



Watson¹⁰⁴N

Grand Launch of
CKC18
Concept Store

Reinventing Retail – Grand Launch of CKC18 Concept Store

A.S. Watson Group has launched CKC18 store, a cutting-edge concept store in the prestigious Cheung Kong Center at the heart of the city's business district, creating a lifestyle hub to entertain the most discerning customers. CKC18 is a high-end lifestyle destination where customers are offered not only an extensive range of products, they can also enjoy exclusive and immersive experiences.

food le parc

Bar 0001
by Watson's Wine

TechLife
by FORTRESS

watsonsLab



Victor Li, Chairman and Group Co-Managing Director of CK Hutchison Holdings Limited (6th from right), Dominic Lai, Group Managing Director of A.S. Watson Group (6th from left), Raymond Chow, Executive Director of CK Asset Holdings Limited (5th from left), Malina Ngai, Group Chief Operating Officer of A.S. Watson Group (5th from right), Amanda Yu, Managing Director of Watson's Wine (4th from right), Dominic Wong, Managing Director of PARKnSHOP Hong Kong (4th from left), Diane Cheung, Managing Director of Watsons Hong Kong (3rd from left) and Clarice Au, Managing Director of FORTRESS (3rd from right) officiate at the opening ceremony of CKC18

The store features the latest technology, providing convenience, utility and a large dose of fun! This is a place where customers can pick up lunch, gather for an after-work drink, prepare for a night out, and even learn something new.

CKC18 is truly where transaction becomes interaction.



“ The focus on experience is a counterpoint to the rise of online shopping; while eCommerce provides great convenience, we believe that truly innovative physical spaces will continue to attract people. A.S. Watson Group is leading the way in uniting shopping with a lifestyle experience, and CKC18 shows what’s possible. ”

Dominic Lai

Group Managing Director
A.S. Watson Group

First of Its Kind

Spanning over 26,000 square feet, the new concept store is designed in contemporary chic style to appeal to the area's high-end customers, and presents each of the four retail zones in a way that maintains the independence of each, but allows shoppers to move seamlessly between them.

It brings together the most futuristic offerings from leading ASW retail brands in a way that aspires to digitise, humanise and optimise the shopping experience.



food le parc - An international food emporium providing 8,500 different items of wholesome, high-quality food. The distinctive flavours of cuisines from all over the world are represented, and 1,600 of these products are available exclusively at CKC18

eat



Watson's Wine & Bar 0001 - In addition to the 700 different wines available at the store, Bar 0001 offers almost 100 other wines, sakes and spirits sourced from all over the globe

drink



TechLife by FORTRESS - An innovative tech zone to bring together the trendiest lifestyle gadgets, eSports bundles and exclusive Xiaomi products. There is also a GameZ area, where customers can get hands on with the latest eSports gear

game



WatsonsLab - A high-tech Watsons boutique, offering a beauty bar featuring the leading global beauty brands. StyleMe is available in store to offer virtual makeup service

beautify

Techy Retail

Technology is an increasingly integral part of every aspect of people's lives, and in Hong Kong, consumers pride themselves on being at the cutting edge of innovation. CKC18 is the go-to destination to try out the latest in retail technology. Top-tech features include:

Self-checkout Counter - CKC18 takes self-checkout to a whole new level: customers can simply checkout by placing their shopping baskets on checkout counters that automatically scan and tally up the total

TasteToGo - Customers can use the TasteToGo function in the MoneyBack app to reserve their meals in advance at food le parc, minimising their waiting time during busy hours

Scan & Go - With the aid of the Scan & Go function in the MoneyBack app, customers of food le parc can simply take their products, scan the barcodes with their phones, and pay at self-checkout counters

StyleMe - At WatsonsLab, the StyleMe service uses augmented reality (AR) technology to instantly - and virtually - show customers how they would look like when applying different makeup products

By automating some elements of the store, we have freed up our friendly and knowledgeable staff to be able to provide more personalised service and handle more complex inquiries from shoppers. The tech advantage enables us to provide the human touch, and to balance customers' need for both.



Self-checkout Counter



TasteToGo



Scan & Go



StyleMe

Coming Soon

Focus Story

A.S. Watson Group plans to open 1,300 new stores worldwide this year; that's one new store opened every seven hours. We continue to expand in Hong Kong and watch closely how customers respond to the exciting range of products and experiences available at CKC18, with a view to rolling out some of the key innovations featured there to other stores, both here and around the world.

The way our customers shop is constantly changing, and it's important to keep at the forefront of changing trends and innovation by the effective use of retail technology. However, our passion for being at the cutting edge of retail technology does not mean we're ignoring the human touch.

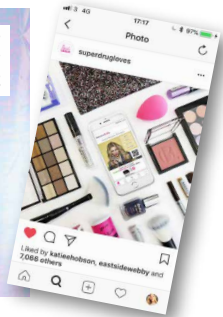
As a customer-centric retailer, we are learning from the way shoppers relate to the new concepts in the store. We always listen to the voice of our customers as we evolve the retail experience, blending the latest technology with the warmth of the personal touch and offering convenient yet fascinating shopping experience to our customers.



Get innovative shopping experience via MoneyBack app!

Summer **SURPRISES!**

Kruidvat brought the fun of the summer holidays to customers with its promotion. Summer health and beauty products and special holiday items were all discounted, which brought the excitement of holiday to town. Own Brand products were at the heart of **Trekpleister**'s recent campaign, which enabled loyalty customers to redeem points for free Own Brand products.



Beauty **BONANZA**

Thanks to a hugely successful one-day giveaway campaign linked to Instagram, more than 10,000 people downloaded the new **Superdrug** app in a single day and it became the top trending app in the app store. **ICI PARIS XL**, meanwhile, celebrated the 5th anniversary of the BE Creative Make Up range with discount and the chance to win a year's free makeup. It has also launched a Beauty Box featuring sample sizes of 7 hot new products to make it easy for customers to try something different.

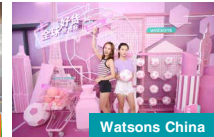
Superdrug

ICI PARIS XL

FOOTBALL Fever

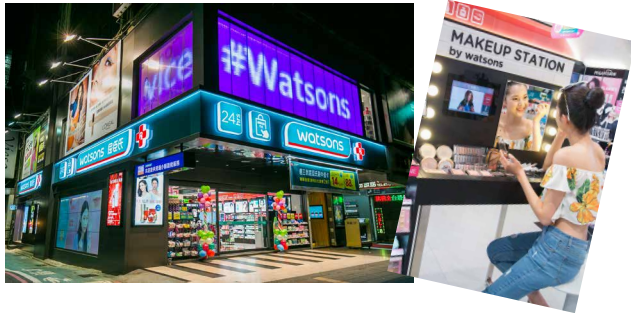
A.S. Watson Group's business units around the world have been celebrating the World Cup with a huge range of sporty offers, events and competitions. In Hong Kong, eSports players competed for a cash prize and a range of other fantastic gifts up for grabs in the **Watsons Water** Football Game eSports Cup. **FORTRESS** launched the Let's Party campaign and invited a gaming celebrity to play the FIFA football game with his fans in the GameZ zone at the new CKC18 concept store.

Watsons China launched its first World Cup theme store in Guangzhou airport while **Watsons Malaysia** arranged venues where its members could watch World Cup matches live, linked to a promotion of men's grooming brands. In Europe, **Kruidvat** ran four weeks of sporty promotions including a free gift with selected purchases. And **ICI PARIS XL Belgium** linked its discounts directly to the performance of the national team, with a discount offered across the store the day after every Red Devils victory.



Regional **CHAMPION**

Watsons has been voted Asia's No.1 Pharmacy/Drugstore Brand 2018, for a 10th consecutive year. Watsons also ranks No. 41 in Asia's Top 1000 Brands 2018, making it one of the region's leading retail brands, and one of the top brands in any category according to the consumers. The annual Campaign Asia-Pacific rankings are based on online surveys of consumer attitudes across 14 major Asian markets.



MODERN vibe

Watsons Taiwan has launched the world's first G8 concept store. A striking black and red interior immediately signals the modern vibe of the store. Features include a screen linking the store with the Watsons Facebook fan page in real time, as well as a makeup station where customers can view tutorials before trying out new products. StyleMe, Tap & Shop and Digital Beauty Advisor services are also available.



Splash of COLOUR

Watsons Hong Kong collaborated with famous local illustrator Wingki Kwok to launch a series of collectable premium to promote its professional makeup service and cosmetic products. A premium box set was available for sale for a limited time, and customers spending more than HKD380 on makeup were rewarded with a complimentary umbrella.



SWEET sounds

Watsons China's annual summer makeup festival kicked off across 14 major cities, but this time with a musical twist. In cooperation with Netease Cloud Music, Watsons linked the colours and products in its 2018 release with six musical themes: jazz retro, folk poetry, fashion, summer, hip-hop fantasy and ancient Chinese. Events varied in each city; makeup experience areas and photo opportunities were part of the fun.



In great **SHAPE**

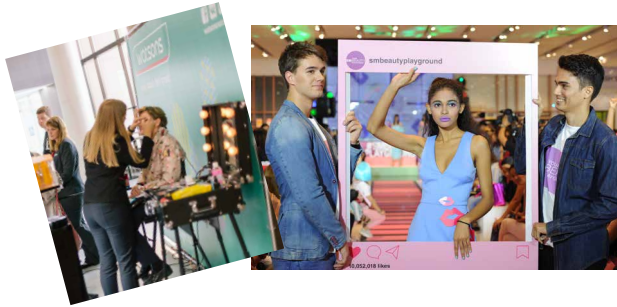
Watsons continues its region-wide push to get Asian customers to improve their health and fitness. In **Watsons Taiwan**, the fifth annual Zumba party was held at night for the first time. All 2,000 tickets to the party sold out in just a week, and a promotional video was an online hit, with over 300,000 views and 8,000 likes. The event came just weeks after Watsons held a Pound Fit party on World Health Day. A famous singer led more than 100 customers in a Pound Fit dance, encouraging customers to get active together.

The fitness push continued in **Watsons Malaysia**, where over 200 yoga lovers participated in the event “Yoga in the Sky” which promoted a combination of healthy eating and regular exercise, and reinforced Watsons’ positioning as a health and beauty authority.



Time to **TRAVEL**

As celebrations continue in **Watsons Singapore** to mark its 30th anniversary, customers are being invited to step back in time. Special-edition canvas bags featuring old-style lettering and images of traditional calendars are available to buy. It was travel of a different kind in **Watsons Thailand**, when Watsons held its member day in the southern province of Surat Thani. Members were treated to a mini-concert, photography, beauty and craft workshops.



HOT and **COLD**

Summer is the time to chill and **Watsons Philippines** has launched its SM Beauty playground where beauty enthusiasts can discover, experience and play with the wide array of beauty products and services under one beauty hall. The temperature was distinctly cooler in Russia, however where **Watsons Russia** was the official partner of St. Petersburg's famous Ice Show figure-skating spectacular. Visitors could watch express makeup demonstrations and were given flyers for discounts in the pop-up store.



FRESH experience

Now **PARKnSHOP Hong Kong** is presenting some of the most popular Korean food and drink. PARKnSHOP became the exclusive retailer of YOUUS goods in Hong Kong, offering Korean noodles, snacks, drinks and seasonal specialties. Meanwhile, customers at **TechLife by FORTRESS** were able to play the hot online game PUBG against digital celebrities. The contest brought plenty of excitement to the GameZ zone of the store.



REFRESHING drinks

This summer, **Mr. Juicy** has teamed up with Incredibles 2 to launch exciting packaging for its 100% juice range, which now has added vitamin C and B6. Meanwhile, **Watson's** Soda Water is working with youth fashion brand G-STAR Raw on a special-edition soda can, handbag and jacket. A drink-mixing party in one of G-STAR Raw's stores is also part of the campaign.





A.S. Watson Group

Qualifications Framework Partnerships
Certificate of Commendation
(by Qualifications Framework)



A.S. Watson Group



A.S. Watson Industries



Watson's Wine

Green Office and Eco-Healthy Workplace Awards
Labelling Scheme
(by World Green Organisation)



Customer Relationship Excellence Awards -
Customer Service Professional and Team Leader of the Year
(by Asia Pacific Customer Service Consortium)



China

2018 Gold Ant Award of China Logistics Industry
(by China International Logistics Equipment &
Technology Exhibition Committee (Guangzhou))



Ukraine

The Best Corporate Contribution Into SDG -
Good Health and Wellbeing
(by National Contest on CSR Cases)

Singapore

Singapore Pharmacy Council
Excellent Preceptorship Award 2017
(by Singapore Pharmacy Council)

Malaysia

Superbrands Malaysia's Choice 2018 Award
(by Superbrands)

Malaysia

The Golden Globe Tigers 2018 - Malaysia's Best Brand
(by The Golden Globe Tigers 2018)

Turkey

Best Customer Experience Brands
(by A.L.F.A Awards)

Personal Care Award - The Best Retailer
(by Shopping Mall Investors Association)



Netherlands

Best Folder Perfumery Market
(by Q&A Research & Consultancy)

May to July



Watsons Hong Kong – 7 new stores



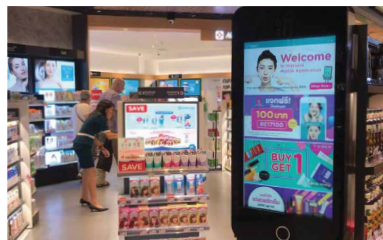
Watsons China – 61 new stores



Watsons Singapore – 1 new store



Watsons Malaysia – 13 new stores



Watsons Thailand – 11 new stores



Watsons Philippines – 32 new stores

May to July



Watsons Russia – 1 new store



Watsons Turkey – 15 new stores



Watsons Ukraine – 2 new stores



The Perfume Shop – 1 new store



Kruidvat – 21 new stores



Trekpleister – 5 new stores



ICI PARIS XL – 5 new stores



“

I've been enchanted by the architectural firm founded by Zaha Hadid. I love architecture and her pieces are amazing.

I first came across her work here in Hong Kong – she built the Polytechnic University's Innovation Tower near the Cross Harbour Tunnel. It's an ultra-modern, wedge-shaped building. Hadid is often described as 'The queen of the curve'. She was the first woman to win what's known as the Nobel Prize for Architecture, the Pritzker Prize, and I like that all her work is unconventional. You look at her architecture and you immediately know it's her work; there's not a square building in sight. She breaks the rules.

One thing I've loved about Zaha Hadid's work is that she had a vision – to make people's lives better when they enter one of her buildings. I hope to do that in my current line of work. While it's not architecture or putting new buildings on the ground, hopefully the same principle applies. We hope to make our business more inviting and make our brand resonate more with the customer. There's real commonality there, to my mind.”

*Extract from WPP Brand Stories Book

Dominic Wong
Managing Director
PARKnSHOP Hong Kong



“ Being a data scientist at A.S. Watson Group is like being a child in a giant playground – there are so many things that we can do, experiment with, and trial. As a person who is passionate about machine learning, my day-to-day work is to create data products that will help business users. This requires thinking on your feet, solid machine-learning skills, and business acumen. ”

Yu Xi Chau

Data Science Manager
Group Strategic Projects



“ When I joined Watsons, there were only four stores in Indonesia, so it’s been incredibly rewarding to be part of the growth story of the business. I’m grateful for the patience and guidance I’ve received, which has enabled me to continue to grow and contribute to the team. I’m so proud of what we’ve achieved and excited to pursue future success together. ”

Dewie Tilaar

Area Sales Manager
Watsons Indonesia



“ I joined the company thinking it was just a summer job, but I fell in love with it so much, I decided to stay. The team I work with is fantastic. I have great fun doing video blogs about new makeup and skincare products, and I’m the happiest when people come back with a huge smile on their face, having tried a product I’ve recommended to them. ”

Karolina Kratalova
Store Assistant
Drogas Lithuania



“ The best part of my job is my team! We’re all very supportive of each other and very focused on our shared goals. We’re always challenging each other to think of new, innovative ideas. Some of the funniest moments I’ve had at The Perfume Shop have been when we’ve made GIFs/Boomerangs to support seasonal events. ”

Tara Lacey
CRM & Social Manager
The Perfume Shop

STRIVE Without Regret

A.S. Watson Group Hong Kong Student Sports Awards (HKSSA), Hong Kong's only territory-wide school sports awards, held the 13th award presentation ceremony at Queen Elizabeth Stadium. With over 85% of all primary, secondary and special schools in Hong Kong participating the programme, HKSSA presented awards to 932 student sports elites this year. Launched in 2005, HKSSA opens to all local schools to commend one sports talent from each school every year, recognising the effort made by student sports elites behind their achievements and injecting positive energy into the youth.

Yeung Yun Hung, Kevin, JP, Secretary for Education, Education Bureau, Yeung Tak Keung, JP, Commissioner for Sports, Recreation and Sports Branch, Home Affairs Bureau and Wong Kam Po, SBS, MH, Programme Development Executive of SF&OC Sports Legacy Scheme cum Facilitator of the Starts Mentors, were invited to present

 Watch the highlight video!



Our Responsibility

the awards to the student sports elites. With the theme of “Strive Without Regret” to encourage the awardees to get ready for the challenges ahead, it also reiterates the motto of HKSSA “Yes, I can!”, to inspire awardees to be fearless in chasing for their dreams and striving to achieve their goals.



Speaking at the ceremony, Dominic Lai, Group Managing Director of A.S. Watson Group said, “Celebrating the 13th anniversary, together with 932 awardees this year and the participation of over 85% of all primary, secondary and special schools in Hong Kong, HKSSA is one of the largest scale student sports elite recognition programmes. It is encouraging to see that the schools support the awardees very much.”

Dominic added that, “The 2018 Asian Games will be held in Indonesia this August, with a total of 45 countries and regions to compete in 37 sports games. Past Hong Kong student-athlete elites like Shek Wai Hung and Lo Sin Lam, Sonia have accomplished outstanding results in the 2014 Asian Games. Knowing some of the students here will represent Hong Kong to participate in the Game, we wish you all could live by the motto of HKSSA ‘Yes I Can!’, and strive for a bright future for Hong Kong”.



Yeung Yun Hung, Kevin (11th from right), JP, Secretary for Education, Education Bureau, Dominic Lai (13th from left), Group Managing Director of A.S. Watson Group, Yeung Tak Keung (12th from left), JP, Commissioner for Sports, Recreation and Sports Branch, Home Affairs Bureau, Malina Ngai (11th from left), Group Chief Operating Officer of A.S. Watson Group, kick off the award presentation ceremony



FIT for Life

Let's move and get active! On 24 May, **A.S. Watson Group** Hong Kong headquarters colleagues participated the Step Up for Health event and challenged themselves to walk up 299 steps in the morning. After the workout, they went on a shopping spree at Watson House where a wide range of goods were sold at generous discount.



FOOD for thought

PARKnSHOP Hong Kong and Food Angel have marked the 5th anniversary of their collaboration to deliver nutritious meals to people in need. In addition to running the annual City Food Drive, in which customers and PARKnSHOP together donate staple items such as noodles and cooking oil to Food Angel, there is a host of other activities. These include launching Food Rescue@PARKnSHOP, which encourages customers to appreciate their food and promotes Smart Food recipes to minimise waste.



FRUITFUL experience

FORTRESS has been working with Evangelical Lutheran Church Hong Kong on Student Mentorship Programme for four consecutive years, the programme aims to enhance students' understanding and build up their interest in retail industry through an array of activities. This year, students from the Jockey Club Eduyoung College paid a visit to the store and warehouse.

雙澤 FORTRESS



Season for GIVING

Watsons Malaysia marked the month of Ramadan and festivities of Hari Raya with a campaign which encouraged people to share good deeds via social media with the hashtags #MisilKhlafAidilfitri and #WatsonsMalaysia. For each story shared, Watsons Malaysia donated 200 loyalty points to the Darul Insyirah Centre for Senior Citizens. And in **Watsons Thailand**, its good work focused on the region of Surat Thani, where the Watsons Members Conserves Mangrove Forest programme included an education element and tree-planting scheme.



Thousands of Shareholders Bid Farewell to the Retiring Chairman, Mr Li Ka-shing

Mr Li Ka-shing hosted the last annual general meetings of the two flagship companies of the Cheung Kong Group – CK Hutchison Holdings and CK Asset Holdings – for the last time as Chairman on 10 May 2018. More than 3,500 shareholders attended the meetings to bid farewell and witness this memorable occasion.

At the meetings, Mr Li received rounds of enthusiastic applause by shareholders for his outstanding leadership that has generated tremendous value for them over the years. In fact, if one who had invested in Cheung Kong Holdings at the time of its IPO and reinvested all dividends over the years, he or she would now have

shares in CK Hutchison Holdings and CK Asset Holdings worth 5,000 times# of his/her initial investment.

To thank shareholders' enduring support, Mr Li handed them each a thermal tumbler engraved with the verse: "Cheung Kong – the great river Yangtze that aggregates countless streams and tributaries." And a group picture marked such historical moment.

Mr Li Ka-shing serves as Senior Advisor to the Group following his retirement, and Mr Victor Li succeeded as Chairman.

#as at 16 March 2018



About A.S. Watson Group

With a history dating back to 1841, the A.S. Watson Group (ASW) has evolved into the world's largest international retail and manufacturing business with operations in 24 markets worldwide.

Today, the Group operates over 14,300 retail stores running the gamut from health & beauty, luxury perfumeries & cosmetics to food, electrical & electronics and fine wine. Also an established player in the beverage industry, ASW provides a full range of beverages from bottled water, fruit juices, soft drinks and tea products to the world's finest wine labels via its international wine wholesaler and distributor.

ASW employs over 140,000 staff and is a member of the renowned multinational conglomerate CK Hutchison Holdings Limited, which has five core businesses - ports and related services, retail, infrastructure, energy and telecommunications in over 50 countries.

Editorial committee

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