

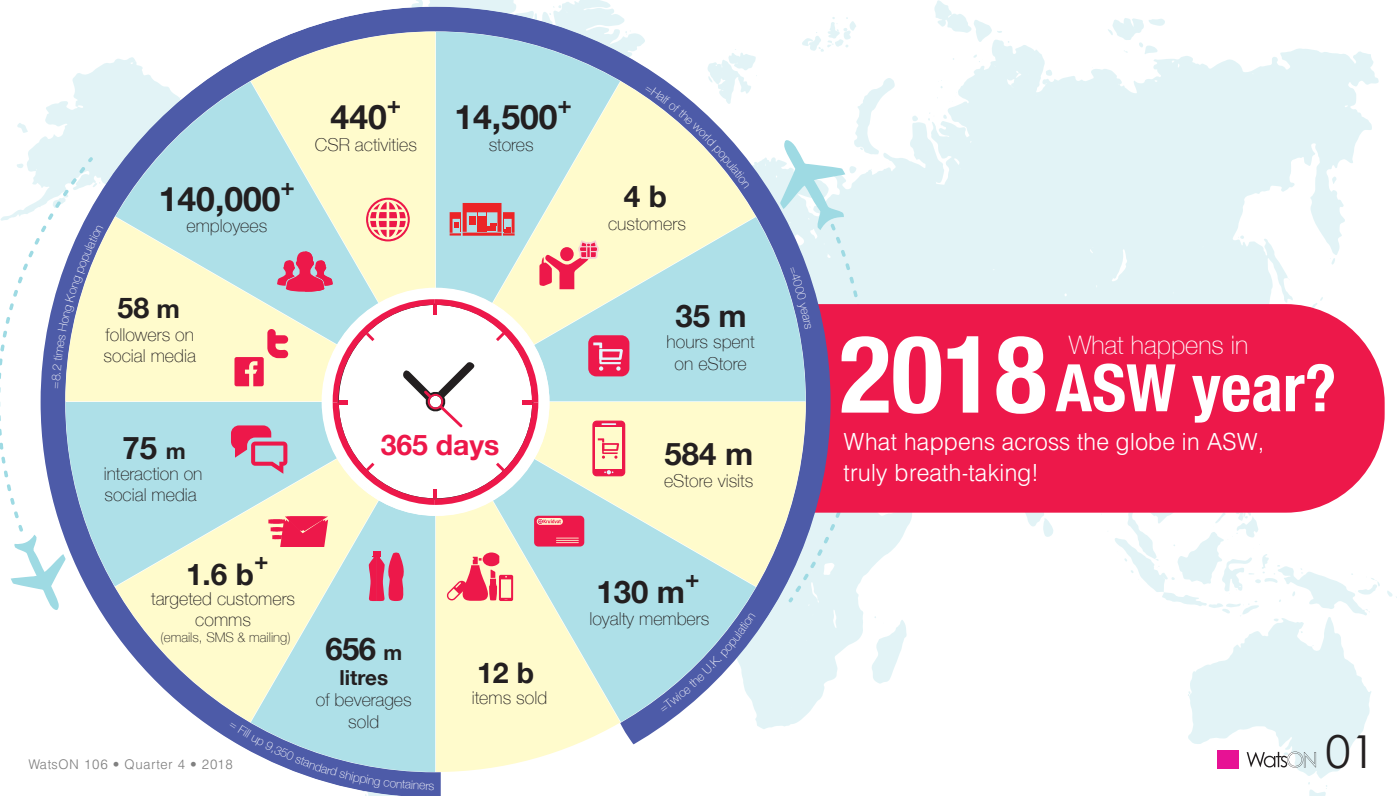


For a Better World

**A.S. Watson Endorses
the United Nations' Sustainable Development Goals**

Season's Greetings from A.S. Watson!





For a Better World

A.S. Watson Endorses the United Nations' Sustainable Development Goals

A.S. Watson Group has mapped its CSR programmes around the world to the United Nations' Sustainable Development Goals (or 'SDGs'). The SDGs together form a global vision designed to transform our world by 2030, bringing together governments, companies, NGOs and society more broadly.



At A.S. Watson Group, we are bringing our long heritage of doing good work for the communities in which we live into sync with these deeply important aims, in the strong belief that good corporate citizens can truly help effect change.

Our CSR programmes – which range from providing free medicine to the poor from our very first pharmacy, to Project LOL in 2018 – demonstrate A.S. Watson Group's long-standing commitment to doing more than run great businesses.



“The United Nations' vision is bold and one we must work together to achieve. Through our CSR activities across four pillars, we know we can have a huge impact on people's lives and help make these goals a reality. A.S. Watson Group is more than just a business, and we firmly believe that working together on our CSR commitments, we can achieve MORE.”

Dominic Lai

Group Managing Director
A.S. Watson Group



Transforming Our World

The Sustainable Development Goals are the blueprint for establishing a healthier, better and more sustainable future for all. They address the global challenges we face, including those related to poverty, inequality, climate change and environmental degradation.

The 17 SDGs are all interconnected and, in order to leave no one behind, they each have specific targets to be achieved by 2030.

17 Sustainable Development Goals to Transform Our World



Linking ASW to SDGs

A.S. Watson Group is the world's largest international health and beauty retailer, and we firmly believe that with the scale and reach of our businesses comes great responsibility. We want to deliver on our promise “We Bring MORE to Life” under four pillars – Community, Workplace, Marketplace and Environment.



We have mapped our four CSR pillars against the 14 Sustainable Development Goals on which we feel A.S. Watson Group is most able to have a meaningful impact. While our food business supports all 14 goals, the wine business supports 12 goals, and our health & beauty, manufacturing and electronics businesses support 13 goals.



Together, We're Achieving MORE

The steps involved in achieving the SDGs are many, and our commitment to helping deliver them is a long-term one. We've already monitored several key indicators along the way that help us see that positive developments are being made.

Our Achievements in 2018

No. of Corporate Volunteers



We now have almost 34,000 corporate volunteers around the world, an increase of 26% in 2018

No. of Beneficiaries



We served more than 166,000 people, a rise of 16% in 2018

Greenhouse Gas Emissions



Greenhouse gas emissions in 2018 were 2% lower globally than in 2017

No. of Plastic Bags



We purchased 18 million fewer plastic bags in 2018 than a year earlier

Sustainable Future

At A.S. Watson Group, we see CSR as an enormous opportunity, not an obligation. Our commitment to CSR started more than 175 years ago, when our very first pharmacy provided free medicines to the poor. That spirit of generosity and giving back to the communities has continued, through our many and varied CSR activities all over the world.

As a leader in health and beauty retail, A.S. Watson Group has the ability to do MORE, so we work hard to ensure that we do it for the good of others and make a big, positive impact on the world.

We are proud to be investing in CSR programmes that support the Sustainable Development Goals, and determined to use our position of scale and influence to help achieve these ambitious goals. To that end, we want to encourage all of our staff to contribute to these efforts.

“ Just as A.S. Watson Group sees our mission as MORE than running a business, we hope that to you, we are MORE than just a job. Please join us in helping create a better future, and bring MORE to life. ”

Dominic Lai

Group Managing Director
A.S. Watson Group



Store Visit in UK

Recently, Dominic Lai, Group Managing Director of A.S. Watson Group, dropped by some of the **Superdrug**, **Savers** and **The Perfume Shop**'s stores in London, showing his support and encouragement to the store teams during Christmas season in Europe.

Superdrug

savers
HEALTH HOME BEAUTY

THE PERFUME SHOP



Superdrug



The Perfume Shop



Savers

watsons HWB AWARDS 2018

CONGRATULATIONS to the winners!

Red carpets were rolled out around the region for the 2018 Watsons Health, Wellness and Beauty Awards, an annual celebration of the most-loved brands and products from around the world in what has become known as the Oscars night of the health and beauty sector.

Watsons Hong Kong highlighted the hottest new tech on a stunning 360-degree stage at its Let's Celebrate event. Features included a Meitu Magic Mirror, which scans a user's face and then uses artificial intelligence to recommend make-up looks and products selected just for them. The awards night was also a chance to celebrate Watsons being named No.1 Pharmacy/ Drugstore brand in Asia for the 10th consecutive year.



Watsons Hong Kong

Watsons China collaborated with international fashion publisher Marie Claire to announce three hot and current trends alongside the awards. The event itself featured key opinion leaders, showcased the latest makeup technology, and showed how the three big trends are expressed by brands.

A gala dinner hosted by **Watsons Taiwan** enabled over 400 special guests to Be A HWB Insider – the theme of this year's awards. The event offered many opportunities for guests to share fun images on social media, resulting in social reach to 80,000 people. Meanwhile, an art fantasy theme ran throughout a glitzy **Watsons Singapore** ceremony, with larger-than-life characters helping present awards to outstanding brands and suppliers in an event that gained widespread media coverage.

Watsons Thailand's awards event had a royal theme and encouraged guests from over 90 brands to dress as princes and princesses. Entertainment was provided by the popular singer and actor, who put on a dazzling performance. And in **Watsons Ukraine**, almost 150,000 customers cast their vote in 28 awards categories this year. The awards ceremony and party attracted supplier partners, VIP clients, journalists and bloggers for yet another fun-filled celebration of health, wellness and beauty brilliance.



Watsons China

Around the World



Watsons Singapore



Watsons Thailand



Watsons Taiwan



Rod Routley, Regional Managing Director (Asia), hosts the award ceremony



25 Years of **SUCCESS**

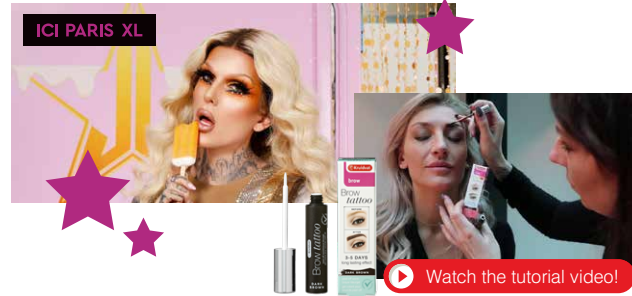
Drogas is celebrating its 25th Anniversary. As the leading health & beauty brand in the Baltic States with over 140 stores, Drogas is dedicated to quality, value and high customer service standards. To share the joy with its customers and reward their support, Drogas invited its loyalty members to join its birthday party where they were treated to surprises, gifts and makeup tips.



Andrej Jernevs (2nd from left), Managing Director of Drogas, hosts the celebration event in store

Drogas

25



STARS in your eyes

Kruidvat has launched the Kruidvat Brow Tattoo, which means everyone can quickly and easily create perfectly coloured eyebrows that last up to five days. Meanwhile, American internet celebrity Jeffree Star's products are now exclusively sold at **ICI PARIS XL**. Fans will have a chance to meet and greet him in the upcoming store event.

Kruidvat

ICI PARIS XL

Getting the **GLAMOROUS** look

Superdrug welcomed over 100 guests to a lively panel discussion on ageing, and an introduction to the highlights of Superdrug's current offering with free beauty treatments at the press show.

The Perfume Shop hosted the four-day Pop Up Experience event, an exhibition of feelings designed to inspire people to draw on mood when choosing fragrance. The event attracted over 70 influential guests and generated over 3.5 million social media views.

Superdrug

THE PERFUME SHOP



INNOVATION Everywhere

To celebrate the 1st anniversary of **MoneyBack** Strategic Partnership Programme, the MoneyBack Partner Summit was held in Hong Kong on 14 November. More than 130 strategic partners joined the event, exchanging innovative thoughts for enhancing customer connection. Meanwhile, **Watsons Hong Kong** has started rolling out a new digital innovation, Endless Aisle, allowing customers in stores to buy products online from the digital inventory and pick them up the next day.

WOW the customers

Watsons China hosted the Electro Beauty Festival where DJs, fantasy modelling shows and makeup competition promoted the makeup range. To mark the 20th anniversary of Divinia, **Watsons Taiwan** launched a 28-day Pink Bubble pop-up store to promote the brand's role as the guardian of young skin. A limited-edition package of Divinia items was well received by young customers, and the store attracted nearly 6,000 visitors.



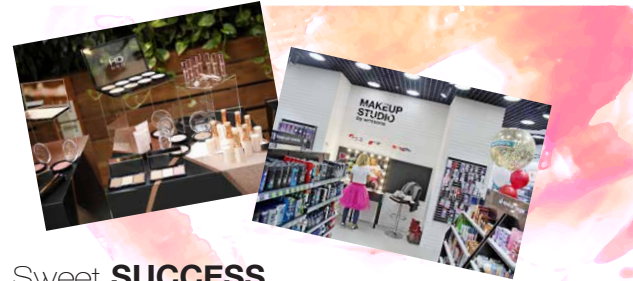
BEST foot forward

The Healthy Head to Toe campaign by **Watsons Philippines** promoted fresh solutions to concerns related to skin, hair and feet. Free health services, including skin and hair analysis, were also available in the event. Meanwhile, **Watsons Thailand** ran the Mask Festival which underscored Watsons' position as the market leader in facial masks, and invited customers to try a range of masks and enjoy special promotions.



Time to **PARTY**

Over 10,000 people attended **Watsons Malaysia**'s Get Active Festival, a full day of fun, fitness and beauty, concluding with the ever-popular Move Your Body Zumba, now in its fifth year. Meanwhile, **Watsons Turkey** sponsored the "Benim Festivalim", a festival for Generation Z. At the Watsons stand, festival-goers could have their makeup done, their hair coloured and have flash tattoos. Many of them signed up to the Watsons loyalty programme.



Sweet **SUCCESS**

Journalists and bloggers tasted chocolate and made chocolate decorations at **Watsons Turkey**'s PR event, featuring new makeup ranges of Revolution and I heart Revolution. The event led to a huge number of social media interactions. Meanwhile, **Watsons Ukraine** opened the first beauty-centric store at a shopping mall in Kiev. To meet the needs of beauty lovers, the store features a makeup studio and expanded zones focused on skincare and body care.



Design for LIFE

FORTRESS teamed up with popular Japanese home furnishing brand Francfranc, hosting an event for bloggers to promote glamorous camping with a range of stylish travel items. A craft workshop enabled bloggers to customise their own glasses.

Watson's Wine, meanwhile, introduced a range of specially selected products from around the world to the visitors of Hong Kong Wine and Dine Festival and treated wine lovers to many surprises.

豐澤 FORTRESS

Watson's Wine



REFRESHING ideas

There's a cool new way to feel revitalised, with the launch of the **Sunkist** Sparkling Juice Drink range, which features trendy new packaging and a refreshing fruity taste. There's also a new thirst-quenching choice for sporty types, with the launch of a new lemon flavour of **Watson's** ISO-TONE Sports Drink, which rehydrates and replenishes electrolytes after exercise.

Sunkist Watson's



A.S. Watson Group

Top 50 Innovative Retail Leaders
(by Inside Retail)

Outstanding Social Capital Project Award
(by Labour and Welfare Bureau)

Web Accessibility Recognition Scheme - Silver Award
(by Office of the Government Chief Information Officer)

Family-Friendly Employers Award Scheme 2017/18
- Family-Friendly Employers Grand Award
(by Family Council)



A.S. Watson Industries

watsons



Watson's Wine

Family-Friendly Employers Award Scheme 2017/18
- Meritorious Family-Friendly Employers
- Special Mention (Gold)
- Awards for Breastfeeding Support
(by Family Council)



A.S. Watson Industries

China

2018 Best Brand Loyalty Campaign - Gold Winner
2018 Best Campaign by Country (China) - Blue Winner
2018 Best Innovative Idea or Concept - Black Dragons
(by 2018 Dragons of Asia, PMAA)

2018 Digital Strategy Finalist in Mobile Category
(by Tangrams Effectiveness @ Spikes)

China

2018 Advertisers Ceremony - Gold Case
(by China Advertising Association)



2018 Top 10 Quality E-shop Awards - Gold Award
(by Hong Kong Retail Management Association)



2018 Top 10 Quality E-shop Awards - Silver Award
(by Hong Kong Retail Management Association)

watsons



Hong Kong

Charter on External Lighting - Platinum Award
(by Environment Bureau)

watsons

2018 Top 10 Quality E-shop Awards - Gold Award
(by Hong Kong Retail Management Association)

Taiwan

Top Service Awards 2018 -
No.3 in H&B Store & Convenience Store
(by Next Magazine)

No.1 in Best Consumer Brands of 2019
H&B Chain Store & Pharmacy
(by Management Magazine)

Malaysia

Putra Brand Awards 2018 - Silver in the Retail Category
(by Putra Brand Awards)

Malaysia

Best Marketing Discipline Campaign
(by Dragons of Malaysia)

Singapore

Best Companies to Work for in Asia
(by HR Asia)

Ukraine

Retailer of the Year - Drugstore
(by Retailer & Development Business Awards)

Superdrug[☆]

Gold in the Best New Ethnic Beauty Product Category -
Superdrug's Black Castor & Shea Replenish Conditioner
(by Pure Beauty Awards)

THE PERFUME SHOP

Top Rated Workplace - Britain's Top 25 Employers
(by indeed)

Kruidvat

Netherlands

Grand Prix Content Marketing
(by Marketing Tribune)

Belgium

Best Advertising Brochure Award in Beauty and
Lifestyle Category
(by BD myShopi)

Recent Awards

November to December



PARKnSHOP Hong Kong – 4 new stores



Watsons China – 191 new stores



Watsons Taiwan – 11 new stores



Watsons Malaysia – 9 new stores



Watsons Thailand – 15 new stores



Watsons Indonesia – 10 new stores

November to December



Kruidvat – 5 new stores



Trekpleister – 4 new stores



Drogas Latvia – 3 stores reopened



Superdrug – 10 new stores



The Perfume Shop – Southall store



ICI PARIS XL – 10 stores reopened



“As the corporate world changes, so does the role of the office services team; we’re not just about office renovation, cleaning and tea services. Today, our role is about gathering information, coming up with creative solutions and implementing actions in a timely way. I love the fact that my job touches almost every aspect of the business.”

Susanna Tso
Senior Office Services Manager
A.S. Watson Group



“Watsons Singapore’s quick pace has provided me with many challenges that have helped make me a better person, both personally and professionally. The best part of my job has been the opportunity to rotate around a variety of positions within the company, keeping me stimulated, excited and challenged.”

Shirley Wang
Senior Business Analytics &
Trading Support Manager
Watsons Singapore



“ I started as a store assistant and worked my way up to become the Pharmacy and Assessment Lead I am today. My role now combines HR, training and development. For me, life at Watsons is a multifaceted role that enables me to balance work and personal life. My work allows me to be a competent HR executive, a happy wife and a caring mother! ”

Marina Mevsha
HR BP & Business Trainer and
Assessment Lead
Watsons Ukraine



“ In 2014, my A.S. Watson journey began as a Commercial Analyst. In the past four years, my role transformed from basic data analysis to customer journey optimisations. Having opportunities to work on distinct digital projects, my team and I now regularly turn data into actionable insights. Thanks to ASW, I got the chance to join ASW's Hackathon early this year and won the championship! ”

Jeffrey Leung
Digital Marketing Manager
eLab Asia

WE GAVE SMILES!



In November, A.S. Watson Group sponsored the first "Give a Smile" medical mission to help children with cleft lips and palates in Guizhou, China, giving them a beautiful smile and a brighter future. Colleagues from ASW's Hong Kong Office, Watsons China and PARKnSHOP China teamed up with Operation Smile medical volunteers to take different roles in the seven-day mission. In all, 145 patients were screened and 92 of them received free surgery carried out by global experts.



▶ Watch the highlight video!

Patient parents' sharing:

"When we found out that our third child would also have a cleft lip, we focused on our blessings: three wonderful children. Even if we are poor and life is hard, we would never give up on them. And, with the help of the caring volunteers who have provided free surgery for our children, we feel we are very lucky."

Long's Family



Volunteers' sharing:



“Incredibly proud of ASW! We changed not only the future of the children, but also the fate of their families.”

Fred Chan
Watsons China

“Salute to ASW and Operation Smile! A truly life changing mission!”

Yan Zhang
PARKnSHOP China

“What impressed me most was the unconditional love and meticulous care that the volunteers dedicated to every patient!”

Mandy Chen
Watsons China

“Every one of us was touched by the patients' stories! Nothing is more meaningful than bringing hope and smiles to them!”

MK Liu
PARKnSHOP China





A.S. WATSON Global Volunteer Day 2018

A.S. Watson Group hosted its 8th Global Volunteer Day to encourage its business units around the world to serve the local community and bring more love and smiles to the people in need. This year, more than 27,000 volunteers spending over 66,500 hours to serve over 35,000 people in the market we operate. Let's take a look at the GVD activities around the world!



A.S. Watson Group – Bring Smiles to the Elderly
A.S. Watson Group organised the Project LOL Elderly Visit with the support of 950 volunteers from the Group's business units and 45 business partners to visit more than 1,800 singleton elderly in Hong Kong



FORTRESS – Elderly Fun Day



PARKnSHOP China – Elderly visit



PARKnSHOP Hong Kong – Food Angel Service Day



Watsons Hong Kong –
Fun day with dementia patients



Watsons China – School visit



Watsons Indonesia – Oral Health Day



Watsons Malaysia – Elderly visit



Watsons Singapore –
Pottery class with disadvantaged children



Watsons Thailand – Elderly visit



Watsons Taiwan – Coastal cleanup



Watsons Turkey – Animal shelter visit



Watsons Philippines –
Operation Smile medical mission



Watsons Ukraine – Boarding school visit



Watsons Russia – Children's Day

30 BUs
273
Activities

Served
35,000+
People

66,500+
Service Hours

27,000+
Volunteers



Beneficiary groups included...

- Children in schools, orphanages and hospices
- Underprivileged families
- Patients and healthcare institutions
- The mentally and physically challenged
- Elderly
- Local communities
- Green groups



Superdrug & Savers – Marie Curie fundraising



ASW Group Office (Zurich) – Mountain cleanup



ICI PARIS XL Belux – Charity run



ASW Group Office (eLab) – Charity Cooking Day



Drogas – Handwashing Day



ASW Group Office (London) – Volunteer day



Kruidvat Belgium – Homeless visit



The Perfume Shop – Fundraising for dementia research



Kruidvat, Trekpleister & ICI PARIS XL – Elderly visit

COLOUR coding

Outstanding students have been awarded prizes for their winning green projects in the **PARKnSHOP** Green School Programme, an annual scheme encourages students to help the environment since 2013. Meanwhile, **Watsons Malaysia** is thinking pink, with a Pink Ribbon campaign called “Together Towards Wellness” to promote the early detection of breast cancer. Proceeds of pink ribbon sales go to the Breast Cancer Welfare Association Malaysia.



Peter Macnab (2nd from right), Chief Executive Officer of Health & Beauty UK, presents a cheque to Marie Curie

Share your LOVE

An animated film created by famous illustrator was the centrepiece of this year's Love Your Lungs campaign which has been held for the fifth year running by **Watsons Taiwan**. The video has already had over 1,800,000 views. Meanwhile, **Superdrug** recently presented a £5 million cheque to Marie Curie, which is the cumulative amount raised over the past five years, to support patients with terminal illness and their families.



SUPER QUIZ

1. Which brand is featured in the pop-up store opened by Watsons Taiwan?
2. How many patients received free surgery in the first "Give a Smile" medical mission?
3. What makeup product does Kruidvat recently launch?

Super Prize (1)

Facial cleansing brush



Sponsored by



A.S. Watson Group

Gold Prize (1)

True wireless earphone



Sponsored by



A.S. Watson Group

Silver Prize (1)

Anti-theft crossbody travel bag



Sponsored by



A.S. Watson Group

Superquiz goes digital! Deadline: 28 Feb, 2019

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

About A.S. Watson Group

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

Today, the Group operates over 14,500 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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Published by A.S. Watson Retail (HK) Ltd
Watson House, 1-5 Wo Liu Hang Road, Fo Tan, Shatin
New Territories, Hong Kong
Website: www.aswatson.com
Email: WatsOn@aswatson.com
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