Group Chief Operating Officer of A.S. Watson Group (4<sup>th</sup> from right), Alan Heaton, Group Finance Director of A.S. Watson Group (3<sup>rd</sup> from right), Ann Lau, Group People Director (Asia) of A.S. Watson Group (2<sup>nd</sup> from right), Rod Routley, Regional Managing Director (Asia) of A.S. Watson Group (3<sup>rd</sup> from left), Caryn Loh, Managing Director of Watsons Malaysia (2<sup>nd</sup> from left) and Nur Rashmeen, Store Manager of Central i-City store (1<sup>st</sup> from left)

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Celebrities in Malaysia perform a fashion show at the 15,000<sup>th</sup> Store opening ceremony, featuring the 15,000<sup>th</sup> store special edition uniform and also the benefits of being a customer of Watsons



A Muhibbah Dance performance shows the colourful and exotic culture of Malaysia, the host country of A.S. Watson Group's 15,000<sup>th</sup> store

## Appendix 1

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## A.S. Watson 10 Years Challenge

RETAIL WORLD NOW AND THEN

### Continuous Expansion and Exciting Experience

**2009**



**2019**



In 2009 ASW celebrated 8,900 stores, in just 10 years, the company has added over 6,000 stores and celebrates 15,000<sup>th</sup> store milestone in 2019, bringing more interesting retail format to customers.

### Product Innovation

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2009



2019



Collagen by Watsons has been a hero Own Brand and dedicated to innovation over the last decade. The series covers skin, body and hair, and the formulation is continuously upgraded – no wonder customers cast their votes of confidence with over 200 million pieces sold in 10 years! Collagen hand cream is one of the most popular hand creams in Hong Kong. Also, the bird's nest facial mask is one of the top pick items by Japanese tourists when they visit Hong Kong.



## Faster Checkout with Technology

**2009**



**2019**



Technology makes everything faster- at check-out the experience is now even more convenient. ASW has launched Scan-and-Go and RFID unmanned checkout in its stores, customers can skip the long queues at till and pay quickly with electronic payment.

## From Transaction to Interaction

**2009**



**2019**



In 2009, customers needed to carry a physical membership card to earn points when they were shopping with us. Now, the launch of digital membership card enables them to carry the card on their phone, making it easier for members to earn points right away and keep track of their account and transaction anytime, anywhere.



In 2009, SMS was still a key promotion medium which is one-way focusing on making transaction. In 10 years technology enabled retailers to focus on interaction – social media and mobile apps become the key channels to engage customers.

## A.S. Watson Group



### **About A.S. Watson Group**

Established in Hong Kong in 1841, A.S. Watson Group is the world's largest international health and beauty retailer operating 15,000 stores under 12 retail brands in 25 markets, with over 140,000 employees worldwide. For the fiscal year 2018, A.S. Watson Group recorded revenue of US\$ 21.5 billion. Every year, we have 5.2 billion shoppers in stores and online.

A.S. Watson Group is also a member of the world-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.

Please visit [www.aswatson.com](http://www.aswatson.com) for more in-depth information about A.S. Watson Group and its brands. You may also stay in touch with us via our digital presence (eCommerce, social media, mobile app & more); more details are at <http://www.aswatson.com/our-customers/digitalasw/>.

### **About Watsons**

Watsons is the flagship health and beauty brand of A.S. Watson Group. As the No.1 Asia drugstore/ pharmacy brand for 10 consecutive years, Watsons provides customers with personalised advice on top of its wide product range, making customers LOOK GOOD, FEEL GREAT every day. Watsons currently operates over 7,200 stores and more than 1,500 pharmacies in 13 Asian and European markets, including Mainland China, Hong Kong, Taiwan, Macau, Singapore, Thailand, Malaysia, the Philippines, Indonesia, Vietnam, Turkey, Ukraine and Russia.

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