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Watson



A.S. Watson Family Magazine
Quarter 1 • 2012

Think Winning, Think A.S. Watson

2011 HWL Annual Results
1st You Healthy Walking Day
“Brain” More to Life



A Hutchison Whampoa Company



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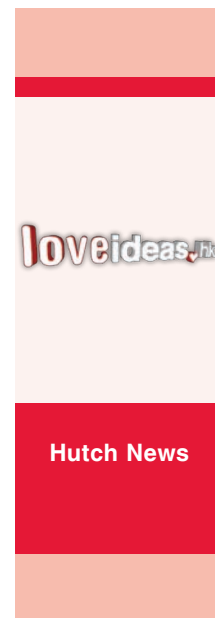
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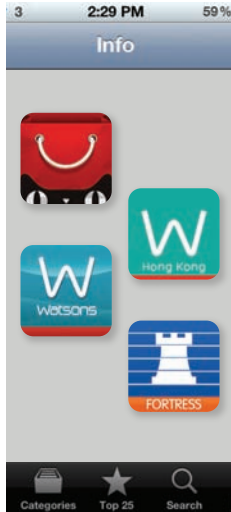


Hutch News

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Around the World



2011 HWL Annual Results

For the year ending 31 December 2011, **Hutchison Whampoa Limited** (HWL) reported a total revenue of HK\$387,717 million, 22% higher than last year, with profit attributable to shareholders at HK\$56,019 million, a 178% increase compared to the restated profit for the same period last year.

For full report, please see:

http://www.hutchison-whampoa.com/upload/en/media/press/2394_eng.pdf

A.S. Watson Group, HWL's retail and manufacturing arm, delivered a very strong contribution to revenue, cashflow and earnings growth in 2011. Total revenue of HK\$143,564 million was 17% higher than last year. Earnings before interest expense and taxation (EBIT) increased 19% to HK\$9,330 million. The division's performance in Europe was particularly satisfying, maintaining growth in sales and operating margin in difficult environments. Asia also reported very strong growth which is expected to continue by growing store numbers.



10,000 stores around the world

A.S. Watson Group's global network has been rapidly expanding over the past decade. With only 1,100 stores in Asia in 2001, the Group has reached the 10,000 stores' milestone just before the end of 2011 to become the world's largest health, beauty and lifestyle retailer. To share the excitement with our suppliers, customers and staff, an online celebration message board was established with heart-warming messages received from friends around the world.

Watsons China also earlier celebrated their 1,000th store with a meaningful community campaign to assist children's education needs in impoverished areas of China through donation to purchase books for the libraries in three primary schools.



Watsons



Around the World



A new fleet of e-crafts

The engine of digital marketing is roaring at **A.S. Watson's** brands!

Marionnaud France added a lot of excitement to the Valentine's Day with social media, drawing over eight million visits to the website. An animated banner in popular websites enabled users to discover how much they are being loved, and to send an invitation to their loved ones, and the sender would be offered a discount on make-up purchase.

Watsons China has just launched an e-store in Taobao's online shopping mall (T-mall), the largest online B2C (Business to Consumer) website in the country. Through the sophisticated e-commerce platform, Watsons China will enable consumers to enjoy the brand's unique customer-centric shopping experience.



Check out Watsons' T-mall store on mobile!

<http://watsons.tmall.com>



With the addition of new apps for three of our brands, customers can have a closer touch with us on-the-go, answering their needs in every checkpoint of their shopping journey - whether they want to search for a nearest store, getting the latest product news, or simply looking for a good deal and gadgets.

To date, over 585,000 smartphone users and 1.3 million online customers have experienced the convenience of our digital marketing tools. With the enhancement of our fleet of mobile apps and e-commerce channel, no doubt it would bring a new height to our businesses. Let's embrace the digital era as we take off!



Marionnaud

Watsons

香港 FORTRESS



**FORTRESS
HONG KONG**



After its debut in the social media of Facebook and Weibo micro-blog, FORTRESS launches the iOS app in December 2011



**WATSONS
HONG KONG**



In the first week of launch, the app achieves Top 20 ranking in the Top Free App Store in Hong Kong, and is top-ranked in the Health & Fitness category



**WATSONS
TAIWAN**



Customers can retrieve their shopping records, search for their nearest Watsons store or get addresses, phone numbers and operating hours. More contents to come include health, beauty and fashion videos

Check out videos on YouTube



FORTRESS HK



WATSONS HK

<http://www.youtube.com/watch?v=K4962UyNLVY>
<http://www.youtube.com/watch?v=ONMDZ21wWnE>



Steven Young (right), General Manager of Watsons Korea, congratulates the winner of the "2011 Brand of the Year" award



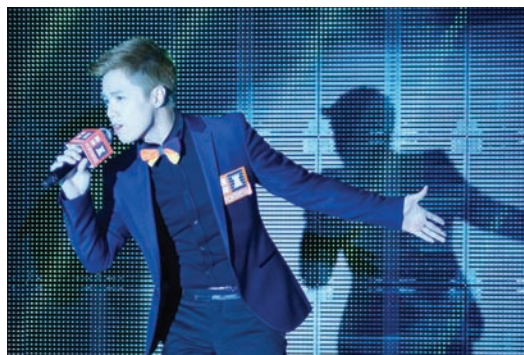
Cocktails and applause

Watsons Korea held its first Health, Wellness and Beauty (HWB) Awards in November at the famous "floating banquet hall" on the Han River. This special debut event received over 150 guests from top suppliers who were joined by executives for cocktails and entertained by the Drum Cats. The night was a huge success with lots of applause and strengthened relationship both with suppliers and within the team.

Watsons



Gary Ng (4th from right), Managing Director of FORTRESS, kicks off the Inspiring Smart Living Awards 2011



Living smart

To honour trade partners with outstanding performance in product development, distribution, after-care service and promotion, **FORTRESS** Inspiring Smart Living Awards 2011 was held as an annual pageant for electronic appliances and audio-visual products. The awards also serve as a recognised index for customers' reference of the best-in-class electrical and electronic products.

FORTRESS

Lucky treat

To usher in the new year, 40 lucky **Watsons Malaysia**'s VIP Card members had the exclusive opportunity to meet the renowned Feng Shui Master Joey Yap. Master Yap shared his predictions and advice on how to get the most of the Year of the Dragon, members also received a personalised Chinese calligraphy painting gift – proving once again that being a Watsons VIP card member is truly a rewarding experience.

Watsons



Pack for health

Watsons Philippines re-launched the popular Compliance Pack (CP) for chronic illnesses, with overwhelming response from around 200 healthcare professionals and media who attended the launch event. Watsons Pharmacy offers CPs for patients with chronic diseases such as diabetes, hypertension and high cholesterol which are priced up to 80% less than leading brands to help patients complete their medication without going over their budgets.

Watsons





Martin Gaber (2nd from left), Country Manager of Marionnaud Austria, shares the joy of reaching the brand's important milestone with his management team



A fabulous decade!

Marionnaud Austria celebrated its 10th anniversary with a stylish event held at the historic Palais Auersperg in the heart of Vienna. It was a party with friends from beauty personalities, style experts and celebrities joining representatives of the press and beauty brands to celebrate in "the fabulous world of Marionnaud".

/Marionnaud



TPS Facebook fans page reaches the milestone of 100,000 likes, a double celebration of the brand's success in social media after being the Top 10 most engaging fans page in the UK

All thumbs up

The Perfume Shop (TPS) is proud to announce the brand having one of the most engaging Facebook fans page in the UK for the first quarter of 2012 with a high response rate at 72%*, proving the brand's effort in being responsive to its fans to maintain positive fan relationships. TPS also outperformed other perfume retailers in the market as the only luxury perfumeries & cosmetics retailer in Top 10 ranking.



Facebook fans page of TPS

<http://www.facebook.com/theperfumeshoponline>

* Measured from the number of page administrator responses made to user generated wall posts, divided by the total number of user-generated posts

PERFUME

Concerting Beauty

Marionnaud Spain made its professional service a staccato in the "Beauty Fever of Andalusia" which was held in December 2011. Teaming up with influential local bloggers, Marionnaud offered online reservations for free make-up sessions, which attracted media exposure in regional and national TV, and also in beauty blogs talking about Marionnaud's novelties and quality service.

Riding on the 5th anniversary of the Kursaal theatre of Barcelona in January, **Marionnaud Spain** had turned the store in Manresa into an auditorium of classical music, with skincare in the jars. A famous classical music band was invited to give a three-hour performance, creating buzz and curiosity for a crowd outside the shop, with increased store traffic during the event.

/Marionnaud





Perfume previews

A perfume launch has never been so artsy. **The Perfume Shop** held its annual Spring Summer Press Show at the Swarovski Crystallized Lounge in Central London where the aim of the show was to drive awareness of the brand and secure coverage in key media titles. The event revealed new perfumes for Spring/Summer 2012, with over 90 journalists attending the event.

PERFUMES



Visit The Perfume Shop's
online store!

<http://www.theperfumeshop.com>



We serve customers right

Marionnaud Poland has been given the Best Customer Service Award among luxury perfumeries and cosmetics retailers in Poland, and is also ranked Top 10 among all other Polish retailers. The mystery shoppers research company Daymaker visited over 600 stores from 125 retail brands in Poland. Six key service areas were assessed in these store visits, including environment, first impression, customer needs, knowledge, sales and check-out.

Marionnaud Poland's top ranking reinforced the brand's commitment "Everyday Beautiful" to customers through quality, friendly and helpful service.

/Marionnaud

Baby workout keeps mums in shape

Kruidvat has introduced the new concept of “Baby fitness” to the Netherlands at Negenmaandenbeurs – a fair for pregnant woman and parents with babies. A baby fitness class was delivered to 35 mothers and their babies at the Kruidvat booth, and a famous actor and his daughter were invited to the challenge, attracting ample attention from visitors and the press.

Soon you will see babies in gym rooms!



Amsterdam glam

On 8 March, **Kruidvat** organised a beauty afternoon in Amsterdam for journalists and beauty bloggers. Our exclusive make-up brands were central to the cosmetics workshops while a well-known hairstylist demonstrated the possibilities with our new professional styling products, generating positive response from press about the new Own Brand products.



Simply the best!

A fruitful kick-off for 2012 -
congratulations to our
winning brands!



10 Consecutive Years Caring Company Logo
(by The Hong Kong Council of Social Service)



5 Years Plus Caring Company Logo
(by The Hong Kong Council of Social Service)



Singapore

**Singapore Service Class
(S-Class) Certification (2010-2013)**
(by SPRING Singapore,
Singapore Ministry of Trade and Industry)



Philippines

**Foreign Brand Retailer
(Non-Food Category)**
(by Philippine Retailers Association)



**2nd most vital brand in the Netherlands
Top 100 Essential Brands of 2011**
(by European Institute for Brand Management)



National 2011 Excellent Service Award
(by Singapore government)



**Green Management Bronze Award
Hong Kong Green Awards 2011**
(by Green Council Hong Kong)



Nuance - Watson (HK)
WORLD CLASS DUTY FREE

DFNI Global Awards 2012
• Travel Retailer of the Year
• Airport Travel Retailer of the Year

DFNI Product Awards 2011
• Best New Gifts & Electronics Product
(by DFNI)



Nuance - Watson (HK)
WORLD CLASS DUTY FREE

Airport Staff Safety Awards (17 awards)
2011/12 Airport Safety Recognition Scheme
(by Hong Kong International Airport)



Watsons
China
Silver of Media Creative
2011 Effie Awards China
(by Effie)



Marionnaud
France
Retailer of the year 2011-Beauty and Perfume
(by Q&A Research and Consultancy)



豐澤 FORTRESS **Watsons**
Hong Kong
Hong Kong and Macau Merchants Quality and Integrity Award 2011-12
(by Guangzhou Daily)



豐澤 FORTRESS

My Top Ten Favourite Brands in Hong Kong
(by Guangzhou Daily)



THE PERFUME SHOP

The Sunday Times
100 Best Companies To Work For 2012
(by The Sunday Times)



Watson's Wine

Best Wine Cellar
Marie Claire Best Label Award 2012
(by Marie Claire)



PARKnSHOP

Hong Kong
Octopus Partner Awards 2011
• Octopus Premier Award
• Octopus Usage Growth Award in Payment (Supermarket)
(by Octopus Cards Limited)



豐澤 FORTRESS

Hong Kong
Smiling Enterprise 2011
(by Mystery Shopper Service Association)



PARKnSHOP

Macau

NEW STORE OPENINGS



The 1,000th store of Watsons China opens in Pudong, Shanghai



Watsons China celebrates 300th store milestone of the Eastern China district



Christian Nothhaft (middle), CEO of Watsons China, hosts the ribbon-cutting ceremony for the 1,000th store opening in Mainland China



Martin So (4th from left), CEO of Health & Beauty Asia, and Steven Young (5th from right), General Manager of Watsons Korea host the opening of the brand's 50th store in the market



Watsons santa girls spread the grand opening news and the store breaks the opening sales record in Korea



Watsons Philippines launches a new store in Forbeswood Parklane



PARKnSHOP China opens a 23,000sq-m store in Shenzhen, offering over 11,000 items from all over the world



Marionnaud Poland opens a new store in Redutal. The "butterfly man" distributes vouchers to customers for a gift lottery



Marionnaud Romania opens a new store in Bucharest in February



Think Winning, Think A.S. Watson



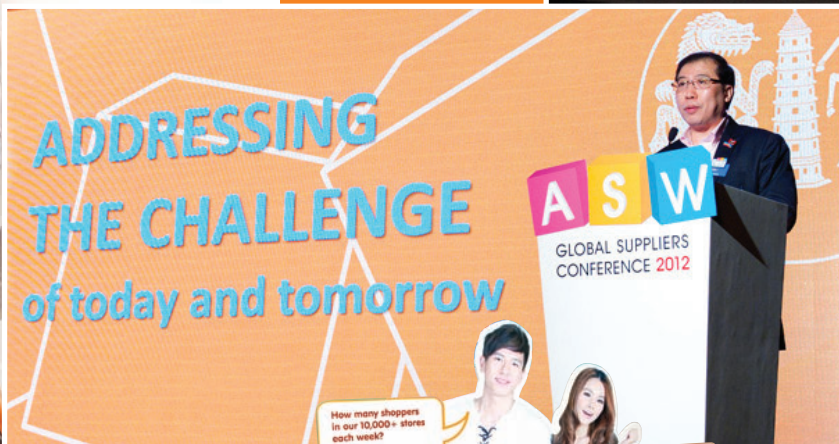
Health & Beauty industry leaders gather at the A.S. Watson Global Suppliers Conference and prepare to shift gear for the digital era of customer-centric retailing.



Dominic Lai (5th from left), Group Managing Director of A.S. Watson Group (ASW), is joined by senior executives from top health & beauty manufacturers around the world to celebrate the 10,000th store milestone of ASW at the welcoming cocktail

In early March, **A.S. Watson (ASW)** hosted the 2nd Global Suppliers Conference and Awards 2012 in Hong Kong. With the theme "Think Winning. Think Customer", the event attracted over 100 top executives from 22 world-class health & beauty manufacturers to gather in Hong Kong for the ultimate event in our industry.





Masterminds think tank

Group Managing Director Dominic Lai officiated the conference and presented the latest strategic mindmap of the world's largest health, beauty and lifestyle retailer.

Panels of speakers from leading manufacturers shared their best practices in engaging shoppers at every touch point of the customer journey; and how to unleash the power of science to engage customers.

ASW's CSR framework was also shared with manufacturers on this occasion, looking forward to more socially responsible achievements together as we bring more to our customers and the community today, and tomorrow.





Gilberto Pozzi
Co-head Global Consumer Retail Group
Goldman Sachs



Jean-Jacques Lebel
President
Consumer Products Division
L'Oréal



Harish Manwani
Chief Operating Officer
Unilever



Robert Fregolle
Chief Customer Officer
Procter & Gamble



Emma Walmsley
President
Consumer Healthcare Worldwide
GlaxoSmithKline



Carl Dempsey
Vice President
Customer Development EMEA
Johnson & Johnson

WINNING formula

The Global Suppliers Awards Presentation Dinner was held on the immediate evening to celebrate the success of outstanding partnerships, recognising the distinguished performance of manufacturers in A.S. Watson channels.



Scan the QR code to watch
the GSC event highlight video
on YouTube!

www.youtube.com/user/aswgrouppr



“ **STAY CLOSE** to A.S. Watson,
and **TOGETHER** we stay close
to our **CUSTOMERS**,
and **WIN** together. ”





Especially for sweet teens

Starting the year afresh, **Watsons Thailand** introduced the "Sweet Princess" range of cosmetics aimed at teenage girls, answering all teens' make-up needs, thanks to Japanese Sakura extract and Vitamin E for glowing skin, as well as Vitamin C with benefits in brightening and sun protection.

Watsons



Nuanphan Jayanama (2nd from left), Marketing Director of Watsons Thailand, is joint by famous celebrities at the launch event

Scents of Temptation

Nuance-Watson (HK) introduced two deluxe aromatherapy brands at Temptation Duty Free stores at Hong Kong International Airport - Archipelago Botanicals, the popular at US premium spas, and Bungalow No. 9, a collection of scented candles and fragrance diffusers made with natural soy and other high-quality ingredients.

Nuance-Watson (HK)
WORLD CLASS DUTY FREE



Laws of attraction

The launch of Lynx Attract body spray was extraordinary with UK celebrity Abbey Clancy in **Superdrug**. The buzz began in February with a "snogmob" of 20 in-store models, to be attracted to someone of the opposite sex, lured by the smell of their fragrance. This was all recorded on video and released via social media. Furthermore, Abbey Clancy's surprise appearance in the store was captured by the paparazzi. Over 16,000 bottles were sold in the first week, at the rate of 200 bottles per hour!

Superdrug ☆





Stepping up for health

Lifestyle Club debuted the “You Healthy Walking Day” on 13 January in the Hong Kong headquarters as part of its employee wellness initiatives. Over 560 colleagues walked the 299 steps up six flight of stairs, adding to a total of over 204,000 steps. Participants received a cheer pack with fruit and juice to kick off the day’s work, with a lucky draw sponsored by FORTRESS to reward enthusiastic colleagues committed in shaping up their own health.



Strategies for a winning team

A.S. Watson Group organised its 4th annual Asia Internal Audit Conference in Malaysia in February. “Creating a Winning Team” was the theme of this year, with best practices sharing and covering vital business processes including stock management, business continuity planning and e-commerce. Warehouse and store visits had also been arranged to give participants an insight into how business strategies have been put into action to create a winning business.



Impression rules

The “Customise your store, customise yourself” competition by **Marionnaud Spain** challenged frontline staff on three aspects of customer impression: outdoor windows, indoor displays and staff grooming. Six stores won by showing their talent in beautifying their stores and themselves, receiving dinner as prizes for all staff and their partners.

Marionnaud



“Brain” more to life

Kruidvat Netherlands won the Jury Prize of the Brain Cup 2011, recognising its effort to retain employees with brain damage. To help an employee who suffered from brain injury at employment, Kruidvat created a new position which enabled the employee to continue his contribution to the company. The jury praised Kruidvat for valuing “the person behind the employee”, and the €5,000 prize will be further invested in a project which benefits people with brain disorder.

 **Kruidvat**

www.aswatson.com



A great place to work!

The Sunday Times Top 100 Best Companies to Work For has rated **The Perfume Shop** (TPS) as one of the best places to work in UK. Ranked at 37th, TPS is the only luxury perfumeries & cosmetics retailer listed as Top 50 in the 2012 survey, with 82% of the surveyed staff agreed that they love working for the company, while 80% felt a strong sense of family. TPS is a truly people-orientated employer!

 **PERFUME**

29. Walk for a cause **31.** Young athletes take a bow
33. A decade of care • Starry, starry night **34.** Pass-it-On •
Welcome home • Tee for our ladies please **35.** Love
and hugs • Superdrug plays Santa **36.** Home is where
our heart is • Cheer for needy kids



Our Community



Walk for a cause

Over 2,300 **A.S. Watson Group** staff, together with their family and friends, spent a meaningful morning by joining the New Territories Walk for Millions in February, demonstrating their caring spirit while burning a few calories along the trail. A.S. Watson raised a total of HK\$618,628 to support the family and child welfare services funded by the Community Chest of Hong Kong.







屈臣氏集團

香港學生運動員獎

A.S. Watson Group HK Student Sports Awards

2011 - 2012



Young athletes take a bow

The Hong Kong Student Sports Awards celebrated its 7th anniversary in March with 80% of Hong Kong's schools participating, honouring 890 outstanding young athletes from 49 different sports. The programme has benefited over 5,600 students since its inception in 2005, encouraging young people to love sports and enjoy life. Elite athletes, together with over 2,000 parents, teachers and school principals were at the presentation ceremony to congratulate these youngsters. A workshop was organised to train the awardees in their leadership and communication skills, and 30 students will be selected to join a Sports Exchange Tour this summer, earning the chance to meet and learn from world-class athletes and visit the national sports training facilities in Mainland China.





A decade of care

On 3 May, **A.S. Watson Group** (ASW) was named a "Caring Company" by the Hong Kong Council of Social Service for the 10th year. A total of 107 member companies of the **Cheung Kong Group** (CKH) have been awarded the "Caring Company Logo" this year. This represents the highest number of participating companies for a commercial group entity, a record maintained by CKH for 9 consecutive years.

Of the 107 CKH member companies that were awarded the "Caring Company Logo", 7 were awarded the "10 Consecutive Years Caring Company" logo, including ASW and Watsons Water, while retail and manufacturing signatures under ASW including **Watsons Hong Kong**, **PARKnSHOP**, **TASTE**, **GREAT**, **GOURMET**, **FORTRESS**, **Watson's Wine**, **A.S. Watson Industries**, **Citrus Growers International** and **Nuance-Watson (HK) Limited** achieved the "5 Years Plus Caring Company" logo.



Starry, starry night

The **ASW Volunteer Team** has turned something which seems impossible into an enjoyable evening. Co-organising with the Social Welfare Department of Hong Kong, the "Stargaze Camp for the Visually Impaired" was held last December, with games and astronomy talk by helpers from the Hong Kong Science Museum. Special aids such as 3D astronomy maps were prepared to enable the visually challenged to experience the mysterious gigantic galaxy beyond their own limitation. What a starry night!



Pass-it-On

Retail Hong Kong brands including **PARKnSHOP**, **INTERNATIONAL**, **TASTE**, **FUSION**, **GREAT**, **Watson's Wine**, **FORTRESS** and **Watsons** recently joint efforts again and supported the Hong Kong Red Cross' "Pass-it-On" campaign by selling bear towels to raise funds for their humanitarian operations as part of the continuing efforts for this meaningful programme since 2009, bringing more to the lives of people and make the world a better place.



Welcome home

The recent flood in Thailand has destroyed the home of many children. Therefore **Watsons Thailand** decided to arrange a Welcome Home Party for them at the Emergency Home run by the Association for the Promotion of Status of Women. Filled with games, gifts and smiles, Watsons' action has shown our care and support to the victims in the flood, demonstrating our exemplary corporate citizenship.

Watsons



Tee for our ladies please

Watsons Thailand held a charity event selling "Watsons We Care" T-shirts on International Women's Day. Proceedings were donated to the Association for the Promotion of the Status of Women, which is under the royal patronage of HRH Princess Soamsawali in Thailand.

Watsons



Nuanphan Jayanama (middle), Marketing Director of Watsons Thailand, participates at the event to promote the "Watsons We Care" charity T-shirt sales



Love and hugs

Christmas is a time to give, and to gift. **Watsons Hong Kong** co-hosted with UNICEF the “Watsons Loving UNICEF Charity Fundraising Campaign”, offering to those who were sourcing gift ideas a chance to add a special meaning to their presents. In addition to the charity sales of Christmas teddy bears, the brand also placed donation boxes at checkouts to raise funds for UNICEF’s operations.

Watsons



Superdrug plays Santa

Some might be busy unwrapping presents on the Boxing Day, but not everyone are that fortunate so **Superdrug** decided to give a hope to those who were yet to be blessed by Santa Claus. Into its 4th year, Superdrug linked up with the Salvation Army to ask customers to donate a gift which the charity would then distribute in local areas. Over 4,600 gifts were collected, lighting up the Christmas of many children and families.

Superdrug

Home is where our heart is

Christmas for children can never be more colourful with **Watsons Malaysia's** "Colourful Christmas with Watsons" campaign, which raised RM16,000 for two newly adopted children's homes, with funding supported by Watsons VIP Card members, charity calendar sales and a celebrity charity auction on its Facebook fan page. Children from the homes also received a free shopping spree at a Watsons store!

Watsons



Kulvinder Biring (6th from left), Managing Director of Watsons Malaysia, hosts the event to publicise the brands' online charity auction



Cheer for needy kids

Nuance-Watson (HK) (NWHK) raised HK\$120,000 for Save the Children through its Christmas charity programme "Time to Give – WE Care • WE Share", to help children in developing countries. A hundred NWHK office staff worked a total of 800 hours in stores, inviting customers to help alleviate child poverty. Donation boxes were also placed on counter tops while welcome gifts and various gift-with-purchase promotions offered festive yet meaningful extras to shoppers.

Nuance-Watson HK
WORLD-CLASS DUTY FREE



Super Quiz

Answers

to Issue 84 1) Over 15,400 2) Watsons Hong Kong 3) October

Questions:

- 1) How many top executives from health & beauty manufacturers are there at the Global Suppliers Conference 2012?
- 2) How many "LIKES" has The Perfume Shop achieved in its Facebook fans page recently?
- 3) Which business unit has launched their e-commerce website on Taobao?

Super Prize (1)

Digital Camera



Sponsored by



A.S. Watson Group

Gold Prize (10)

Make-up set



Sponsored by



Thailand

Silver Prize (10)

Perfume Atomiser with decorative crystals



Sponsored by



International Buying
Shared Buying Services

Super Prize (Smartphone)

Name

Company & Department

- | | |
|----------------|---------------|
| 1. Wan Hok Yin | ASW - Finance |
|----------------|---------------|

Gold Prize (Mobile Charger)

Name

Company & Department

- | | |
|---------------------------|---------------------------|
| 1. Teunette van de Scheur | Kruidvat - Store 2135 |
| 2. Helen Chen | PARKnSHOP China - Leasing |
| 3. Sandy Liao | Watsons Taiwan - HR |
| 4. Flora Tam | Watson's Wine - Store 520 |

Silver Prize (Eyeshadow and Mascara Gift Set)

Name

Company & Department

- | | |
|-------------------------------|--|
| 1. Chow Kwong Hung | ASW - Security |
| 2. Lui Hiu Ming | ASWI - Garage |
| 3. Loreta Noreikaitė-Ziezienė | Drogas - Marketing & Advertising |
| 4. Carli Li | PARKnSHOP China - Merchandising |
| 5. Liang Qiaoling | PARKnSHOP China - Operations Support |
| 6. Lam Yin Wah | PARKnSHOP Hong Kong - Store 2608 |
| 7. Elizabeth Oldbury | Superdrug - Store 966 |
| 8. Elaine D'silva | The Perfume Shop - Union Square Store |
| 9. Mary Anne A. Dullate | Watsons Philippines - Store Operations |
| 10. Nor Zarah Bte Abu Noh | Watsons Singapore - Supply Chain |

Superquiz goes digital!

Deadline: 27 July, 2012

You can now have the chance to win Superquiz even when you are on-the-go! Just scan the QR code and you may submit your answer for Superquiz from your mobile.

You may also access the website on computer through the link below:

watson-superquiz.aswatson.com

Or you may send the **completed** entry form in print to:
Group Public Relations, A.S. Watson Group
11/F, Watson House, 1-5 Wo Liu Hang Road, Fo Tan, Shatin,
New Territories, Hong Kong

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

Company and Department: _____

Address: _____

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

A1: _____ A2: _____ A3: _____



Love Ideas, Love HK

Round 3

Together we can
serve Hong Kong better

In September 2010, Li Ka Shing Foundation (LKSF) launched "Love Ideas, Love HK", one of the programmes of LKSF's HK\$300 million philanthropic campaign "Love HK Your Way!", which is a major interactive philanthropic programme combining the power of technology, charity and community awareness. The programme encourages Hong Kong residents to move their creative energy into innovative initiatives that support our community and put forth their projects for public voting, and has already impacted more than 1.1 million beneficiaries through the 427 projects granted.

Application for Round 3 lasted from 3 to 23 May, with a focus on Hong Kong's core values of freedom, equity and care in its print advertisement. Similar to Rounds 1 and 2, it continues to drive through social and viral engagement.

"Love Ideas, Love HK" allows applicants to freely choose whom they want to serve, what creative and love ideas they would like to propose and a conduit to solicit public support. Similarly, people in Hong Kong can also vote freely for their favourite projects, in a way to realise the ultimate goal of "Love HK Your Way!"

LKSF has created a dedicated Facebook fan page and a Weibo microblog (www.weibo.com/loveideashk) for "Love Ideas, Love HK" to increase the younger generation's participation. Through the new social platforms, applicants can exchange ideas, promote their projects and solicit support from the public. Public voting for Round 3 will soon take place from 18 June to 8 July, with a Winners' announcement on 12 July.



The theme for "Love Ideas, Love HK" Round 3 focuses on Hong Kong's core values of freedom, equity and care, and is presented through a very popular social media game



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 renowned multinational conglomerate Hutchison Whampoa Limited, which has six core businesses - ports and related services, property and hotels, retail, infrastructure, energy, and telecommunications in 53 countries.

Editorial committee

Adviser : Dominic Lai

Editor : Malina Ngai

Members :

- **Group Office** : Clare Forrester, Teresa Pang, Joanna Wong, Hanks Lee, Karen Mak, Wong Ka Ki, J Chu
- **Health and Beauty (Asia and Continental Europe):** Nuanphan Pat Jayanama, Joseph To, Jose Mes, Igor Didok
- **Luxury Europe** : Matt Walburn, Marjolein Geenjaar
- **Manufacturing** : Terence Tung
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