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A.S. Watson Family Magazine
Quarter 3 & 4 • 2012

From Kruidvat with Love

Look good, feel great at Watsons!

Winning hearts in Latvia

Joining hands, touching hearts



A Hutchison Whampoa Company

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Stop Press!

A.S. Watson Group Managing Director Dominic Lai dropped by some of our stores in Amsterdam, Paris, Milan and London in late November to show his support and encouragement to store teams during the important Christmas season in Europe.



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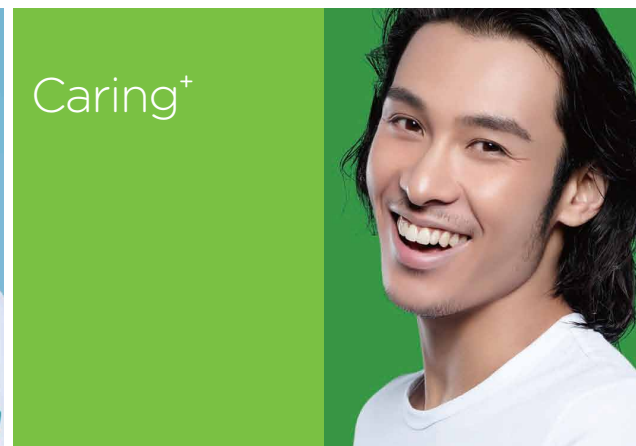
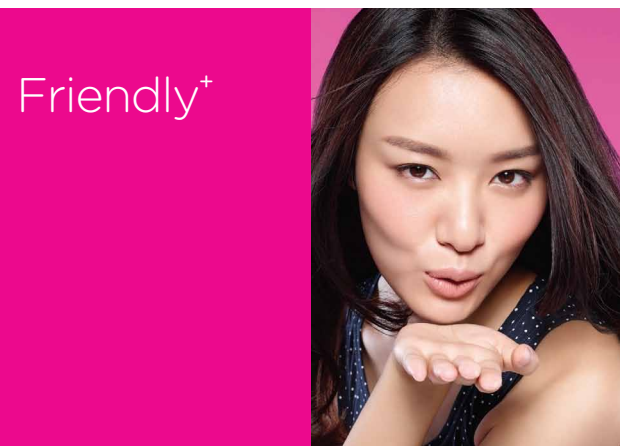
1. Marionnaud, Sowest (France)
2. ICI PARIS XL, Amstelveen (The Netherlands)
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4. Marionnaud, Milan Settimo Milanese (Italy)



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- 5. Kruidvat, Diemen (The Netherlands)
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look good. feel great.





watsons

Look good, feel great at Watsons!

As the No.1 Health & Beauty retailer in Asia, **Watsons'** brand has gained a significant position in the hearts of customers for generations. To keep the momentum rolling, the brand has recently unveiled a dynamic brand revamp across the region to enrich the brand with a totally fresh retail experience.

The refreshed Watsons brand is designed to reflect its dynamism, immediacy and personal touch that today's customers in Asia expect from a leading retailer. It conveys a lively personality and friendliness, strengthening the bonding between Watsons and its customers with the belief of "look good. feel great." It is currently being rolled-out across the region in a phased approach, commencing with Watsons flagship stores.

watsons



A winning you

The 2nd You Awards by **Watsons Hong Kong** saw four gorgeous finalists crowned at the Health, Wellness and Beauty Awards gala dinner. Winners won themselves attractive prizes as well as cover appearances on Yahoo! SHINE.

watsons



Prevention is better than cure

It is common for Filipinos to suffer from asthma and allergic symptoms and this can often be due to changing weather conditions. In an effort to educate the public, **Watsons Philippines** held engagement events in three shopping malls over the rainy months of August to September. Shoppers learnt about common asthma and allergy symptoms, together with tips on how to avoid and treat them.

watsons

Leading the way

Watsons Singapore has been voted the number one favourite health and beauty store through a survey on the country's favourite shopping retailers by market research firm Nielsen. In addition to its cosmopolitan mix of exclusive brands and innovative concepts, Watsons' brand authority stems from leveraging its strength in skincare and making strides in the trend for oral beauty supplements. The company looks forward to bringing more to customers' lives with many more years of service and product excellence.

watsons



All aflutter with beauty

Watsons China has always been an inspiring brand that encourages customers to discover and appreciate their own unique beauty, and the new brand campaign "We See Beauty Everywhere" is a unique way to enhance this proposition. By partnering with a smartphone platform, iButterfly, customers play games on the mobile app and are engaged and rewarded with special offers, adding a fun new dimension to the shopping experience.

watsons



China



Best of the best: HWB awards season highlights

The Health, Wellness and Beauty (HWB) Awards have become the signature event for **Watsons** to celebrate outstanding partnership with suppliers. This year with the Watsons brand refreshed, it became a real opportunity for the brand to showcase its vision in the health & beauty industry.

2012 marked the 10th anniversary of the **Watsons China** HWB Awards. This year's grand celebration brought together partners, style authorities and celebrities to witness the recognition of the industry's top brands



and products. Aptly themed "Shine", the event is a perfect illustration of the brand's promise "look good. feel great" and also heralds the arrival of a new and brilliant decade ahead.

It was a truly special night for **Watsons Philippines**, as the company celebrated their first decade of operations in the country market at their annual HWB Awards. Themed "Dacada Uno", the brand took this opportunity to communicate the warmer and more delightful personal shopping experience as the brand's promise to customers.

Philippines



Martin So (3rd from right), CEO of Health & Beauty Asia & Eastern Europe, and Robert Sun (2nd from right), Managing Director of Watsons Philippines, congratulate the winning suppliers at the HWB event



Hong Kong



Gary Ng (3rd from right), Managing Director of Watsons Hong Kong, shares the joy of achievement with ambassadors from health & beauty brands



Watsons Hong Kong also launched the revamped Watsons brand at their HWB Awards. The dinner event had a floral theme to echo the glamorous occasion which match with the refreshed Watsons identity.

Over at **Watsons Singapore**, the theme took a more classical turn with everything Grecian-inspired. More than 270 trade partners were entertained by Olympic-themed performances while award scrolls and medals were given to honoraries.

watsons

Singapore



Cathy Yeap (left), Managing Director of Watsons Singapore, presents a gold medal to a winning supplier





20 wonderful years in Belgium

Kruidvat Belgium opened its 180th store in Koersel in September, marking a grand 20-year achievement in Belgium. To celebrate, a spectacular anniversary promotion was held with 250,000 lucky customers winning health and beauty prizes worth a total value of €1 million. An online competition also lured customers with chances to get special bonus prizes such as a one-minute free shopping spree and vacations.



Photo album surprise

In August, Dutch singer Gerard Joling surprised 20 fans with a limited edition photo album produced exclusively for **Kruidvat** as part of the Kruidvat Photo Weeks, during which customers received attractive discounts and the chance to win a special photo album of the popular singer when they ordered a photo book. The enthusiastic celebrity turned the occasion into a party and fans were over the moon after a photo session and album signing with their idol.



Reaching out to savvy mothers

To promote **Kruidvat**'s newly improved diapers, a social media promotion targeting young mothers was launched online. All they needed to do was to like the Kruidvat Facebook page to stand a chance to win a whole year's supply of diapers. The advertisements and posts led to many fans sharing the attractive promotion within their social circle. On top of spreading the news about the diaper range, the promotion helped to recruit Facebook fans for the brand.



Always connected

Watsons China's iPhone app was recently upgraded to a powerful three-in-one tool for customers to shop, browse the latest store information and connect as members. The user-friendly functions which included a mobile shopping mall will allow customers to enjoy a whole new level of convenience and brand experience.



Scan the QR code to download Watsons China app from App Store!





Blush up beauty

Marionnaud France has launched an exciting web series called "Blush" to spotlight their beauty expertise, and engage online fans with informative content. Each three-minute episode stars real-life friends who seek help from a Marionnaud Institute. While featuring step-by-step tutorials, handy tips and solutions to beauty myths were given. Marionnaud's Own Brand range and exclusive brands were also showcased in these highly successful weekly episodes.

/Marionnaud

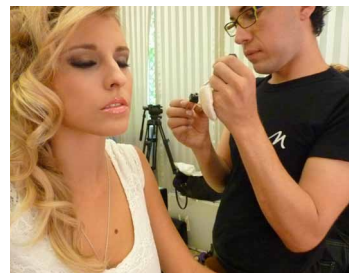
Backstage magic wand

It was a busy yet rewarding time for **Marionnaud Spain's** professional make-up team.

The Lady Spain beauty pageant was exclusively styled by Marionnaud Spain's make-up artists, with plenty of coverage and buzz gained for the brand.

Marionnaud make-up artists can be found working everywhere in the world of fashion. With great skill and artistry, they create trendy looks to complement luxurious fashion brands like Loewe and Carolina Herrera.

/Marionnaud



For the young ones

In September, **Marionnaud Switzerland** set out to pitch their brand to a younger customer profile and attract new customers by introducing a special loyalty card for under 25-year olds. The Young Marionnaud Card entitles members to a special discount on the entire product range, and speaks in a unique way with a different store outlook to appeal specially to the younger audience.

/Marionnaud



Winning hearts in Latvia

An extensive campaign was launched to thank loyalty card members in **Drogas Latvia** for their support in the last 18 years. Titled "Even more benefits every day", the campaign treated members to spectacular offers, privileges and lucky draw while enticing potential members to sign up and enjoy the various promotions and card benefits. Over 500,000 new members were recruited within eight months of the campaign's launch with an amazing penetration rate of one-third of Latvia's population.

Drogas





Lovely bubbly notes

The Love Perfume Awards by **The Perfume Shop** was a celebration of the customers' most loved products and brands. Over 5,000 customers in the UK voted for their favourites online and winning brands were announced in a glittering event held with the appearance of celebrities. Marc Jacobs Dot was named Best Bottle Design, while Lady Gaga Fame was selected as the Best Celebrity Launch.



A good life bottled

Leveraging their strong social media community, **The Perfume Shop** created a campaign, Life Bottled, to help them develop their Christmas TV creative by asking fans to upload video clips. The response was inspiring, with many sharing and rating the videos on the microsite (lifebottled.co.uk) as well as within their social media networks. The Perfume Shop then took inspiration from these clips to help them create their new TV advertisement for Christmas 2012.



Christmas in July

The Perfume Shop's annual Christmas Press Show took place in July at the Institute of Contemporary Arts in London. The event showcased great gifting ideas for the festive season and launched new products from Hugo Boss, Marc Jacobs and superstar Justin Bieber. Over 150 journalists received ideas for their upcoming features and news about the Christmas advertising campaign whilst being treated to live music performances.



堅持信念

Watsons Water 維他氏蒸餾水

別人說我硬頭
我卻說這是堅持

Sarah

至清至純

屈臣氏蒸餾水 撐香港運動員

登入 Facebook 專頁 或 憑 QR Code 登記樽身編號 (S 後的十位數字)

屈臣氏蒸餾水將捐出港幣 \$1 予 HKPC SAPD 香港殘疾人奧委會暨殘疾人士體育協會 捐款最多 5 位可獲 Watsoni 水機

李慧詩
2012 奧運銅牌得主
2010 亞運金牌得主

Spirit of persistence

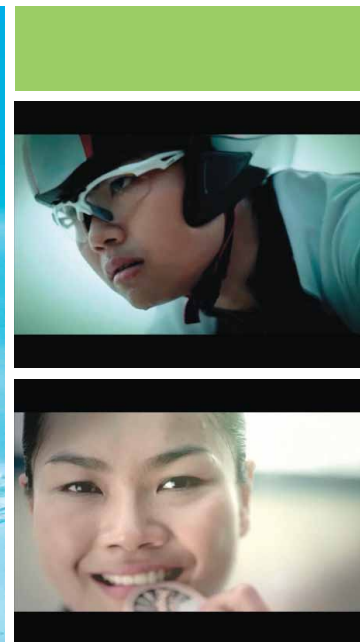
Watsons Water's new TV commercial, "Persistence & Faith", featuring London Olympic 2012 Hong Kong Bronze medallist Lee Wai-sze, highlighted the athlete's determination in "being the best" without compromise - a reflection of Watsons Water's persistence in purity and quality throughout its 110-year history. To extend the campaign to digital world, Watsons Water donated HK\$30,000 through a Facebook campaign to Hong Kong Paralympic Committee & Sports Association for the Physically Disabled to support the local athletes in need.

Watsons Water



Scan the QR code to watch the commercial on YouTube!

goo.gl/sabaW



Around the World

Thumbs up!

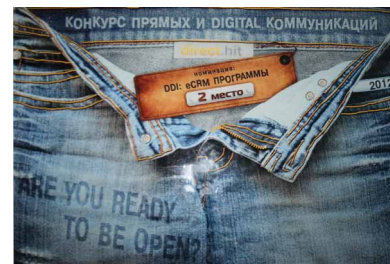
Let's give a big hand to achievements that our retail brands have made recently!

ICI PARIS XL
Luxembourg



**Best Perfumery Chain -
Retailer of The Year 2012**
(by Q & A Research & Consultancy)

watsons
Ukraine



Scan the QR code to
learn more about the
social CRM!

goo.gl/8qj78

**Silver Awards -
Digital Direct Interactive Marketing: sCRM**
(by DIRECT.HIT)

ICI PARIS XL
Belgium



The Best Perfumery Award 2012
(by Q & A Research & Consultancy)

ICI PARIS XL
Netherlands



The Best Perfumery Award 2012
(by Q & A Research & Consultancy)

watsons PARKnSHOP
China



2012 M100 Metro's Favorite Brands
(by Guangzhou Metro)



Hong Kong



Most Popular QTS Merchant Award
(by Quality Tourism Services Association)



Top Service Awards 2012
Category Award of Supermarkets & Convenience Stores
(by *Next Magazine*)



Hong Kong Retail Industry Trade Awards
Supermarket Retailer
(by Diversified Events Hong Kong / TNS)



Hong Kong



2012 HKRMA Service and Courtesy Award
Electronic & Electrical Appliances Category
Leung Sze Ho (Supervisory Level)
Jerry Koo (Junior Frontline Level)
(by Hong Kong Retail Management Association)

Watson's Wine

Hong Kong



2012 HKRMA Service and Courtesy Award
Specialty Stores - Leisure & Lifestyle Category
Low Chak Tang (Supervisory Level)
Daniel Ho (Junior Frontline Level)
(by Hong Kong Retail Management Association)

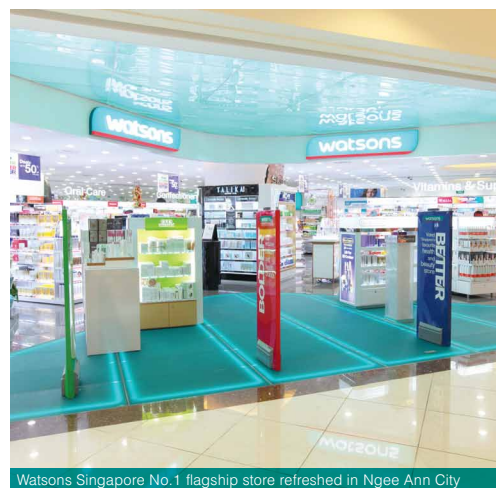
Marionnaud

Switzerland



Best Male Facial Skincare in Mass Market -
Marionnaud Men Eyecare 3 in 1
(by Edelweiss)

NEW STORE OPENINGS





PARKnSHOP China opens a 23,000sq-m store in Foshan, offering over 10,000 quality items from all over the world



Marionnaud's new store in Austria



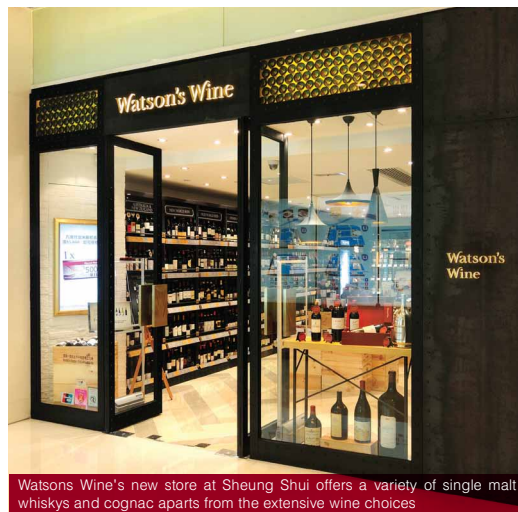
A.S. Watson strengthens its footprint in European luxury by opening the first-ever ICI PARIS XL store in Germany



Joey Wat (front), Managing Director of Health & Beauty UK, celebrates business milestone in a new store opening



Savers opens a new store in Lisburn

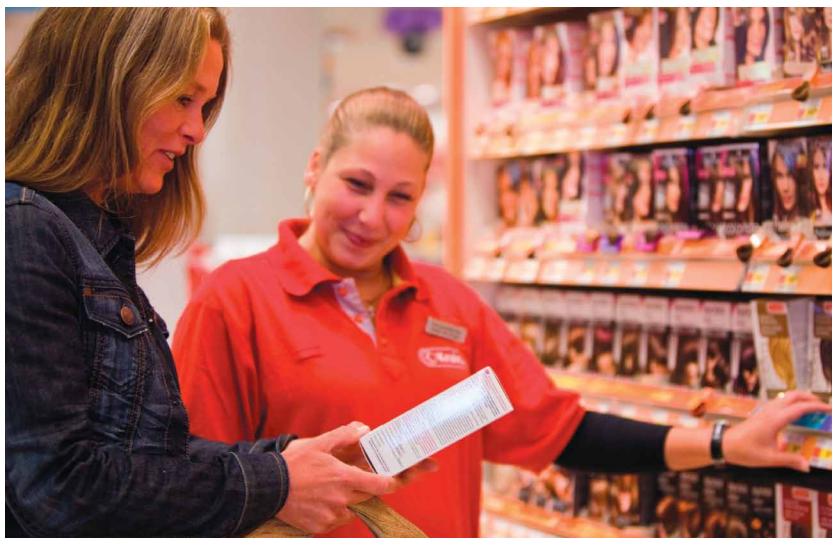


Watsons Wine's new store at Sheung Shui offers a variety of single malt whiskys and cognac apart from the extensive wine choices



From **Kruidvat** with Love

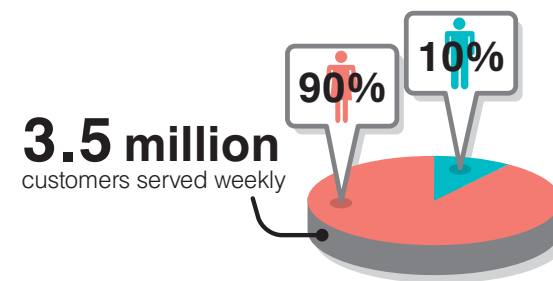
After celebrating its 1,000th store in the Benelux, how else can the trusted household brand continue its vigour and stay close to their customers' hearts? Kruidvat bets on using technology to innovate and engage and making meaningful contributions to the community.



With more than 1,000 stores in the Netherlands and Belgium, and a relentless commitment to making health and beauty more attainable with surprising offers and everyday low prices, Kruidvat dominates as the number one health & beauty retailer in the Benelux.

Part of Kruidvat's success today lies in its retail formula that combines amazing offers, a comprehensive range of products and an equally varied selection of non-pharmacy-related products. Together with a team of 15,000 enthusiastic employees who are dedicated to excellence and customer satisfaction, the brand stands out for its sensible, fair, dynamic and appealing approach.

To ensure the "constantly surprising, always a good deal" message stays top of mind, the brand connects with customers through frequent marketing communications to spread the word on the latest promotions and outstanding offers. However, Kruidvat understands that it is not enough to capture the minds of the customer. To win them over, you have to capture their hearts.



3.5 million
customers served weekly



69%
of Dutch households shop
in Kruidvat at least once a year



A rewarding relationship

Kruidvat's "Your Extra Advantage" loyalty card is one way in which the brand engages and grows their customer relationship. Weekly offers and spectacular discounts tailored to buying preferences are sent to members weekly. To reward their loyal customers further, generous lifestyle prizes like holidays, gadgets and tickets to theme parks are often given away. A recent promotion saw five lucky members walk off with a car each – just for scanning their cards in stores!

For pregnant customers, the loyalty card offers even more advantages. New mothers receive delightful offers on bottles and diapers, as well as free photobooks. From allowing customers to save for special gifts with each purchase, to making donations to charity, it's no wonder "Your Extra Advantage" loyalty card is one of the most successful loyalty programmes in the Netherlands.



 **85,000+**
likes on Facebook

1.2 million 
e-newsletters sent every week

Getting personal with technology

Kruidvat has always invested keenly in technology both in operations and communications. Their distribution centre in Heteren in the Netherlands was modernised last year and is now one of the most modern distribution hubs in Europe. Despite the radical overhaul, deliveries to stores were smooth throughout without any hitches.

Besides improving the customer offering, technology also helps the brand stay relevant and connected on a deeper level with their customers. In just a year, the Kruidvat Facebook fan page gained over 85,000 fans in the Netherlands. These fans are engaged on a daily basis with inspirational tips, freebies and exclusive offers.

Social media, blogs and forum conversations create important bonding with customers, which is why Kruidvat delivers timely response and proactive solutions to any queries or comments. Dedicated resources are also allocated to ensure all aspects of customer connection and service over the internet consistently deliver the brand's values.



2,000 tweets
generated in one day for
“1 + 1 Free Makeup” promotion



more than
1 million
visitors every month



600 mentions of Kruidvat
on social media everyday



Positive impacts

While innovating to stay relevant and engage customers are crucial to capturing the hearts of the community, Kruidvat is also dedicated to making meaningful contributions in all aspects of their operations.

The brand's CSR policy is built on four cornerstones: labour market, product range, sustainability and society. Starting with creating a safe and pleasant working environment, Kruidvat also provides plenty of education and training opportunities to encourage employees to develop their abilities and fulfil their potential. What's more, work placement opportunities are extended to people who have fewer opportunities in the labour market.

Sustainable products, responsible business

The company is committed to meeting the well-being needs of all – and that includes the environment. When compiling their product range, energy conservation, climate protection, sustainable and socially responsible production are top priorities. As a result, signature brands now include a growing selection of organic products.

By the end of 2012, stores will replace conventional plastic carrier bags with those made from carbon-neutral, biodegradable plastic. Even waste is sorted within stores before being sent for recycling or disposal using sustainable transportation!



Touching hearts

When Kruidvat makes a contribution to society, they are rewarded with wonderful opportunities to strengthen their ties with the local community. One organisation whose work they support is the Dutch Cancer Society (KWF). In 2011, by placing collection tins in stores alone, they managed to help raise a total of €40,000 for the charity.

Customers also play a role in the charitable contributions, with the most deserving volunteers as voted by the public rewarded with a one-minute free shopping spree. Such initiatives once again generate positive associations and publicity for the brand.

Despite being one of the most indispensable brands in the Netherlands, Kruidvat is not content to rest on its laurels. By making inroads in digital communications, they continue to engage consumers with informative and inspiring content. Together with a commitment to drive growth and build relationships within the community in a sustainable and responsible way, Kruidvat will no doubt remain deep in the hearts and minds of their customers for a long time more.



Kruidvat's signature beach event partners with Dutch Cancer Society (KWF) to increase awareness of protection against skin cancer. Kruidvat Solait is given a great exposure in this public education campaign.





Get refreshed!

Watsons Singapore recently launched a new look to their Own Brand products. Known for their excellent quality and affordability, the revamped range spans from basic necessities to beauty products and healthcare solutions. Whether it is to fulfil personal care needs or spread the fun as novelty items, the updated packaging calls out to more customers with their user-friendly and modern design.

watsons

Smooth skin from mother nature

When temperatures fall, skin's moisture levels start to dive too. **Watsons China** relaunched it's Bird's Nest range in this cooling weather with a formula upgrade by adding hydrolysed silk into the star product. Packed with whitening and hydrating power, the range is great for treating dry and dull skin and also comes in a gift set, making it a perfect gifting idea in the year-end festive season.

watsons



Collagen power-up

Watsons China relaunched their Collagen Moisturising and Revitalising skincare range with an upgraded formulation of collagen, hydrolysed elastin, Matrixyl and vitamin E. Taking centre-stage was the new pre-essence, an exciting product which helps to boost skin hydration and beauty all day and night, a must-have item during the dry winter months!

watsons



Maximum quality, zero cruelty

Superdrug's new campaign focuses on the quality of their Own Brand range in a stylish manner and the brand's Cruelty Free commitment – a fact that has been well-received among customers. Running in popular magazines during the festive month of December, the campaign counterbalances the price and promotion focus, and also uplifts the brand image.

Superdrug★



Perfect look

Marionnaud launched the first-ever Blemish Balm (BB Cream), giving you perfect natural-looking skin in one simple step! Rich in hyaluronic acid, this product delivers 6-in-1 make-up and skincare benefits, leaving skin flawless and moisturised all day long. With two shades to choose from and a lovely silky texture, it gives women an instant natural glow they will adore.

/Marionnaud

PERFECT

BB CREAM

A perfect natural-looking skin in one simple step!

Hydrates • Protects • Smoothes
Corrects • Evens • Illuminates

6in1





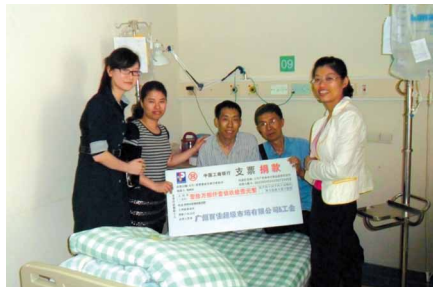
Work-life balance

A.S. Watson staff enjoyed numerous leisure activities organised by the **Lifestyle Club**, including a summer make-up class and a handmade leathercraft workshop. A group excursion and BBQ was also held in October, where staff spent quality time with their families and colleagues. To celebrate Mid-Autumn Festival, mooncakes and fruits were distributed to various internal departments in order to spread the festive joy and happiness throughout the workplace.



You are not alone

When staff at **PARKnSHOP China** learnt that one of their previous store managers was suffering from lung cancer, they rallied together and raised over RMB100,000 to support him. A group of staff visited him at the hospital to convey their well wishes and deliver the donation.



Better training for better service

To raise its competitive edge, **Spektr** recently rolled out a brand new training and development programme to motivate store personnel. Designed to enhance customer service, salesmanship and provide career opportunities, the programme includes a personal training card that clearly states available training slots and the steps needed to ensure career progression. Supported by evaluations, mentorships and external payment workshops, Spektr's staff development is set to bring service standards to an even higher level!



Martin So (2nd from right), CEO of Health & Beauty Asia & Eastern Europe, joins the launch of the new training programme



20 scentsational years

Since **The Perfume Shop** first opened its doors with just 20 members of staff in 1992, it has grown steadily into a leading perfumery brand with over 1,900 staff across the UK and Ireland. To celebrate their 20th birthday, all 245 stores were specially decorated with party hats, badges, balloons and sweets to extend the joy to customers. Here's to more wonderful growth in the next 20 years and beyond!



**33. Joining hands, touching hearts 37. The road to gold
39. Relay your love • Back to school 40. Have a Teddy
Christmas 41. Small campus, big happiness**



Our Community



A.S. Watson Group (Hong Kong) – Health check for parents & fitness test for school children in remote areas

Joining hands, touching hearts

A.S. Watson Group has once again chosen October to activate our global operating markets to join hands to BRING MORE TO LIFE through volunteering.

This year, the A.S. Watson Global Volunteer Day saw 39 retail brands participating in a wide range of activities, from outreach programmes for the mentally challenged, underprivileged children and elderly, to charity walks, health checks, beach clean ups and conservation work.

For years, A.S. Watson retail brands have been actively supporting local community programmes. The Global Volunteer Day was initiated in 2011 as an annual campaign to further promote corporate social responsibilities throughout the organisation.

Catch a glimpse of our activities in the Photoblog:
<http://gvdblog.aswatson.com/>



Retail HK - Watsons, PARKnSHOP, FORTRESS, Watson's Wine, Watsons Water - Pink Walk for Breast Health



Watsons Turkey – Staff blood donation day for Turkish Red Crescent

39 business units

12,000+ participants

Beneficiaries included

- ♥ Elderly
- ♥ Underprivileged children
- ♥ Mentally/physically challenged
- ♥ Staff + family/friends



Watsons Malaysia – Beach clean up and fundraising for turtle sanctuary



PARKnSHOP China - "Move For Health" Chinese seniors' day



Watsons Indonesia - Children's orphanage visit



Watsons China (Head and South Office) - Fun day with mentally challenged children



Watsons China (North Office) - Staff parenting fun day



Best Event Snapshot

Best Caring Moment

Watsons Taiwan - Cookies baking with underprivileged children and cookies charity sale



Watsons Thailand - Health check-up and fitness classes for staff and their families

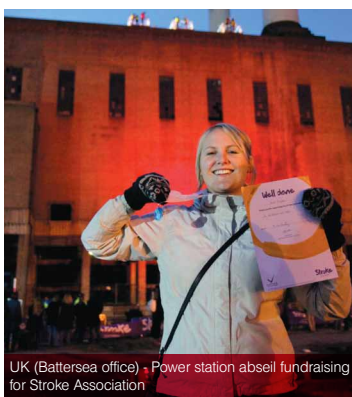


ICI PARIS XL - Headquarters team visit and support store staff



Most Top Rated

Watsons Ukraine - Staff blood donation day



UK (Battersea office) - Power station abseil fundraising for Stroke Association



A.S. Watson Benelux co-workers volunteered as telephone operators in a national fundraising TV show against Cancer



Savers - Fundraising in stores with Halloween theme for Teenage Cancer Trust



Superdrug - Table football challenge, bake sale and raffle for Teenage Cancer Trust



Marionnaud Italy - Pink Ribbon charity sale campaign



Marionnaud Romania - Orphanage gift giving and activity day



Marionnaud Czech Republic - Tree planting



Marionnaud Austria - SOS Kinderdorf orphanage visit



Marionnaud Hungary - Maintenance support for Children's Institute



Marionnaud Spain - Drawings by staff's kids for a charity calendar to raise funds for underprivileged children



Marionnaud Poland - Orphanage activity day



Marionnaud Switzerland - Mountain region road maintenance support



The Perfume Shop - Support Tiddlywinks Wildlife Refuge by offering cleaning and maintenance service

See more caring moments
of GVD 2012!

ASW GVD Photoblog was first-ever launched to share the touching moments and staff volunteering actions across our operating markets. The Rate & Win! Competition featured on the Photoblog received enthusiastic participation and over 400 photo entries competed in 8 award categories!

Photo competition award winners will be notified individually by email.





The road to gold

Olympic fever was infused with inspiration and excitement in late August, as Mainland China Gold medalists of the London Olympics 2012 visited Hong Kong. **A.S. Watson Group** (ASW) was honoured to host these medallists while offering **ASW Hong Kong Students Sports Awardees** a chance to catch a glimpse of the gold medallists up close.

Joined by seven Hong Kong Team Olympians, 22 gold medalists interacted with over 1,500 participants through some heartfelt sharing and interactive games. It was a meaningful Sunday morning for the student awardees and their parents, and an enjoyable one for the Olympians, who encourage the student athletes to continue in their pursuit of excellence in sports and life.







Relay your love

Watsons China organised a Love Cycling Relay campaign with business partners and suppliers, which raised over RMB300,000 to support a children's education project by Sowers Action. The fundraising campaign not only incorporated a fun fitness element, it also helped to relay warmth and care to children in rural areas, giving them a helping hand to pursue their dreams.

watsons



Scan the QR code and watch the latest school rebuilding progress update on YouTube

Or watch on any computer: goo.gl/qLJ4C

Back to school

The Sacro Cuore School collapsed in a magnitude 5.8 earthquake in Emilia Romagna region earlier this year, consequently 240 children has lost their place of study. **Marionnaud Italy** decided to help by devoting their annual Christmas charity to the victims, with 10% of the proceedings from a lion plush sales to be donated to help rebuild the school.

/Marionnaud

Have a Teddy Christmas

Charity plush toys have always been a favourite and meaningful gift option for the festive season. This year, to raise funds for the Teenage Cancer Trust, **The Perfume Shop** will donate £1 from the sale of each limited edition Christmas Teddy Bear, which also comes attractively bundled with a chocolate box set.

Dressed in a pink vinyl jacket is **Marionnaud France's** annual charity plush bear. Designed by French fashion designer André Courrèges, proceeds will go to the Association of Cosmetic Executive Women Beauty Centres, which provides free beauty services to hospitalised patients.

Customers who buy **Marionnaud Austria's** snowy white plush bears will contribute to building another children's shelter for the SOS Children's Village in Hinterbrühl.



The Perfume Shop

**GESCHENKE,
DIE BEZAUBERN**

SCHENKEN SIE ZUKUNFT

**Ein Teddy,
der viel bewirkt.**

Von jedem Bären gehen €4,- an das
SOS-Kinderdorf-Projekt Hinterbrühl!

je 7,90€

SOS KINDERDORF
www.sos-kinderdorf.at

**Produkt
BENEFITS**
Hinterbrühl

24h ONLINE SHOPPING
www.marionnaud.at

Marionnaud Austria



Small campus, big happiness

Thirteen colleagues from **Watsons China** embarked on a "small campus, big happiness" journey of love to Watsons-Sowers Primary School with Sowers Action in late November. Public classes and home visits were organised by Watsons volunteer team, and they also brought stationery and personal care products to children, which filled children's hearts with warmth, hope and happiness in winter, demonstrating our caring spirit at Watsons.

watsons





Super Quiz

Answers

to Issue 86

1) 2009

2) over 250,000

3) Superdrug

Questions:

- 1) What is the tagline of the newly refreshed Watsons brand?
- 2) How many fans have Kruidvat Netherlands recruited on its Facebook?
- 3) How many business units have participated in Global Volunteer Day 2012?

Super Prize (1)

MP3 Player 8GB



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Gold Prize (1)

Mobile Speaker



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Silver Prize (10)

Skincare set



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China

Super Prize (MP3 Player for Sports)

Name	Company & Department
1. Luna Wang	PARKnSHOP China - Property

Gold Prize (Pure Beauty Black Pearl Set)

Name	Company & Department
1. Cindy Wong	ASWG - HR
2. Alan Wong	ASWG - IT
3. Edward Chow	ASWG - Store Development
4. Gadija Dahdouh	ICI PARIS XL - BGB Department
5. Amy Lee	PARKnSHOP China - Design
6. Edith Chen	PARKnSHOP Hong Kong - Buying
7. Emily Han	Watsons China - Operations
8. Emily Li	Watsons China - Finance

Silver Prize (Make-up set)

Name	Company & Department
1. Alex Chan	ASWG - Health & Beauty Regional Marketing
2. Wendy Ko	ASWG - International Buying
3. Carmen Mak	ASWG - IT
4. Louis Cheung	ASWG - Marketing
5. Egle Gaidamovice	Drogas - Marketing
6. Amy Tong	Nuance-Watson Hong Kong - Finance
7. Alex Wong	Nuance-Watson Hong Kong - Finance
8. Vivi Li	PARKnSHOP China - Buying
9. Martin Li	PARKnSHOP China - Buying
10. Mickey Mi	Watsons China - IT

Superquiz goes digital!

Deadline: 28 February, 2013

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: _____



Foreign Office Minister Jeremy Browne (2nd from right) and HWL Deputy Group Managing Director Mrs Susan Chow (middle) with the current year's Hutchison Chevening scholars at the reception



"The internship for Lord Brennan QC at the House of Lords in the UK Parliament was an indescribably enriching opportunity when I was studying a Master of Laws at University College London. Although my classroom education was top-notch, none of these opportunities would have been available if I had not anticipated the importance of going beyond the university."

Frankie Tam
Hutchison Chevening Scholar 2010-2011

"My Oxford experience extended well beyond books and thesis – I settled into a foreign, albeit beautiful, surroundings and found myself amidst worldly scholars and intellects from all walks of life. The daily debates that pursued led to new learnings and brought lifelong friendships."

Connie Chue
Hutchison Chevening Scholar 2004-2005



Marking a decade of support to quality education

The Hutchison Whampoa Group (HWL) is committed to enriching the future and the lives of its communities through charitable actions, civic involvement and a responsible corporate agenda. One of these efforts, held closest to Hutchison's heart, is the Hutchison Chevening Scholarship. Many of its recipients have gone on to become business leaders in many of Hong Kong's most vital and challenging industries.

The Chevening programme was brought to Hong Kong by the British Foreign and Commonwealth Office in 1997 to foster the links with the UK following the handover. Since then, over 600 Hong Kong students have received Chevening scholarship and the opportunity to further their knowledge, both inside and out of the classroom, at some of the top universities in the UK.

As one of the major sponsors, HWL began supporting this prestigious scholarship programme in 2002, and has since pledged a total of over £5.3 million (approximately HK\$65.5 million) to date.

"Since taking up my post in Hong Kong last September, I have been struck by what a great friend and commercial partner Hutchison Whampoa is to the UK. This is exemplified by the fact that HWL is the most generous funding partner for Chevening," affirmed Caroline Wilson, British Consul General to Hong Kong and Macao, "I am very proud that we have The Hutchison Chevening scholarship, and want to thank HWL for their massive contribution. The work ensures that a fantastic pool of talented candidates have access to the opportunities the programme provides."

Hutchison Chevening Scholars for the 2012-2013 academic year commenced their studies in October. This year's students selected from various sectors including banking, finance and journalism are going to some of the best educational institutions in the world, including the universities at Oxford, Cambridge and the London School of Economics.



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 52 countries.

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