

Watson¹⁰⁸N

Watsons One Pass - A Passport to Region-wide Privileges



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“Watsons operates in many popular travel destinations worldwide, and our research shows that Watsons customers are frequent travellers. With the Watsons One Pass, we can reward our customers with local-member benefits and help them earn points when they shop with us internationally. It's a great way of using the scale of our business to help customers look good and feel great.”

Dominic Lai

Group Managing Director
A.S. Watson Group

A.S. Watson Group has announced the beginning of a new era for the 90 million members of its loyalty programmes around the region: The Watsons One Pass. Members of loyalty programmes in eight Asian markets will be eligible for a Watsons One Pass, which gives them access to local-member benefits when they shop with Watsons outside their home market - using their existing card or app. Customers in the Greater Bay Area will be first to enjoy the benefits of the Watsons One Pass, with the scheme rolling out in other markets in July.



Opportunities On-the-Go

The Watsons One Pass is inspired by the fact that so many consumers in Asian markets regularly travel to other markets in the region – and we want to make it easier for our members to enjoy a great shopping experience that keeps them coming back to Watsons.

We have developed the Watsons One Pass based on the findings of the “2019 Asia Cross-Border Shopping Survey”, conducted by WISE. The survey interviewed 14,000 consumers online in seven Asian markets: Mainland China, Hong Kong, Taiwan, Malaysia, Singapore, Thailand and Indonesia.

The study not only identifies travel patterns but also spending patterns, shining a light on the categories and products people like to buy when they're away from home. It also illustrates an important point for Watsons: Customers tend to spend 50 percent more in our stores when they travel than they normally spend at home.

Over 90 percent of consumers interviewed said they would be likely to shop at Watsons when travelling outside their home country if they could access local member benefits.

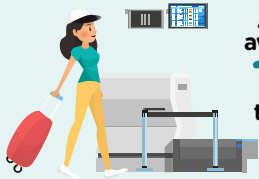


Other Interesting Facts from the Survey:

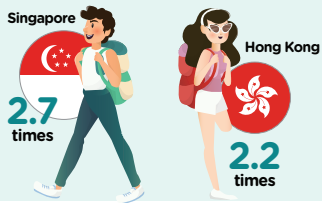
Travel Frequency



Asian
average
1.7
times



Most Frequent Travellers



Most Popular Travel Destinations in Asia

Mainland
China



Thailand



Malaysia



Most Popular Cross-border Shopping Destinations

Mainland
China



Singapore



Indonesia



Most Popular Cross-border Shopping Items

Tourists from:



Interested Category:
**Skincare and
cosmetic**



Tourists from:



Interested Category:
**Personal
care**



Borderless Offers

Around 8 million Watsons members in the Guangdong-Hong Kong-Macau Greater Bay Area will be first to enjoy the benefits of the Watsons One Pass. Over 660 stores in 11 cities in the Greater Bay Area are participating in the initial rollout of Watsons One Pass.

Watsons One Pass will soon be expanded to other Asian markets, including Singapore, Malaysia, Thailand, Taiwan and Indonesia.

It enables members to use their existing membership card in Watsons stores in Asia. This gives them access to local special offers and discounts while they travel – and at the same time they can earn points to spend at home.



“Watsons is always my first choice if I need to buy something when I am traveling abroad. Now I can enjoy more offers using Watsons One Pass.”

Ruby

Taiwan's Beauty Influencer

“Finally, Watsons One Pass is launched! I always look for Watsons to buy my favourite skincare when traveling.”

Lyla

Customer of Watsons Indonesia



“The launch of Watsons One Pass is really considerate! I'll definitely purchase more in Watsons overseas.”

Mandy

Customer of Watsons Taiwan



MORE Reasons to Shop with Us

Taking our loyalty programmes international is a way of enhancing the customer experience and giving shoppers more reasons to seek out a Watsons store when they're travelling. It's important to maintain customer loyalty across borders, and is a powerful business opportunity for Watsons.

We want to connect with our customers not only locally but also internationally. By encouraging our 90 million loyalty programme members to choose Asia's No.1 personal care brand when they travel, we can capture lucrative shopping missions and better serve our most loyal customers.



D for d program

Global cosmetics company Shiseido Group and **A.S. Watson Group** co-created the exclusive range, Urban Damage Care, under derma skincare brand *d program*, with the mission to deliver a skincare solution to protect women with sensitive skin from the harmful environment and pollution. The range has been successfully launched in China, Thailand and Taiwan and is planning to expand to other Watsons Asian markets in the near future.

Made in Japan with global research at the heart, *d program* offers a range of products including makeup remover, facial cleanser, lotion, emulsion, essence and cream, which are targeted towards a variety of age groups and skin types. All products are dermatologically tested and are designed to relieve irritation from sensitive skin. Specially trained beauty advisors are stationed in Watsons store to help customers to choose the right products for the desired condition of their skin.



So much **FUN!**

Drogas Latvia's stores across five cities became destinations for pampering and indulgence, offering beauty advice and a spring makeover during Customer Day. Now in its fourth year, Customer Day is a way of showing that Drogas is more than just a place for shopping. This year, services included free in-store hair and facial skin diagnostics, hair styling, makeup and health advice.

Drogas



Time to **CELEBRATE!**

There's been festive fun across the Benelux region. **Kruidvat** used King's Day, a national holiday, to crown itself King of Bargains, with parties aplenty and fantastic offers for customers. **Trekpleister**, meanwhile, celebrated the opening of its 200th store with a three-week Crazy Days campaign. The programme involved a competition, with e-bikes and party packages up for grabs, as well as hot deals.



Salute to **WOMEN!**

Superdrug hosted a panel of inspirational female speakers as part of its commitment to raising the profile of leading women on International Women's Day. Panel content was shared online, while in stores, customers were encouraged to upload Instagram photos of themselves with the hashtag #balanceforbetter.

ICI PARIS XL meanwhile provided a treat for mothers with special offer in fragrances and make-up for Mother's Day.

Superdrug

ICI PARIS XL



Fit for **ROYALTY**

Hong Kong pop singer Kay Tse has become the public face of the Bird's Nest by Watsons Oriental Range that draws on ancient Korean skincare traditions. The precious ingredients used in Bird's Nest products were only available to the Korean royal family in ancient times. Now, they are shared with **Watsons Hong Kong** customers. As the brand ambassador, Kay Tse shared tips on skincare and beauty.



Watch the video!

Campus **DANCING VIBES**

Watsons China hosted flash mobs and beauty classes in university campuses to give young customers a fun experience of the brand and encourage them to visit our stores. Students in Beijing, Tianjin, Shijiazhuang and Shenyang were treated to a range of on-campus activities throughout April. Events were designed around the habits and preferences of Gen Z, to show them how Watsons can help live a colourful life.



Stay **ACTIVE** and **PRETTY**

Watsons Taiwan seized on the popularity of Ubound trampoline-based workouts and hosted an Anti-gravity Ubound party for members. The event was a live hit and reached over 500,000 people on social media. It also launched #BeautyMyWay campaign, with celebrities, models and make-up artists at a runway show in store highlighting the latest lip colour trends and involving lipstick giveaways and photo opportunities.



FRESH faces

A range of exclusive-to-Watsons products has just hit our shelves. In **Watsons Malaysia**, Olay's new Magnemasks are now available, providing a premium mask used in tandem with the Magnetic Infuser to supercharge tired skin. South Korea's leading herbal haircare brand, Ryo, has also debuted exclusively at Watsons. And in **Watsons Thailand**, Collagen by Watsons Trouble Free is now launched in stores and online, extending its range of collagen products that are proving so popular.



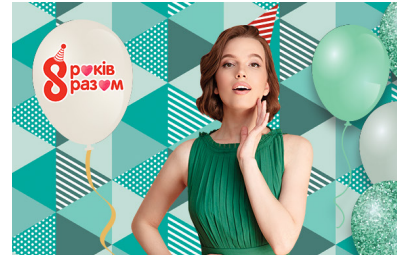
More for MEMBERS

More than 2,000 **Watsons Philippines** members were treated to an exclusive and premium movie screening event. The event was held simultaneously at cinemas across seven key cities around the country. And in Hong Kong, **FORTRESS** has launched a new membership programme, i-Coin, which allows iClub and MoneyBack members to earn i-Coins to redeem trendy travel gifts.



Annual **INDUSTRY** awards

Watsons Turkey hosted a glamorous night of cocktails and dinner for the annual Beauty and Personal Care Awards to recognise the outstanding performance of its business partners. Celebrities, business partners, bloggers and editors joined the event for a night of music, dancing and celebrations. Media coverage of the event reached over 93 million people. Over 60 million people shared snippets of the awards via social media.



PARTY time!

Watsons Ukraine celebrated its 8th birthday with a range of fabulous offers, during a three-day festive event across all of its stores around the country. Watsons has rapidly grown into one of the largest health and beauty retailers in Ukraine, and is much loved by business partners and customers, winning a host of awards for its leading role in the market.



RELAXING night

Watson's Wine tries to make wine pairing more indulging. It paired selected wines with matching films for an exclusive movie screening event. Wine lovers were invited to a special screening of Oscar-nominated film, with complimentary drinks, at a music gallery in Hong Kong. Winning wine choices made the night a blockbuster hit.

Watson's Wine



REFRESHING choices

Watson's has launched two new products, giving customers a fantastic option for every thirsty occasion. First is Watson's Alkaline Water 9.0, a healthy selection for those living a hectic life and looking for a sense of balance. Also new to supermarket shelves is the refreshing Watson's Soda Water Series. The unique salted soda water has zero sugar and calories while the peach soda water gives a delicious and thirst-quenching flavour.

Watson's.



A.S. Watson Group

Award for Innovation in Community Relations or Public Service Communications - Gold

Award for Innovation in the Use of Social Media - Gold
(by Asia-Pacific Stevie Awards 2019)

Best Companies to Work For in Asia 2019
(by HR Asia)

Markies Awards 2019 Best Idea
(Social Corporate Responsibility) - Silver
(by Marketing Magazine)



A.S. Watson Group



Watson's Wine

Dementia Friends Hong Kong
(by Hong Kong Alzheimer's Disease Association)



Manpower Developer Award 2019 - 2021
(by Employees Retraining Board)



Hong Kong Service Awards 2019
(Audiovisual Chain Store)
(by East Week)

watsons

Hong Kong

Yearly Highest Distinguished Award
(by WeChat)

Malaysia

Top 1 eCommerce Sites in Malaysia
(by eCInsider)



Netherlands

Award for a Smoke-free New Generation
(by Netherlands Alliance for a Smoke-free Generation)

Drogas

Latvia

Ranked 30 in Top 50 Best Employers in Latvia
(by Top 50 Best Employers)

ROSSMANN

Mein Drogeriemarkt

Germany

Axia Best Managed Companies Award 2019
(by Deloitte, WirtschaftsWoche and Federation of German Industry)

ICI PARIS XL

Netherlands

Ranked No. 2 in Dutch Beauty Awards (Beauty Tool Category) - BE Creative Make Up Pro Artist Tools

Ranked No. 3 in Dutch Beauty Awards (Home Category) - SCENTO Scented Candle Wood & Suede

Ranked No. 3 in Dutch Beauty Awards (Fragrance Category) - Intimacy Pink
(by Experts of Beauty)

Ranked No. 4 in 40 Most Inspiring Retailers in the Netherlands
(by Crossmarks)

Belux

Roularta Beauty Awards - BE Creative Make Up Scandal Lash Mascara
(by Roularta Beauty Awards)

THE PERFUME SHOP

Online Retailer of the Year

Consultant of the Year
(by The Fragrance Foundation)

April to May



PARKnSHOP Hong Kong – Stanley Village Road store



FORTRESS – 1 new store



Watsons Hong Kong – 4 new stores



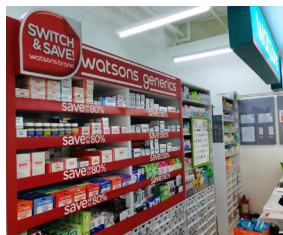
Watsons China – 75 new stores



Watsons Taiwan – 3 new stores



Watsons Malaysia – 12 new stores



Watsons Philippines – 15 new stores



Watsons Thailand – 4 new stores

April to May



Watsons Indonesia – 9 new stores



Watsons Singapore – 1 new store



Drogas Latvia – 1 new store



Superdrug – 3 new stores



Trekpleister – 1 new store



Kruidvat – 4 new stores



Savers – 6 new stores



“ I’ve had the opportunity to pursue a host of specialist pharmacy qualifications, and the chance to work on research, contracts, presentations, publications and the interpretation of legislation and regulations. These opportunities keep me challenged and stimulated, and also allow me to work with different colleagues. The job variety and my wonderful colleagues are what make my daily work so enjoyable. ”

Chung Wing Lam
Principal Clinical Pharmacist
Watsons Singapore



“ My current role involves supporting efforts to improve Watsons China’s customer experience both online and offline, and I’ve been closely involved in new projects such as Scan & GO, Click and Delivery, Enterprise WeChat, Skin Tester and Group Buy. I love that Watsons is both traditional but innovative; disciplined but flexible. ”

Cherry Shi
Assistant HR Director
Watsons China



“ I started at Watsons with derma cosmetics and then became a beauty advisor because I love helping people to feel better about themselves and I’m also passionate about skincare and cosmetics. I always think: everyone can be beautiful if they have a beauty consultant! I feel so happy every time my customers leave the store with a smile and some great purchases! ”

Velk Lyuba
Beauty Advisor
Watsons Ukraine



“ I love visiting our pharmacies and nurse clinics, because I get to meet our brilliant teams and see the great service they provide. It also helps me see how our initiatives are landing, and identify fresh opportunities. At the Christmas conference last year, my director and I had to deliver a session in brightly coloured shorts and t-shirts. We brought laughter to 1,500 colleagues! ”

Shiraz Khan
Head of Healthcare Operations
Superdrug

Connecting Customers



“ A customer came into my store a few months ago. She’d heard about K-beauty and wanted to try something new, but really didn’t know where to start. I made good use of the in-store testers and all my K-beauty knowledge in order to help her select a few products. She came back the next week to tell me how great her skin felt, and now we become friends. There’s nothing better than helping people look good and feel great. ”

Natalia Ivanova

Store Manager
Watsons Ukraine

“ Recently, a woman came in looking for a computer but feeling really overwhelmed by the number of options available. We spent some time talking through what she planned to use the computer for, and I was able to match her specific needs with just the right model for her. She was delighted with her purchase and now she comes in regularly for advice. It feels brilliant to know I’m a trusted source of advice. ”

Fung Heung Man

Customer Advisor
FORTRESS



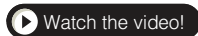


Reaching New Heights

Watsons Athletic Club (WAC) is celebrating 30 years at the heart of sporting development in Hong Kong. Since its establishment, WAC's mission is to nurture the talents and ambitions of Hong Kong's outstanding young athletes, and more than 10,000 members have passed through its doors.

To mark its 30th anniversary, WAC has launched a series of celebration events under the slogan "Reaching New Heights", including celebration dinner, annual challenge event and first road race in Hong Kong, to celebrate its remarkable achievements and pass on the spirit of determination and excellence to a new generation of young athletes. WAC's logo has also been refreshed, reflecting the club's heritage but with a more modern look.

WAC will keep the momentum to promote academic and all-round development alongside sporting excellence in the years ahead.



Donation goes **ONLINE!**

The annual **PARKnSHOP Hong Kong** partnership with Food Angel has moved up a gear, with customers now able to donate food items online as well as in stores, which Food Angel then uses to create nutritious cooked meals for people in need. This year, in-store cooking demonstrations by celebrity chefs have helped raise public awareness of this charity programme and the importance of being careful not to waste food.



Community **ACTION**

Watson's Wine has become the first Hong Kong wine retailer to launch a glass-recycling service. Watson's Wine passes empty bottles returned to stores to its partner Baguio for recycling.

Watsons Ukraine joined the Like a Girl initiative run by Procter & Gamble and its feminine hygiene brand Always. The educational programme was aimed at teenage girls. Watsons provided advice and hygiene products to girls in boarding schools, with donations linked to Facebook and Instagram likes.

Watson's Wine



Clarity · Compassion · Action Tsz Shan Monastery Grand Opening Ceremony cum Inauguration of its Buddhist Art Museum

The Tsz Shan Monastery Buddhist Art Museum will welcome visitors with free general admissions to pre-registered visitors from 1 May 2019. Its permanent collection aims to tell the story of Buddhism and how it survives its environment as it moved through the course of history.

Tsz Shan Monastery and its Buddhist Art Museum serve as a centre of Buddhist research and studies for those who seek transcendence and spiritual realisations through Buddha's teachings of Clarity, Compassion and Action.

The Museum houses 100 Buddha statues, with 43 hand-copied Dun Huang Sutra exhibited by rotation. The Buddhist relics are either donated by Mr Li Ka-shing personally to the Foundation, or directly acquired by the Foundation. They will be kept permanently for exhibition in the Museum and open to the public for free visits.



Hong Kong SAR Chief Executive Mrs Carrie Lam (in the middle) and Director of Liaison Office of the Central People's Government in the Hong Kong SAR Mr Wang Zhimin (2nd from left) take a group photo with LKSF Chairman Mr Li Ka-shing (2nd from right), Chairman of the Board of Tsz Shan Monastery Mr Victor T K Li (1st from left) and Deputy Chairman of the Board of Tsz Shan Monastery Mr Richard Li (1st from right) in front of the Guan Yin Statue



This delicately featured bust of Buddha from China Northern Qi dynasty (550-577) is one of Mr Li's favourite pieces of the collection

Mr Li, benefactor of the Monastery and Chairman of Li Ka Shing Foundation, specially thanked those with different values and beliefs for their dedication and support for the mission of Tsz Shan Monastery in his speech. He highlighted that the professional ideals they personify was paraphrased in the Eightfold Path – Right View, Right Intention, Right Action, Right Speech, Right Livelihood, Right Effort, Right Mindfulness and Right Concentration. Such professionalism is the emblematic *modus vivendi* of Hong Kong and forever the sinew of our Hong Kong story.

The fund for land acquisition, planning and construction of Tsz Shan Monastery and Buddhist Art Museum, and the endowment for operation costs are all donated by the Foundation. To date, cumulated total has reached HK\$3 billion.



LI KA SHING FOUNDATION
李嘉誠基金會

SUPER QUIZ

1. What is the name of skincare range that A.S. Watson Group co-created with Shiseido Group?
2. What is the slogan of Watsons Athletics Club 30th anniversary?
3. Who is the new ambassador of Bird Nest by Watsons Oriental Range?

Super Prize (1)

Hairdryer



Sponsored by



A.S. Watson Group

Gold Prize (1)

Eye Massager



Sponsored by



A.S. Watson Group

Answers to Issue 107

- 1) Malaysia
- 2) Watsons Fanjinglingshui
- 3) Four medical missions

Super Prize (Beauty Bar Massager)

Name

Ratna Puspita Sari

Company & Department

Watsons Indonesia -
Human Resources Department

Gold Prize (Electric Toothbrush)

Name

Jenny Tse

Company & Department

A.S. Watson Group -
eLab Asia

Deadline: 1 July, 2019

You now have the chance to win Superquiz by sending both your answers and contact information to WatsOn@aswatson.com

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 15,000 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.

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