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Watson

A.S. Watson Family Magazine
Quarters 3 & 4 • 2011

Watson's Wine • The pouring gold

1st A.S. Watson Global Volunteer Day
Watsons Health, Wellness & Beauty Awards
The Perfume Shop launches Reward Club

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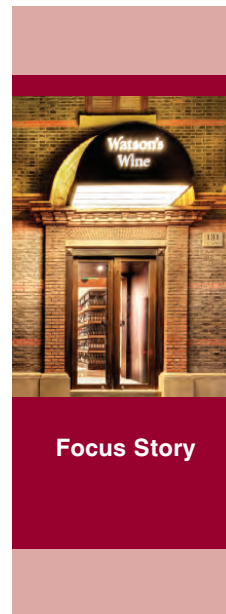
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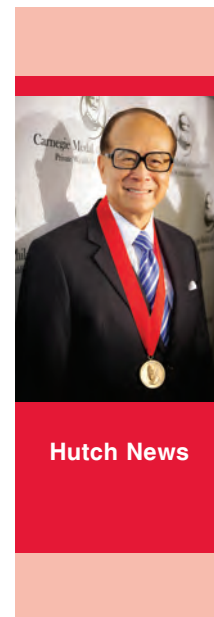
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ICI PARIS XL, Hoofdstraat (The Netherlands)



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Kruidvat, Hoofdstraat (The Netherlands)



Marionnaud Switzerland Head Office

Stop Press!

A.S. Watson Group Managing Director Dominic Lai toured around Europe in late November to visit our stores which were well-prepared for the important Christmas shopping season.

Our store staff showed an incredible team spirit and seemed well geared up for driving the best results. Let's wish for success to all our brands!



The Perfume Shop, Uxbridge (UK)



Savers, Uxbridge (UK)



Superdrug, Uxbridge (UK)



Trekpleister, Zuidpromenade (The Netherlands)



All different, each unique

More than just a pageant reality show, the YOU Awards have been a signature event by Watsons to celebrate the individuality of men and women – health, beauty and fun which every one deserves.

Watsons Hong Kong has organised its first ever YOU Awards with a celebrity-studded event, 15 finalists competed for the five award titles and the winners would become the Watsons ambassadors in Hong Kong. The campaign was supported with social media in Facebook and a viral video which created buzz amongst fans.

Check out the videos:



Viral video



Event Summary

<http://www.youtube.com/watch?v=G84dOslaWck>
<http://www.youtube.com/watch?v=2RnjQNlj-9w>



Hong Kong

Partnering up with top magazine editors, **Watsons Singapore** had another great YOU Awards this year with four new awards categories, which achieved 60,000 views in the campaign website and a 78% jump of fan base on Facebook.

Watsons Taiwan has spiced up their YOU Awards with hip-hop, a creative collaboration of rappers with online fans to convey the message of well-being in beats and techno. A famous TV host was also invited to share her philosophy on happy living. An online charity auction of "YOU AWARD Cards", sock-dolls and celebrity item was also held to support the work of Child Welfare League Foundation Fund for abandoned children, raising almost NT\$10,000 for the organisation which make the YOU Awards a truly beautiful campaign from inside-out.



Cathy Yeap (left), Managing Director of Watsons Singapore, presents the prize to YOU Awards winners



Singapore



Taiwan



The "YOU Award Cards" designed by 30 Taiwan students, and the hand-made dolls by disadvantaged mothers have raised funding for children services in Taiwan



Toby Anderson (4th from left), Managing Director of Watsons handovers the donation from charity auction to support underprivileged children and women in Thailand



Celebrity auction marks 15th milestone

Watsons Thailand recently celebrated its 15th anniversary with the traditional auction of celebrities' favourite possessions, supported by leading celebrities in the country. The auction raised THB 50,000 to the Association for the Promotion of the Status of Women, which supports underprivileged children and women, and the Association is under the Royal Patronage of HRH Princess Soamsawali.

Watsons



Fitness party in Madrid

To celebrate the International Day of Heart, **Marionnaud Spain** hosted four Zumba demonstration classes, which is a popular Latin dance-fitness workout, at the Madrid store for customers. The classes were convened during noon time, and interested bloggers were also invited to cover the event where they received gifts including a Zumba CD as well as Marionnaud skincare products.

Marionnaud

Virtual experience clicks with customers

Watsons Taiwan opened its first e-commerce store in Yahoo! shopping mall, which offers over 300 brands and thousands of beauty and personal care products. Customers could enjoy attractive promotions and free deliveries during the opening period. In just three days, it attracted over 56,000 customers.

In the same month, the official Facebook page of Watsons Taiwan was launched, celebrated with a lucky draw and free i-member points for fans, which was an instant hit with 15,000 "likes" in three weeks.

Check out Watsons Taiwan's digital initiatives:



E-commerce Website



Facebook Fan Page

<http://tw.mall.yahoo.com/store/watsons>
<http://www.facebook.com/wtctw>



屈臣氏 粉絲團開讚囉!

立即加入 給我一個



屈臣氏 Watsons Taiwan

Yahoo! 購物中心

Watsons 網路門市 開幕慶

全館免運費

10/4 - 10/19

開業彩券 85折

精選商品 買1送1

特價 \$169	特價 \$349	特價 \$399	特價 \$349	特價 \$129
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Shopping pleasure at your fingertips

Watsons Singapore is the first health & beauty retailer in the country launching an iPhone app to make shopping a pleasure – faster and easier for customers on-the-go. Besides pulling relevant shopping information right at your fingertips, the app also provides health & beauty tips and promotional offers. Customers are able to download e-coupons from the app and flash their phones with the e-coupon at any Watsons store for an even better offer.





Prizes and surprises

During the **Kruidvat** Prices Festival, Dutch consumers had the chance to win great prizes when they used their "Extra Advantage Card" upon purchase. Four lucky Kruidvat customers each won a brand new car with famous Dutch singer surprising the first winner with an intimate concert. In addition, 1,000 limited-edition Kruidvat bikes were also given away as prizes.



Super-toddlers hit the catwalk

It is definitely an important page in the history of fashion and diaper. **Kruidvat** organised a real diaper fashion show in Belgium in September. Eight mothers created unique designs of the Kruidvat diaper for their baby, which were then shown on the catwalk by renowned Belgian models and their babies. The unusual show was organised in conjunction with "Baby Week" at Kruidvat, generating a lot of good publicity in the media.



VIPs feted to big night out

More than 200 Watsons VIP card members, fans and friends of **Watsons Malaysia** enjoyed an evening of star-studded glitz and glamour to celebrate 1st anniversary of Watsons VIP card. In the birthday celebration, top-spending customers got close to their favourite celebrities. Fifteen lucky members received RM100 to go shopping at one of the stores with celebrity friends of Watsons.

Watsons



Happy birthday!

Watsons Thailand celebrated 2nd anniversary of its membership card with presentation of a special Black Membership Card to celebrities who are big fans of Watsons. The anniversary was a stunning success with a long list of famous faces from entertainment.

Watsons





Enchanting fragrance, surprising reward

The Perfume Shop, UK's largest perfume specialist, has launched the Rewards Club loyalty scheme in late September. Members gain "perfume points" upon purchase in stores or online, and gift vouchers are granted for every 100 perfume points. Besides gift vouchers, customers will also benefit from multi-point events, exclusive product promotions and a quarterly Rewards Club e-magazine.



"Like" our cover girl?

Marionnaud Czech Republic teamed up with *Glanc* Magazine and a model agency to organise a competition for girls who fancy being a cover face. Contestants uploaded their photos to Facebook and the 12 with the most votes went to the finals with a range of challenges including make-up, interview and photo-shooting. The winner appeared as the cover girl of Marionnaud Magazine, and also received a Marionnaud gift voucher of CZK3,000, a professional shoot-book and a video.

/Marionnaud



Get a QR code app on your mobile and check out the behind-the-scenes on YouTube!

<http://www.youtube.com/watch?v=oWT1rCNPW4>



Fun on the streets

Glamour, entertainment and plenty of shopping were in the air when *Cosmopolitan* hosted a two-day street party in Madrid. With the street full of people enjoying the events, **Marionnaud Spain**'s pin-up promotion was a great success. A photo call in front of the store gave any customer the opportunity to receive "pin-up make-up styling" from our make-up artists. The promotion was successful in boosting sales and it was featured on a national TV channel.

Madrid is also famous for its annual Gay Pride Parade which attracts thousands of people from all over Europe. Marionnaud Spain sponsored the "race on high heels" and enticed a big crowd to the front of the store with some attractive brand activities, including hundreds of gifts and samples, as well as special skincare sessions from famous brands.

/Marionnaud





Lash Pod Up in the Air

To launch its latest false lashes, **Superdrug** turned the famous landmark London Eye into an eyelash extension treatment room. Beauty bloggers, media and 150 lucky draw winners of a Lash Pod Facebook and Twitter competition were invited to this exciting event at over 400 feet up in the air. The event became a hot topic on social media and the product was an instant hit in UK.

Superdrug



Get a QR code app on your mobile and check out the behind-the-scenes on YouTube!

http://www.youtube.com/watch?v=3OB_A4lbcW8



Pink beauty tour

Superdrug sprayed the iconic London Routemaster bus and a US Dodge pick-up truck in pink, turning them into a mobile heaven of beauty and pampering. They toured independently this summer with 70 stops where Superdrug BeautyCard holders were offered manicures and makeovers from popular brands, while others received product samples and were invited to sign up for their own BeautyCard. The activity rocked the social media world and made the brand interactive with customers in a more personal way.

Superdrug

A scent of tango

Teaming up with luxury brand Loewe, **Marionnaud Portugal** partied in *Vogue* Fashion's Night Out 2011 to launch Loewe's perfume Quizás, Quizás, Quizás Pasión in Lisbon. Under the theme "Moments of Passion", the inspiration of the fragrance was reflected with artists dancing off the sensuality of tango. Marionnaud stores at Restauradores and Avenida da Liberdade also got into the spirit of the night, serving hundreds of fashionistas.

/Marionnaud



After-dark shopping

Drogas staff are always ready to make a sale, even at night. The shopping mall "Spice" in the capital city Riga, recently had a thematic shopping night activity. Customers could enjoy pleasant discounts and participate in different kinds of activities all night long. Drogas employees were dressed up in cowboy outfits to surprise visitors with gifts and balloons. Smiling customers gave a lot of compliments to the team, some even requested photos with our staff in playful outfits!

Drogas





Malaysia



The Philippines



“Oscars” for retail stars

With increasing exposure along the years, the Watsons Health, Wellness and Beauty (HWB) Awards have become a sign of credibility in the heart of customers, which honour outstanding trade partners and recognise the best performers in terms of branding, sales, promotions and product excellence.

Watsons Malaysia brought to the participants a Rio Carnival with hot Samba dancers, South American band, and Capoeira demonstration showcasing a carnival of latino-martial arts, dance and Brazilian culture.

The Philippines' Awards was hosted under the theme of “Fête de la Vie” (“Feast of Life”), with a fascinating blend of exotic showmanship to make life more colourful – an echo to the Group’s vision of bringing more to customers’ lives.

For **Watsons China**, the HWB Awards were held for the first time in Shanghai featuring a fabulous circus show with entertainment by celebrity singers and models.

Watsons Taiwan celebrated its 10th HWB Awards on 14 October under the theme "Bring More To Life". Guests received the "2011 Bring More to Life Notebooks" co-produced by Watsons and the Child Welfare League Foundation, bringing with them a warm memory from the annual celebration of excellence.

Watsons



China



Taiwan



Around the World

Splendid credits

achieved by

A.S. Watson Group
and **its brands**



A.S. Watson Group

**Asia's Best Brand Award
for Excellence in Branding
and Marketing (2010-2011)**
(by CMO Asia Awards)

**Asia's Best Employer Brand
(2010-2011)**
(by Employer Branding Institute)



A.S. Watson Group

Distinguished Family-Friendly Employers
(by Family Council,
HKSAR Government)



Asia

Asia's No. 1 Pharmacy/Drugstore brand*
(by Campaign/TNS)
* Campaign/TNS "Asia's Top 1,000 Brands"
survey 2011 of over 3,000 Asian respondents



Ukraine

**No. 1 Choice in
Ukraine's Health & Beauty**
(by "No. 1 Choice of the Year"
International Festival Contest)



Turkey

**The Most Admired Brand in
Personal Care and Cosmetics**
(by Association of Shopping Mall Investors)



Marionnaud
France

**Les Victoires de la Beauté
(Beauty Institute Award)
Marionnaud Institut**
(by Monadia, a consumer
test association in France)



Nuance-Watson (HK)

WORLD CLASS DUTY FREE

2011 Service & Courtesy Award
(by Hong Kong Retail Management Association)



Nuance-Watson (HK)

WORLD CLASS DUTY FREE

**Best Marketing Campaign of the Year
by a Retailer**
(by Frontier Award)



ICI PARIS XL

The Netherlands

Best Perfumery in the Netherlands
(by ING Retail Awards)



PARKnSHOP

China

The Best Brand in Corporate Social Responsibility
(by Nanfang Daily Shenzhen Franchise Association)



PARKnSHOP

China

The 5th Shenzhen Retail Skill Competition
(9 awards in total)
(by Shenzhen Franchise Association)



PARKnSHOP

Hong Kong

Fashion & Beauty Award 2011
OL's Most Favourite Advertising Talent Award
(by Fashion & Beauty)



PARKnSHOP

Hong Kong

Most Popular Household TVC Award
Most Popular Male Talent in a TVC Award
(by Television Broadcast)



ICI PARIS XL

Belgium

Best Perfumery Chain Award
(by Q&A Research & Consultancy)



Watsons

China

Most Popular Hong Kong and Macau Brand For Mainland Tourists 2011
(by China Media Group)



Watsons

Hong Kong

Metro Radio U Choice Award 2011
Health & Beauty Store
(by Metro Broadcast)



Watsons

Hong Kong

OL's Most Favourite
Cosmetics and Skincare Store
Award 2011
(by Fashion & Beauty)



Watsons

Thailand

Superbrands Thailand 2011
(by Superbrands Thailand)

Around the World

NEW STORE OPENINGS



Superdrug opens its latest airport store in the Belfast International Airport



The first "Store of the Future" – Superdrug Wimbledon store



The Perfume Shop "shop-in-shop" at Superdrug, Wakefield



Superdrug's store in Leicester with a completely new design



Watsons Taiwan opens a new store in Sweeten Plaza



Watsons China opens a new store in Hubei, and soon approaches its 1,000th store as this goes to print



PARKnSHOP China opens its 45th store in Guangzhou, China. The store is over 1,245sq-m with more than 8,000 items from all over the world



Marionnaud Hungary opens a new store in Alba Plaza



Marionnaud Austria opens its 100th store in Stockerau, Country Manager Martin Gaber (right) reveals the shop with the Mayor



Marionnaud France rolls out a refreshed store concept with "3P" core values: proximity, professional and pleasure





Wine • The Pouring Gold

As an early mover and innovator in Hong Kong's wine retail space, **Watson's Wine** has played a significant role in delivering the finest vintages while setting wine retail standards and educating consumers.

Uncorking China's Potential

The art – and science – of wine-making dates back to the dawn of civilisation. Through the centuries, viticulture has infused the Egyptian, Greek and Roman cultures and has also played an important role in China's 5,000-year cultural history.

Today, thanks to global trade, wine lovers all over the world can enjoy classic "Old World wines" from Europe along with "New World" selections from places like Australia, North and South America and South Africa. Although not in a wine-producing region, Hong Kong offers consumers an astonishing variety of fine wines from the far corners of the wine-producing universe.

Wine awareness has increased exponentially in Asia, both for enjoyment and for investment. From the bottles of vintage Lafite on a millionaires' dinner table in China to the numerous sommelier and wine-tasting courses in Hong Kong, the increasing demand for fine wines reflects a rise in living standards and a growing appetite among consumers for high-end international goods and brands.

Maturing nicely

A.S. Watson has been a key player in this growing market, opening the first Watson's Wine store in Central, Hong Kong, in 1998.

Since then, Hong Kong has emerged as the leading wine import hub in the region while Hong Kong investors are now the world's No.1 buyers at wine auctions.

The huge and growing market for wine was given a further boost in 2008 when the Hong Kong Government dropped import duties on wine, which had been as high as 80%. Financial Secretary of Hong Kong John Tsang predicted that wine-trading activities would increase by as much as US\$500 million, with Hong Kong set to consolidate its position as the main wine trading hub throughout the region.

Hong Kong consumers are more inclined to foreign brands, with the market share of imported wines doubling in volume in the six years from 2005 through 2010.



Do you know...

This year China overtook the UK and Germany as the top export market (by value) for Bordeaux wines while the acquisition of six vineyards in Bordeaux by Chinese investors sent ripples through the wine world.

www.aswatson.com



The first Watson's Wine store in Shanghai opens in 2010



Barrels of good taste

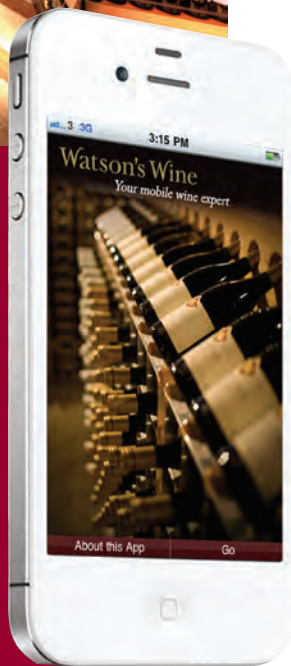
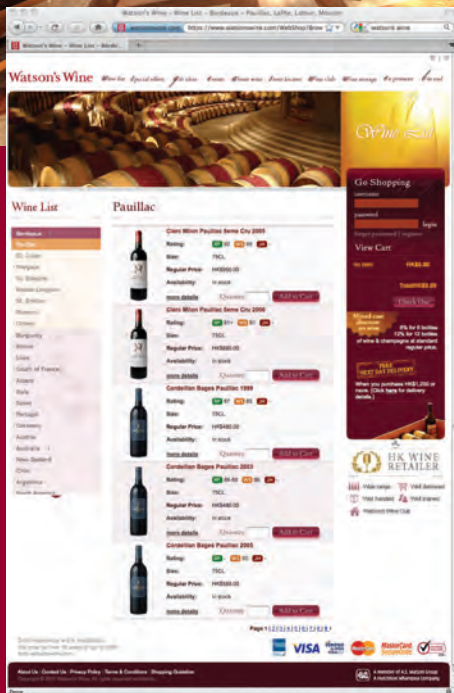
Anybody who shops at a Watson's Wine store will appreciate that the brand is infused with a deep knowledge and love of fine wines, blended with a passion to offer an extraordinary shopping experience.

Currently there are 20 Watson's Wine stores in Hong Kong, two in Macau and one in Shanghai. These are located in high-end shopping malls where the focus is on top-end fine wines, or close to premium residential areas where the focus is more on New World wines, which are more affordable.

Wine-lovers with preference for vineyards in both classic and new world regions are all impressed by the extensive selections from Watson's Wine, from top-shelf champagnes to premium spirits. Founded on a close and long-term network with reputable wineries around the world, Watson's Wine has a good nose for sourcing a huge range of fine wines, stocking more than 2,000 different wines from over 20 countries, with around 400 being exclusives.

To those who always want to try something new, Watson's Wine is a house of surprise. Customers can order En Primeur wines through the online store, which is a process of buying wine futures before they reach the retail market.

The digital experience also extends to the brand's mobile app, with tips on Asian food matching and also wine recommendations from experts. The total solution lures customers with their appetite for wine on-line, and also the gadget-savvy consumers who are frequently on-the-go. Currently over 15,400 users have installed the Watson's Wine iOS app, and over 12,000 accounts were registered to purchase wines in the brand's e-commerce enabled website.



Try out the Watson's Wine iOS app by scanning the QR code!



The Watson's Wine iOS app offers information on various Chinese cuisine with wines selected by a panel of experts

For those who want to deepen their wine knowledge, or to just luxuriate with a fine vintage in convivial surroundings, Watson's Wine Bar, located in the heart of Central, offers a great international selection of fine wines by the glass.

Horace, a devoted regular at the Watson's Wine Bar, frequently organises wine-loving friends' gathering there, "We love dropping by every couple of weeks to try different wines – there's always something new to discover!" In fact the selection of white and red wines rotates every month which makes the wine bar an attraction for Watson's Wine Club members to shop their favourite bottles.

Thirsty for knowledge

Watson's Wine believes that consumers in Hong Kong would benefit from wine education as they mostly do not come from a wine-culture background. To satisfy customers' wants, the brand invested a great deal on staff training and opening doors for consumers to learn more about wines.

All Watson's Wine store staff receive training through the UK-based Wine & Spirit Education Trust (WSET) at intermediate and advanced levels. There are also regular trainings given by visiting wine-makers and sommeliers so that staff become experts in the wines of different wineries. Selected staff are sent on educational trips to famous wineries worldwide, such as Chateau Margaux of Bordeaux in France, and also the Montes in Chile from the new world.

The result is that whether the customer is interested in purchasing for a wine collection or investment, as a gift, or simply to enjoy with dinner, he or she can be sure of receiving skilled guidance to make the right choice.

"When I joined the company I was new to wine but after completing WSET training my confidence in talking to customers and selling wines has increased a lot because I know I can advise them based on my knowledge." says Justin Tang from Tuen Mun Town Plaza store.



Watson's Wine Bar gathers wine-lovers to try-out fine wines in Central



Quality training programmes ensure the best service to customers.





WINE TASTING: THE HERO EVENT FOR WINE CLUB MEMBERS

The Watson's Wine Club meanwhile offers a rewarding and enriching experience for true enthusiasts. Members receive invitations to exclusive wine tastings and dinners such as the famous Watson's Wine Weeks, and are kept up-to-date via a newsletter that provides information on the latest wine news, releases and special offers.

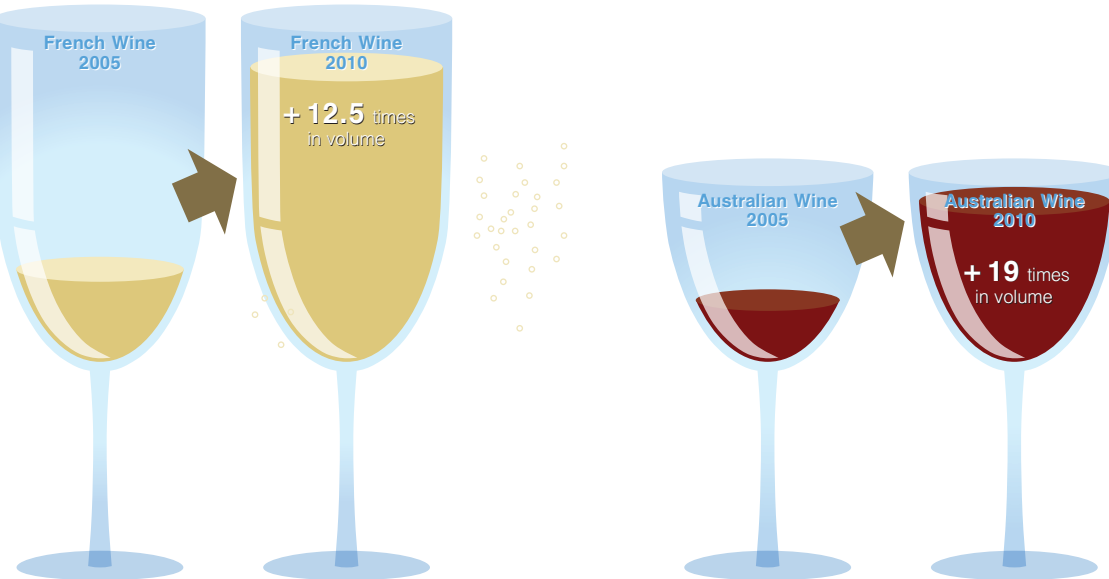
Watson's Wine offers discounted price for its club members to enjoy the professional wine storage service, so that high-end wine-lovers could ensure their vintage selections are kept safe and at their optimum condition.

Bubbling with promise

Seen as a more healthy, sophisticated option, wine is gaining market share from rice wine and spirits, also because of the rising living standards in China – with more entertainment, socialising and gifting occasions – Chinese consumers have started to switch from lower-priced “New World” imports to more expensive French and Australian labels. The China wine and spirit market grew at 13% per annum from 2005 to 2010 with grape wine – seen as the healthy, sophisticated option – gaining market share from rice wine and spirits. The potential for expansion in China is huge.

To tap in to this lucrative and burgeoning wine market in China, Watson's Wine is engaging young, upwardly mobile consumers who are based in Shanghai or Beijing and who want top-drawer products and services. Building on the ongoing success of the brand in Hong Kong, wine lovers in Mainland China can look forward to a sparkling performance from Watson's Wine in the future.

Watson's Wine



Over the past six years the market in China for French wine has grown **12.5 times in volume** and **14.6 times in value** while Australian wines surged **19 times in volume** and **11 times in value** over the same period

WINE IMPORT



Total value of imported wine increased by approximately 9 times from RMB616 million in 2005 to over RMB5.5 billion in 2010



A holiday in your bathroom

A refreshing blend of blueberry & lychee added new scents to the **Kruidvat** Body Fruit bodycare range. The range contains natural vitamins and antioxidants which nourishes and revitalises your skin, making it feel extra soft and supple. When you pamper your skin with Kruidvat Body Fruit it's like taking a holiday in your bathroom!



A trendy Tokyo love story

Thanks to the success of Ozawakei haircare, the range was extended to cover Colorant and Styling to win the hearts of the pro-Japan generation in Taiwan. A Facebook campaign coordinated by **Watsons Taiwan** drove strong interaction with young people who fancy the trendy Japanese style, together with a website themed "Tokyo Love Story" enabling Ozawakei fans to mock up online with the latest hair colour trend in Tokyo and stand a chance to win NT\$10,000 to travel to Japan.



Magnetic magic

The latest beauty trend to get UK talking is the magnetic nail polish! The nail polish is manipulated with a mini magnet to give the nail a unique patterned look. Always on the cutting edge, **Superdrug** launched an exclusive magnetic nail polish range in October under its new cosmetics brand FashionistaA, in conjunction with hot UK girl band The Saturdays, with each of the five polishes featuring one member of the group.

Superdrug ☆



A breakfast with grape power

To celebrate the launch of **Superdrug**'s Own Brand skincare collection "Super Antioxidant Grape", a breakfast for the beauty press was held with the scientist behind the stem-cell technology as special guest to explain the beauty benefits. The launch was an instant hit with positive media feedback and additional shipments of product to fulfil the beauty demand of customers.

Superdrug ☆





And the winners are...

Did you know... that more than 180 entries have been received, with over 90 being awarded in the past three years to celebrate marketing and communications expertise across our 33 markets? This year, a record-breaking 73 entries from 29 business units competed for 10 award categories in the **A.S. Watson** Marketing & PR Awards, ultimately with 38 remarkable campaigns being honoured by Group Managing Director Dominic Lai in early September.



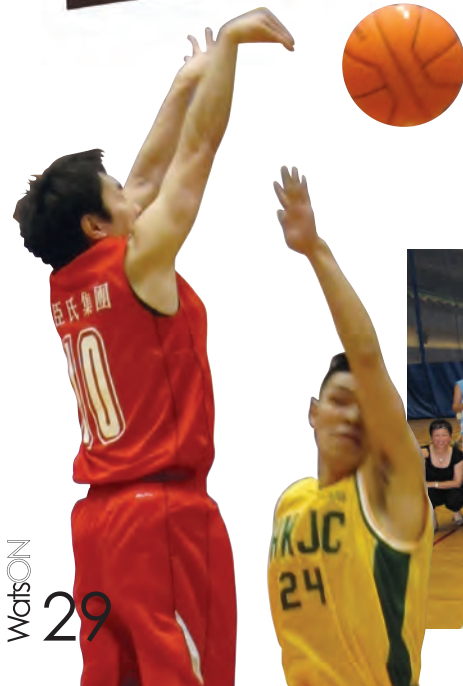
Triumph from sport teams

The **A.S. Watson** Corporate Men's Basketball Team has been crowned Champion in the Inter-Hong Basketball Tournament this year. Our team outshone five other teams in the same pool and even defeated last year's champion team in the quarter final before clinching the winning title.

1st Runner-up for badminton squad

Chimes of victory came also from the Corporate Badminton Team, which took part in the HWL Group Badminton Tournament with the following achievements:

- Overall 1st Runner-up
- Champion in the Men's Doubles and Women's Doubles
- 1st Runner-up in Women's Singles
- 2nd Runner-up in the Mixed Doubles



An honourable congregation

On 27 September, graduates from the 18-month **A.S. Watson** Future Leaders Programme attended their graduation ceremony and shared their key lessons learnt: mental toughness, being proud but staying humble, and recognising the role of passion in success. Group Managing Director Dominic Lai presented certificates and exhorted graduates with the quote of wisdom in retail from Chairman Mr Lee Ka-shing: "Customers First".



Bring more to life

With the leisure activities organised for its staff, **A.S. Watson Group** is no doubt a great place to work.

Staff attended popular cookery classes where they learned to make delicious desserts, blood donation at offices allow fellow colleagues a chance to give hands to those whose lives are at stake, and moon cakes and fruit were distributed to employees during the Mid-Autumn Festival. Excursions in September to a nature education centre provided great opportunities for staff to relax with family and friends.





Krish Iyer (6th from right), Managing Director of Watsons Taiwan, officiates at the academy's opening

Nurturing retail talents

At **Watsons Taiwan**, employee training is considered imperative to the company's success. Therefore the fifth Retail Academy was opened at the Watsons Taiwan headquarters to offer comprehensive training in a comfortable and spacious setting. With three classrooms catering to the training needs of 60 staff, makeup stations were setup to allow employees experience beauty products by touch and feel. A library with magazines and books provides a knowledge base for employees with the most up-to-date market information and retail management skills.

Watsons



Baby boon

Superdrug is giving all colleagues who are going on maternity, paternity or adoption leave a hamper of Own Brand goodies. The hamper includes baby wipes, baby lotion, baby nappies, a nappy sack, skin restoring oil and other goodies worth £25, which is a blessing from the company to make life more comfortable for the new parents and babies.

Superdrug

Team spirit

Sixteen super-fit **ICI PARIS XL** employees ran the New York Marathon and raised a total donation of €30,000 for the Make a Wish Foundation, which helps terminally sick children to realize their dreams. On another sunny day in Latvia, 22 members of the **Drogas Latvia** athletics team joined more than 16,000 participants from 45 countries to participate in the Nordea Riga Marathon. "It was a fantastic big team feeling," said second-time participant Ina Gavarāne, a Drogas sales consultant.



The finish line approaches for Drogas Riga store consultant Baiba Kronkalne



Leo van Welij, Regional Managing Director of ICI PARIS XL Benelux, participates in the New York Marathon

A decade of Drogas

Drogas Lithuania celebrated its 10th anniversary on 4 September. During the decade, Drogas has conquered the hearts of Lithuanians with 44 stores. On the big day, staff in stores were congratulated with delicious cakes while office employees attended a celebration lunch hosted by senior management from Drogas Latvia, who had all taken part in the 2001 launch of the Lithuania operations.



35. 1st Global Volunteer Day at A.S. Watson Group
39. Volleyball bonanza 40. Leader in green retail •
In friends we trust 41. With chef we care • Be a
green traveller 42. Light up those in the dark •
Giving's in fashion 43. A boulevard of love



Our Community



A.S. Watson Group (Hong Kong) – outing with underprivileged children and encouraging self-expression through story-telling

1st Global Volunteer Day at A.S. Watson Group

The 1st Global Volunteer Day of **A.S. Watson Group** (ASW) was held in October, when 28 business units joint hands to bring more love and care to the life of every one we touch. Meaningful programmes engaging staff, customers and the community ranged from giving hugs to each other at the offices, motivating customer donation for social causes, cleaning up hiking tracks, charity race between staff and supplier teams to conservation work at local wetland centres.

ASW's business units have been active in supporting various community programmes for years, and this is the first attempt at a global collective effort in a chosen month of the year in support of the ASW Corporate Social Responsibility (CSR) Policy released earlier in the year.



28 business units

15,000+
participants

53,000+
friendly gestures

15,000+
beneficiaries

Watson
35



A medallion pin is given to each participant of the ASW Global Volunteer day in appreciation of their support towards caring for the community.





Retail HK – PARKnSHOP, TASTE, GREAT, Watsons, FORTRESS, Watson's Wine – outing with underprivileged kids for coral-watching and kite-flying



A.S. Watson Group (Hong Kong) – Donation drive with cookies delivery for Hans Andersen Club





UK (Battersea office) – Conservation work by staff volunteers at the London Wetlands Centre



PARKnSHOP China – Elderly home visit



Marionnaud Spain – "A Week of Hugs" donation campaign



Watsons The Philippines – "Watsons Family Health Day" for staff and their families





Superdrug Head Office - "Cycle to the Moon" charity bike race



Watsons Taiwan - Hand in Hand with Love Charity Fun Race

BRING **MORE** TO LIFE OF EVERY ONE WE TOUCH



Watsons Singapore - Pink Ribbon Walk



Gerard van Breen (right), CEO of Health & Beauty Benelux, joins the store fund-raising activity of the National Cancer Fund



ASW Volunteer Team helps bring the sport to remote areas, and receives over 1,600 children and rehabilitative patients at the Grand Prix



Malina Ngai, Director of Group Operations, Investments & Communications, congratulates the winning team from China, together with officials from the Liaison Office of the Central People's Government, Leisure & Cultural Services Department and the Volleyball Association of Hong Kong

Volleyball bonanza

For the second year, **Watsons Hong Kong** is delighted to be the title sponsor of the FIVB Volleyball World Grand Prix in Hong Kong, spreading the message of "Be Healthy, Be Active" amongst the ever-busy metropolitan life in the city.

A community event, "Love and Care Volleyball Campaign" ran parallel to the Grand Prix, fronted by China Women's National Volleyball Team players, together with the **ASW Volunteer Team**, giving a chance to the underprivileged children living in remote areas to experience the fun of playing soft volleyball through coaching by world-class players as guest coach to encourage green buds of the sport.

FORTRESS also joined hands with Watsons in welcoming the China Women's Volleyball Team with a visit to our stores amidst their busy training and competition schedule.



Leader in green retail

Watsons Taiwan recently spoke on behalf of the industry to make retail a green business. Representing the pharmacy & fashion sector in a power-saving summit attended by industry elites and government officials, Watsons Taiwan was being invited to speak about our efforts in energy conservation. Representatives from different companies signed a voluntary agreement after the summit to implement measures aimed at reaching carbon-reduction targets.

Watsons

In friends we trust

On the International Good Friend's Day, **Watsons Taiwan** worked with P&G to hold an online event to make its "Must Be Good Friends" concept a customer-engaging experience by inviting customers to share little secrets on how to maintain friendship with their close friends. Five online winners were invited to a press event where together with a celebrity singer cum actress they shared their caring ideas with the public.

Watsons



Brenda Kou (2nd from left), Marketing & Communications Director of Watsons Taiwan joins representatives from retail industry to stand for the energy-saving call





Kulvinder Biring (8th from left), Managing Director of Watsons Malaysia, hands over a donation of RM25,000 to the orphanage



With chef we care

During the holy Ramadhan, **Watsons Malaysia** had raised RM25,000 for the orphanage "Rumah Kebajikan Al-Munirah, Klang" through a charity campaign with Malaysia's No.1 celebrity chef – Chef Wan. Two hundred lucky Watsons VIP Card members were treated to the Watsons Selebriti Aidilfitri talk show hosted by Chef Wan, and had the opportunity to meet and enjoy the showmanship from other famous entertainers as well.

Watsons



Alessandra Piovesana (4th from left), Regional Managing Director – Asia of Nuance-Watson (HK), presents the prizes to winners of the poster design competition

Be a green traveller

Since 2007, **Nuance-Watson (HK)** has hosted the annual "Save & Preserve" programme to encourage airport travellers respecting our environment. This year, the company continued to promote the eco-protection message through the "Green Poster Design Competition" and the "Save a Plastic Bag Campaign" in partnership with the Green Council of Hong Kong. Apart from the in-store activity "Plant a Green Wish to the World", they have also launched an interactive web experience about green living, please visit:

<http://www.nuancewatson.com.hk/eng/about/responsibility.htm>

Nuance-Watson (HK)
GIVEN PLASTIC BAG FREE



Light up those in the dark

Watsons Thailand recently paid a visit to deliver happiness to the Khon Kaen School for the Blind as part of the company's community programme. Watsons Thailand brought a team of entertainers including a famous DJ and an artist to join the students for a snack party and fun activities. A students' favourite singer was also invited to light up the event with her billboard hits.

Watsons



Nuanphan Jayanama (right), Marketing Director of Watsons Thailand, joins the staff and celebrities to spend a happy afternoon with the students

Giving's in fashion

Superdrug celebrated its third year in partnership with the National Society for the Prevention of Cruelty to Children and ChildLine by launching a set of three new limited-edition charity badges in October. The badges offer customers a fun way to support ChildLine for its fantastic work in making a difference to the lives of children in UK. The partnership raised £225,000 last two years for ChildLine to serve over 56,250 children.

Earlier in summer, Superdrug stores across the country got into the spirit of fundraising for Cancer Research UK. With staff dressed in costumes themed under summer, Superdrug planned fun events and activities to raise awareness and funds for the charity.

Superdrug





A boulevard of love

Watsons China has raised more than RMB 210,000 from 10,000 staff amongst our stores, warehouses and offices all over the nation, and the donation from the "Tea-Horse Ancient Route" charity walk was made to support the charity schooling initiative of the Sowers Action.

Following the nationwide donation campaign, eight volunteers from Watsons stores in Yunnan has taken part in the 9-day hiking tour across the "Tea-Horse Ancient Route", thereafter followed by a visit to Watsons-Sowers Action Primary School, bringing stationery and personal care products to spread our love to children in the rural parts of China.

Watsons



Super Quiz

Answers

to Issue 83

1) 10 million

2) Kiev

3) Swiss Apple

Questions:

- 1) How many users have installed the Watson's Wine iOS app?
- 2) Which business unit organised their first YOU Awards in 2011?
- 3) The 1st ASW Global Volunteer Day was held in _____ (month).

Super Prize (1)

Smartphone



Sponsored by



A.S. Watson Group

Gold Prize (4)

Mobile Charger



Sponsored by



Silver Prize (10)

Eyeshadow and Mascara Gift Set



Sponsored by



Hong Kong

Super Prize (Solar Timepiece)

Name	Company & Department
1. Ellie Li	PARKnSHOP China - Store Planning & Design

Gold Prize (320GB Portable Hard Disk)

Name	Company & Department
1. Ma Chu Leong	PARKnSHOP Hong Kong - Store M21
2. Nora Li	Watsons China - Operations

Silver Prize (Make-up Set)

Name	Company & Department
1. Lo Hon-wing	ASW Group - OSD
2. Stefan Plantinga	ASW Benelux - Finance
3. Tang Siu-fong	ASWI HK - Distribution
4. Lam Hung-wai	ASWI HK - OSD
5. Joyce Zeng	ASWI Guangzhou - Sales
6. Rachel Wall	Superdrug - Store 1303
7. Ralph Mok	Watsons HK - Supply Chain
8. Khairul Anuar Bin Wahid	Watsons Malaysia - HR
9. Chen Yuwen	Watsons Singapore - Finance
10. Mary Ann S. Mosquite	Watsons Philippines - Internal Audit

Name of Staff Member: _____ (ENG) _____ (CHI)

Company and Department: _____

Address: _____

Employee No.: _____ Contact Tel No.: _____ Signature: _____

A1: _____ A2: _____ A3: _____

Send your **completed** entry form to:

Deadline: 31 January 2012

Group Public Relations, A.S. Watson Group
11/F, Watson House, 1-5 Wo Liu Hang Road, Fo Tan, Shatin, New Territories, Hong Kong

or email to: WatsON@asw.com.hk

Li Ka-shing Awarded the Carnegie Medal of Philanthropy



Hong Kong entrepreneur and philanthropist Mr Li Ka-shing and St Michael's Hospital President and CEO Dr Robert J Howard (right) unveil a plaque recognising Mr Li in the lobby of the new Li Ka Shing Knowledge Institute, while Ontario Premier Dalton McGuinty looks on

Mr Li Ka-shing, Chairman of the Li Ka Shing Foundation (LKSF), has been to the North America for a series of philanthropic initiatives in October. His philanthropic efforts have gained international recognition, which made him the first Chinese to be awarded the Carnegie Medal of Philanthropy.

Mr Li had his first stop at Toronto on 18 October, where he opened the Li Ka Shing Knowledge Institute at St Michael's Hospital. LKSF has donated more than CAD 75 million to support educational, medical and community welfare in Canada over the past 18 years, among which the CAD 25 million donation has made the institute one of the first in the world specifically built to bring together researchers, educators and clinicians to create an incubator for new ideas. The goal is to enhance knowledge translation and focus specifically on accelerating new treatments and best practices from the laboratory bench to the patient bedside.



Mr Li Ka-shing is honoured with the Carnegie Medal of Philanthropy at the 10th Anniversary of the award given by the Carnegie Corporation



Mr Li then went on to attend in person the Carnegie Medal of Philanthropy award presentation at the New York Public Library on 20 October, as the first Chinese awardee since the medal's inception 10 years ago.

The exceptional and unconditional giving by Mr Li, through LKSF, is recognised and recommended by members of the selection committee, together with other eight individuals and families for their philanthropic initiatives over the years.

"I believe our dedication and effort will bring about effective and efficient changes to the world around us. As many of you know, I have often referred to my own commitment to making a difference as being like having a 'third son', in addition to the two sons I have been blessed with in this life. My third son and I are honored to be counted among your company," Mr Li said.



Touched by the outpouring of their spirit, Mr Li is engulfed by grateful students at the opening of the Li Ka Shing Center for Biomedical and Health Sciences

At the final stop of the trio events in North America, Mr Li witnessed on 21 October the dedication of the Li Ka Shing Center for Biomedical and Health Sciences in the University of California, Berkeley, of which the LKSF has been supporting since 2005 with a donation of USD 40 million for its establishment.

The center is a new 200,000-square-foot research facility, which enables scientists from around the world to study and teach UC Berkeley students about the underlying mechanisms of biology and disease, addressing the complexities of cancer, brain diseases, infectious global killers and stem cell biology.

Mr Li was presented with the Berkeley Medal, UC Berkeley's highest honour, in recognition of his global philanthropy and long-standing commitment to the advancement of education and the health care sciences.



About A.S. Watson Group

With a history dating back to 1828, the A.S. Watson Group (ASW) has evolved into an international retail and manufacturing business with operations in 33 markets worldwide.

Today, the Group operates over 10,000 retail stores running the gamut from health & beauty, luxury perfumeries & cosmetics to food, electrical & electronics, fine wine and airport retail arms. 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 100,000 staff and is a member of the world renowned Hong Kong-based conglomerate Hutchison Whampoa Limited, which has five core businesses - ports and related services; property and hotels; retail; energy, infrastructure, investments and others; and telecommunications in 52 countries.

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