

Watson¹⁰³N

**Watsons Experience
Launches in Russia**





Watsons Experience Launches in Russia

Watsons is delighted to have opened its first Russian store in St.Petersberg. The launch of Asia's No.1 health and beauty brand will deliver an unprecedented range of world-class products to the increasingly sophisticated Russian market. This is a country where people take great care over their appearance, and by introducing the products and advanced skincare regimens of Asia, Watsons taps into what it sees as huge market potential.



Russia will be the 12th market to host Watsons stores. In every market where it operates, Watsons sets the highest global standards in the health, wellness and beauty market. Putting customers first is what Watsons is all about. It offers customers real value, good service and expert advice – and this is what Watsons will present to Russian customers.

“ The launch of the first store in Russia is a significant step in the expansion of the Watsons brand. Watsons cares deeply about its customers around the globe, addressing their health and beauty needs both instore and online. We are dedicated to making our customers Look Good and Feel Great and putting a smile on their faces.”


Andrei Melnikov
General Manager
Watsons Russia





Emerging Market, Golden Opportunity

Russian customers are seeking out both new experiences and new products in health and beauty. Russia is a magnet for sophisticated travellers from across Europe, and it has significant potential for future growth.

To meet current demand and develop to anticipate future growth, Watsons offers not just more choice of products to Russian customers, but also a unique combination of products and services, including:

 International experience, the extensive sourcing network of Watsons, and our beauty and health expertise

 Beauty trends from Asia and especially from Korea – hugely popular across Asia but underdeveloped in Russia

 Digital and eCommerce solutions, which are well developed in Asian markets but remain largely untapped in Russia

Watsons is an everyday destination that shoppers trust to stock the best products and brands, building relationships with people by providing helpful and timely information. It's also working to be everywhere our customers need us – wherever they are and at whatever time of day suits them.





Best of Global for Local Customers

Covering an area of about 200 sqm, the new flagship store demonstrates the latest Watsons store concept, G7, which has a contemporary chic style. This store design 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.

Offering a one-stop shopping experience to customers, the store carries a comprehensive range of over 9,000 health and beauty products from around the world. Watsons understands the needs of Russian customers, and builds its range to fit their needs, while bringing them the most trusted and most trendy names in the industry from across the globe, including Maybelline, L'Oréal Paris, Pantene, Syoss, Dove, Bourjois, Naturals by Watsons, Isana, Kruidvat, Superdrug and SCINIC.

“When I walked into Watsons, I'm really excited. The store feels very modern, and there's so much choice! The staff are friendly and help me choose the right product.”

Vladlena, Watsons customer

“I've been to Watsons in Asia. It's great to see Watsons now in Russia, so I can buy some of my favourite products closer to home.”

Yulia, Watsons customer



Exciting Future

By the end of 2018, Watsons plans to open about 70 stores in Russia, out of its strong network of 6,600 stores in 12 Asian and European markets. The growth in Russia will make the brand a major employer in the sector, providing 600 new jobs this year alone.

Watsons brings not only world-class services and an international assortment of products and brands, but also its lively approach to marketing campaigns, which have helped make Watsons a leading health and beauty retail brand in Asia.

Russia is the largest country on earth by sheer size, with a population of 144 million people whose demands for quality, choice and service excellence are intensifying. For Watsons, this is an opportunity to serve those demands by its well-honed creativity and innovation, and this is how we groom Watsons to become customers' most-loved retail brand in Russia.



Dominic Lai (second row, 5th from left), Group Managing Director of A.S. Watson Group, and Malina Ngai (second row, 4th from left), Group Chief Operating Officer of A.S. Watson Group visit new concept stores in Shanghai

Watsons China

Recently, Dominic Lai, Group Managing Director of A.S. Watson Group, visited G Next concept stores in Shanghai. During the visit, Watsons' staff demonstrated how to use the high-tech gadgets in store including Skin Test & Style Me and showed how they worked to help find the right products for customers.



**“ Thanks for the hard work of our colleagues.
We must keep focusing on how to innovate to
meet customers' demands and go beyond their
expectations. ”**

Dominic Lai
Group Managing Director
A.S. Watson Group

Happy Birthday!

Happy Birthday to **ICI PARIS XL** Belgium!

ICI PARIS XL Belgium has combined birthday celebrations, spring cleaning and care for the environment in a bonus scheme for customers who return their empty perfume and skincare bottles. To mark its 50th anniversary in Belgium, customers were offered a discount on perfume and skincare products when they returned an empty bottle. The programme was such a success that it was extended across both Belgium and Luxembourg. ICI PARIS XL is helping people clear out their cabinets at the same time as protecting the environment!

ICI PARIS XL



FIRST Retail Academy in Hong Kong

A.S. Watson Group Retail Academy Launching Ceremony cum Qualifications Framework Recognized Qualifications Presentation Ceremony was held in the Hong Kong Polytechnic University. Over 120 staff of A.S. Watson Group completed the Level 4 and 5 courses under the Qualifications Framework. It recognises the effort made by staff and the achievement of learning and development programme under the Group.

It also announced the launch of A.S. Watson Group Retail Academy, which will run an institution to manage all talent development programmes. It is the first local retail academy in the industry, driving the future of retail.

Ann Lau, ASW Group People Director (Asia), said, “As one of the largest employers in Hong Kong, we’ve been dedicated to nurturing talents and taking a pioneering role in people development. We hope the launch of ASW Retail Academy can encourage and help our employees to pursue a lifelong career in the retail industry.”



Seeing in **COLOUR**

Watsons China has launched a Colorlab in Guangzhou's China Plaza. A star-studded event was held to draw customers' attention to this exciting new store where customers can enjoy free makeup and skincare services personalised to their individual needs and tastes. The Colorlab features a "Look Wall" with six different makeup styles, and an "I'M HOT" area for foundation and lipsticks.



Strengthen **BRAIN POWER**

To raise public awareness on Weakened Brain Power, **Watsons Hong Kong** announced its celebrity spokesperson of its exclusive health supplement, TRU NIAGEN® and Watsons Loving Charity Programme on the "World Smile Day" that also promotes mental health. Watsons Loving Charity Programme will launch community service and environmental protection scheme in around 220 stores in Hong Kong to raise fund for the Hong Kong Alzheimer's Disease Association.



EXCITE the customers

Celebrity lifestyle blogger Maija Armaneva led **Drogas Latvia**'s first ever Instagram takeover, inspiring customers with Instastories featuring her favourite Drogas products. Maija also answered live questions, launched a giveaway, and published articles on spring makeup trends. Meanwhile for **Kruidvat**, almost 100 social influencers and editors joined the launch event of a new line of skincare products – Skin Science Daily Defense.

Drogas

Kruidvat



Popular POP-UP

Superdrug has launched a Little Vegan Pop-Up Shop in London to cater for the growing interest in veganism. The store builds on Superdrug's reputation as the destination for vegans and vegetarians seeking suitable health and beauty products. Superdrug has more than 1,000 vegan products – from haircare to foot spray and everything in between.

Superdrug

Skin SENSATIONS

A digital marketing campaign with a flurry of activity on Facebook and Instagram helped build buzz around **Watsons Taiwan**'s launch of SKIN Advanced Platinum Soothing & Hydrating Micellar Water. Meanwhile, **Watsons Philippines** heralded the start of summer with Love the Sun campaign which promoted products that protect the skin and hair from UV rays, allowing customers to simply enjoy the best of the warm weather.

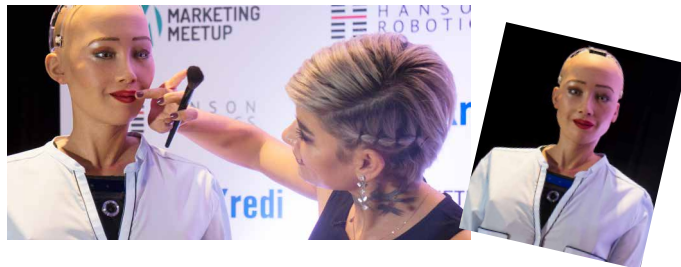


HEALTHY and PRETTY

Watsons Thailand brought fun and fitness to its customers with Watsons FITT Walk 2 which works by adjusting the pace and intensity of walking to the beat of music, raising participants' heart rate and burning calories while they work out together. **Watsons Malaysia**'s VIP members enjoyed a complimentary bloom-themed makeover at the Watsons Bloom Cosmetics Fair. Members just had to flash their VIP cards to enjoy makeovers supported by international brands.

NATURE look

Watsons Turkey treated a very special guest to a makeover at the Marketing Meetup Conference in Istanbul. Sophia, a humanoid robot who can speak and even smile, had her makeup applied by a professional Watsons makeup artist. The makeover video was shared on Watsons' social media channels. In the first 19 hours alone, almost 500,000 people engaged with this online content.



MORE for members

Watsons Indonesia launched its loyalty programme at a star-studded event attended by more than 100 guests, including online opinion leaders, media and bloggers. The programme rewards members by offering members-only prices, welcome vouchers and birthday treat. Meanwhile, **Watsons Ukraine** celebrated its 7th anniversary of its loyalty programme by surprising its members with exclusive offer and lucky draw prizes.



STRATEGIC alliance

CK Hutchison Holdings and global technology leader Xiaomi announced the forming of a global strategic alliance that will bring Xiaomi's smartphones, as well as IoT and lifestyle products, to the retail and telecom divisions of CK Hutchison Group across the world. Xiaomi products will be available in **FORTRESS**, **Superdrug** and **Kruidvat** stores in Hong Kong, Ireland, the UK and the Netherlands, bringing smart life to the customers.



Sweet SUCCESS

Customers with a taste for new **Watsons** Honey Water (Sakura Flavoured) were in with a chance to win a Sakura viewing trip in Japan which was the top prize in the lucky draw. Meanwhile, **Sunkist** introduced Sunkist Kiss Sparkling White Peach Yogurt Flavoured Drink with a Valentine's theme. A Show Your Kiss social media campaign was well-received by customers.





A.S. Watson Group

Best Companies to Work For in Asia 2018

(by HR Asia)



A.S. Watson Group



Watson's Wine

15 Years Plus Caring Company Logo

(by The Hong Kong Council of Social Service)



A.S. Watson Industries

10 Years Plus Caring Company Logo

(by The Hong Kong Council of Social Service)



A.S. Watson Group



THE PERFUME SHOP

RoSPA Awards 2018 - Gold Medal Award for Health and Safety Practices

(by RoSPA Awards 2018)

watsons

Taiwan

2018 Yahoo! Supermall - Super Golden Store

(by Yahoo! Supermall)

Malaysia

PR Awards 2018 Southeast Asia -

Best Use of Content (Silver Award)

(by Marketing Magazine)

Thailand

Superbrands Thailand 2017

(by Superbrands)

Ukraine

National Case Study Competition Best CSR Case
Implementing Sustainable Development Goal (SDG) -
Good Health and Well-being

(by Centre for CSR Development)



Finalist of Generation for Non-smoking in the Netherlands -
People Category

(by Dutch Cancer Society, Dutch Lung Foundation and
Dutch Heart Foundation)

THE PERFUME SHOP

National Fragrance Retailer of the Year

(by The Fragrance Foundation)

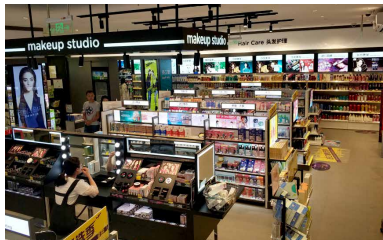
ICI PARIS XL

Netherlands

Best Product Awards - Best Folder Perfumery Market

(by DDMA Business Group Distributions and Q&A Research
Institution)

February to April



Watsons China – 80 new stores



Watsons Taiwan – 4 new stores



Watsons Philippines – 6 new stores



Watsons Malaysia – 15 new stores



Watsons Thailand – 6 new stores



Watsons Indonesia – 13 new stores

February to April



Watsons Ukraine – 8 new stores



Superdrug – 3 new stores



Trekleister – Hilversum store



ICI PARIS XL – 3 new stores



Kruidvat – 12 new stores



“ When I was a young girl, in the 1970s, we lived in Tsuen Wan, in the New Territories, which was very rural. We didn’t really see any international brands there, so when McDonald’s came along, we were really excited about it.

It was the first time I’d had Western cuisine – burgers, French fries and Coke. I loved going there, not just for the food but because my Mum would take me, and my younger brother and sister. I loved the warmth of it. There were also lots of activities going on and I especially remember a competition we called “urgent password”, where you could win a free Coke or something. You had to recite a long rhyme really quickly, and I can still remember the rhyme you had to say.

I don’t go to McDonald’s that often these days, but I do take my nephew and my friends’ kids. I always order a burger, fries and a Coke, just like the old days. For me, it’s not so much about the food, it’s more about the memories.”

* Extract from WPP Brand Stories Book

Clarice Au
Managing Director
FORTRESS



“ I joined Watsons 12 years ago as Internal Audit Manager. Two years later, I was given the opportunity to transfer to a frontline department, Property and Business Development. This role is full of challenges and my skills have expanded rapidly. My goal is to lead and develop strategic projects that help Watsons deliver innovation in a collaborative way. ”

Dicky Gan

Assistant Development Director
Watsons China



“ My passion for my job at Watsons led me to win Best Store Employee in 2013, and that led my store manager to recommend me for an interview for a role in the Trading Department. I was promoted to become a professional buyer, which has been challenging but I've enjoyed growing my capabilities, communicating across departments and negotiating with suppliers. ”

Chris Fang

Buyer
Watsons Taiwan



“ I joined the A. S. Watson Group family in 2009 as the Finance Director at Drogas. In 2013, I embraced new challenges and moved to Hong Kong to take up a new role. I am now working in the Health & Beauty Asia & Eastern Europe Regional team. Thanks to ASW, I got the chance to explore cultural diversity, get to know so many people and acquire new knowledge! ”

Juris Verzbickis
Regional Financial Controller
Health & Beauty Asia & Eastern Europe



“ The Perfume Shop is well known for looking after its staff and it's one big family. My happiest moment has to be my team winning Team of the Year, a huge achievement, and seeing my team's faces when they were told was amazing. We've just been to Barcelona to watch the Grand Prix as our reward. ”

Hayley Brittain
Store Manager
Basingstoke Store
The Perfume Shop



A.S. Watson Group is proud to launch Give a Smile campaign, the first group-wide global charity partnership with Operation Smile.

Operation Smile is an international charity which provides free surgeries for children with cleft conditions to make smile possible again. It is highly relevant to our purpose as a CSR signature programme - to put a smile on our customers' faces. We create a global drive to raise funds, so that our colleagues can educate customers about cleft conditions and motivate customers to donate CRM points.

Let's Give a Smile and Be Part of this campaign!





Life LESSONS

Watsons Malaysia's volunteers and a team from Colgate visited the House of Joy orphanage to run educational tutorials and interactive games about the importance of good oral hygiene. Meanwhile in **Drogas Latvia**, kindergarten children visited a Drogas store to see how a real shop worked. They also learnt about the importance of washing hands, especially after playing outdoors.



GIRL Power

Watsons Thailand sold 16,000 green ribbons to mark International Women's Day and raise money for women's charities. Funds will be donated to the Association for the Promotion of the Status of Women. The event has become an annual fundraiser and strongly supported by its customers.



Mr Li Ka-shing Visits the Food Angel's Community Centre And Pledges to Donate HK\$10 Million to Bolster Food Angel's Community Services

Mr Li Ka-shing made a surprise appearance at Food Angel's Community Centre in Sham Shui Po on 22 February 2018 to celebrate the Chinese New Year with the senior citizens enjoying meals at the centre. Mr Dominic Lai, Group Managing Director of A.S. Watson Group, Ms Malina Ngai, Group Chief Operating Officer of A.S. Watson Group, and 20 PARKnSHOP volunteers also joined the visit.

Mr Li brought his best wishes of good luck and health to the elders. As he is celebrating his 90th birthday this year, Mr Li made a joke of himself, saying that he will become a member of the "Post-90s" very soon. He brought along with him some fruit and rice for the elderly, and also enjoyed a lunch with them at the community centre. During the visit, Mr Li pledged a donation of HK\$10 million in the name of the Li Ka Shing Foundation to help Food Angel expand its community work.



LI KA SHING FOUNDATION
李嘉誠基金會



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 14,100 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 140,000 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

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Watson House, 1-5 Wo Liu Hang Road, Fo Tan, Shatin
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Website: www.aswatson.com
Email: WatsOn@aswatson.com
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