



Watson⁸⁹ON

Spektr's RETAIL ROADMAP

Watsons Water 110th Anniversary

Marketing & PR Awards

Watsons - Asia's #1 Brand



A Hutchison Whampoa Company

AROUND THE WORLD



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P.3





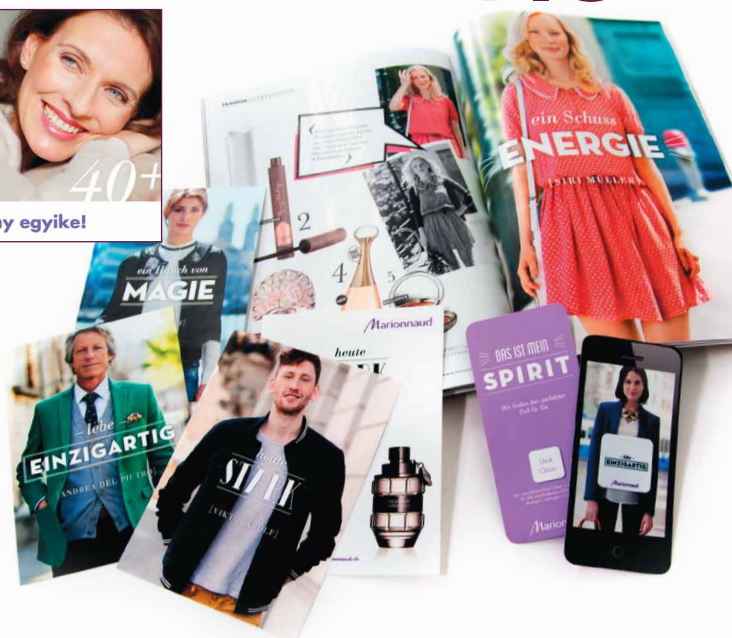
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Who are the **WINNERS?**

ASW Marketing & PR Awards is an annual occasion to celebrate the most successful best-in-class campaigns within the Group. This year, a record-high number of 93 nominations from 32 business units were received. All submitted entries have demonstrated strong drive of business, and the passion to win in their local markets. 26 awards were announced in early September, honouring the excellent campaigns achieved by the 19 business units from Asia and Europe.



ASIA'S #1 brand

Coming up tops is not easy, and remaining on top year after year is a true achievement. For the fifth consecutive year, **Watsons** has once again stayed as the No. 1 Pharmacy / Drugstore Brand* in Asia in the Campaign Asia-Pacific's "Asia's Top 1,000 Brands 2013" survey.

Compared across the board, Watsons has climbed over the last two years to a stable placing at 39th in the overall Asia Pacific rankings. It remains extremely strong in Hong Kong, Thailand, Taiwan and Malaysia markets, where it continues to lead among other Health & Beauty, grocery, pharmacy and convenience retailers.

Always delivering more value and excitement to our customers, Watsons is no doubt to be Asia's most beloved brand!

** Campaign Asia-Pacific "Asia's Top 1,000 Brands" survey 2013 of over 6,000 respondents*

watsons



watsons

「敷完好潤好白淨！」
Venus

「掉雨下就Feel到皮膚滑晒！」
Kita Designer

「剛醒都Keep住水潤！」
Cookie Sakes

97% 用家同意 有效提升水潤度
雪膚淨白緊緻面膜

97% 用家同意 有效保濕鎖水
骨膠原保濕毛孔細嫩睡眠面膜

97% 用家同意 有效擦走舊角質
骨膠原Q10滋養亮白去角質啫喱

最美的。由妳代言

屈臣氏自家品牌，盡得女性信心，全亞洲銷售量超過2億8千萬。

立即上 [Watsons HK](#)

推薦妳喜歡的屈臣氏自家品牌產品，就有機會獲得妳所代言的產品1份及 H&M \$100 禮品卡！

*1982年創立 屈臣氏 The Watsons Company 710-038070

collagen

97% 用家同意 有效擦走舊角質

自家品牌 最美的。由妳代言

[Watsons HK](#)

屈臣氏集團屬下禮儀及紀實策劃員

ENDORSE your favourite brand

In a recent survey, **Watsons Hong Kong** found that nearly 100% of female respondents were highly satisfied with their Own Brand skincare products. These results inspired the launch of the "Endorsed by Every Woman Like You" campaign.

Videos were launched on YouTube inviting users to try out four hero products and feedback their comments online. The most creative comments not only won product incentives but also a chance to become a local endorser, sharing how to Look Good, Feel Great in Watsons' Own Brand products.

watsons

Experience the charisma of Watsons' local endorsers!

goo.gl/hXrFNw

YouTube

Cooking the **DIETICIAN** way

Watsons Hong Kong members were recently treated to an exclusive low-fat summer cooking class. Led by a registered dietician who created a special low-fat and low-calorie menu just for the class, members learnt tips on preparing delicious favourites like green curry chicken and tiramisu using healthier ingredients and methods. Fun and informative at the same time, these healthy cooking classes will certainly become a regular fixture for members in the future!

watsons





Brand new **SHOPPING PLATFORM**

Following their mobile app upgrade, **Watsons China** added a new and improved dimension to their customers' shopping experience, and along with it, yet another feather to its cap. The launch of the official Watsons online shopping website enables customers to shop around the clock at their convenience, while interacting with a richer brand experience thanks to the site's refreshed and dynamic design.

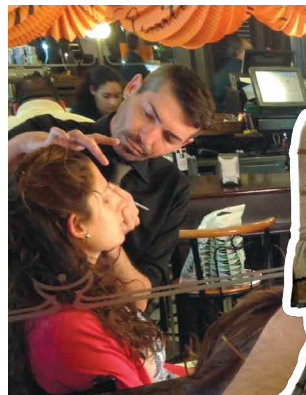


A brush with **Pixiwoo**

One of the UK's top beauty bloggers, Samantha Chapman @Pixiwoo, launched her range of makeup brushes in a **Superdrug** in-store event. The Marble Arch store was swamped with over 200 Pixiwoo fans and Superdrug customers all looking to get tips on the best colours, styles and techniques. Several lucky customers enjoyed a personal makeover using Superdrug products by Samantha, with valuable exchange on beauty secrets with the hot blogger.



pixiwoo.com



Taste of **GYPSY**

In May, **Marionnaud Spain**'s professional makeup team paid a visit to the Cordoba Fair, a traditional spring festival party in the South of Spain. Organising the "Look Your Best" event in the fair, the team gave women complimentary makeovers to make them feel special, turning all the ladies into mysterious yet colourful Gypsies!

/Marionnaud

That **SUPERDRUG FEELING**

April saw the launch of **Superdrug**'s first-ever broadcast partnership with popular entertainment channel TLC. A fabulous London event was held to celebrate the partnership, which was part of the new advertising campaign - "That Superdrug Feeling". Over 300 guests and celebrities were drawn to a special pampering area showcasing a variety of Own Brand beauty accessories, skincare and cosmetics. The event was a big hit, while the channel partnership will surely be too!

Superdrug



Check That
Superdrug
Feeling!

goo.gl/xAcRM





Gentlemen **ONLY**

To promote Givenchy's Gentlemen Only as a perfect gift for Father's Day, **Marionnaud Austria** launched the new fragrance in a masculine way. Stores were well-groomed and extensive above-the-line campaign caught the attention of the masses. 80 VIPs and local journalists were invited to the launch event, helping to generate considerable publicity to extend the popularity of the scent as one of the best sellers.

/Marionnaud



AGELESS beauty

Marionnaud Hungary believes that being beautiful has nothing to do with age. They shared with its fans this philosophy by launching a Facebook app for ageless beauties to be the star of their Autumn makeup range. Fans submitted their best photos for public voting and the final three winners from the age category of 20+, 30+ and 40+ were invited to a prize presentation cum photoshoot makeover event, demonstrating the magic of Marionnaud products in the brand's MND Magazine.

/Marionnaud





A stylish **SUMMER** soiree

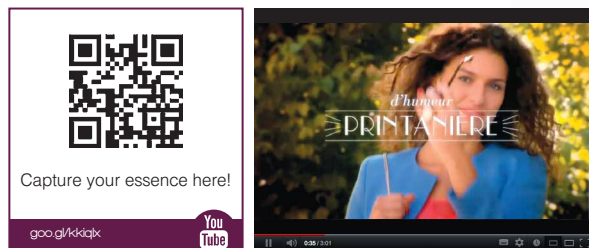
It was a day to indulge in all things summer, new and beautiful as **Marionnaud Romania** launched an assortment of Own and Exclusive Brand makeup, nail and skincare collections to bloggers and members of the press. Guests were treated to makeovers, nail sessions and product demos which they clearly enjoyed, judging by the many rave reviews and coverage Marionnaud gained following the event!

/Marionnaud

The smell of **YOU**

Understanding fully the fact that fragrance is about amplifying one's charisma, **Marionnaud Switzerland** launched the "Capture the Spirit of You" campaign featuring casual portraits of people from all walks of life, captured in a street style, personality-driven way. Individual profiles were given to each person to reflect the wide range of perfumes offered at Marionnaud. The attractive advertisements were supported by enticing in-store offers and gifts with purchase, and this pleasure of sourcing one's own scent is extended into an online fragrance finder to help customers match their unique personality to the exact products.

/Marionnaud





Summer in **ITALY**

Going outdoor in Italy's summer you can find crowds of sun-lovers in Liguria and Tuscany, and from there **Marionnaud Italy** has seen a recruitment drive for its loyalty card. Promoters went on a fun mobile tour along the coastal cities, which the distinctive purple Marionnaud van parked itself at popular vacationing spots, offering special discounts at nearby stores, with free sun screen and tanning samples to the crowds. An on-the-spot solar skin analysis also helped Marionnaud to push its credibility and sales of the seasonal sun care, while recruiting skin-conscious members.

/Marionnaud

Invigorate ties with **PARTNERS**

ICI PARIS XL Benedelux hosted a supplier meeting at the prestige Royal Dutch Palace in June. The special occasion began with a presentation of the company's 2014 business plans, followed by a grand Award Ceremony and dinner. Awards were given out to recognise top performing suppliers, helping to motivate and strengthen partnerships at the same time.

ICI PARIS XL



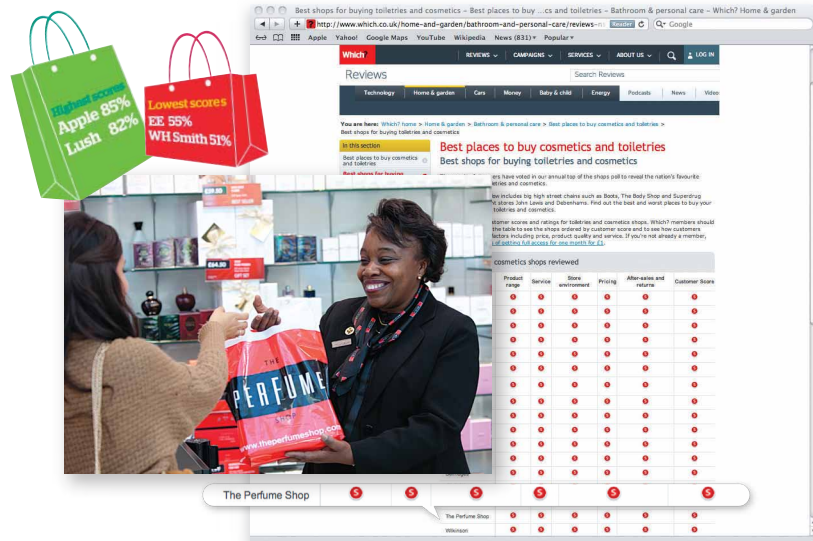
Leo Van Welij (left), Regional Managing Director, ICI PARIS XL presented awards to suppliers to recognise their outstanding performance



The Perfume Shop **SATISFACTION**

The Perfume Shop has climbed three places to the 13th spot in the Best High Street Shops of 2013 survey. Over 11,000 shoppers were polled for their views on shopping experience, product quality, service and pricing at 100 of the most popular UK stores. An impressive 73% of customers who visited TPS recently were highly satisfied with their experience and would readily recommend the perfume retailer to their friends.

PERFUME



A **SCENTSATIONAL** Father's Day

For the first time, **The Perfume Shop** combined their in-store Scents magazine with the annual Father's Day brochure. The special edition came with a flip-side double cover featuring international pop star Nicki Minaj on one side, and the Father's Day gift guide on the other. Over half a million copies reached customers across the UK and Ireland, offering wonderful nuggets of gift inspiration for the season, along with entertaining features.

PERFUME

Honourable success

achieved by A.S. Watson Group and its brands in recent months

BRAND IMAGE



Asia

Asia's No. 1 Pharmacy / Drugstore Brand
(by Campaign Asia Pacific "Asia's Top 1,000 Brands" Survey 2013)



A.S. Watson Group

Asia's Best Employer Brand Awards 2013
(by CMO Asia)



Hong Kong

Smiling Enterprise
(by Mystery Shopper Service Association)



Hong Kong

Qualification Framework
(by Education Bureau, HKSAR)



Netherlands

Top 3 Most Favourite Employer
(by research agency Intelligence Group)



Best Self Care Advisor
(by drugstore magazine De Nieuwe Drogist)

CSR



A.S. Watson Group

**Award of Distinction
The Community Chest 2012/2013
Annual Awards**
(by The Community Chest)



Superdrug ☆

UK

- Best Beauty Retailer - Mass
 - Best New Launch for Exclusive B. Beauty range
- (by 2013 Cosmetic Business Awards)

BUSINESS



NUANCE-Watson

**Hong Kong & Singapore
Asia / Pacific Travel Retailer
of the Year (Asia)**
(by DFNI Asia / Pacific Awards)



NUANCE-Watson

Singapore

- Airport Travel Retailer of the Year (Singapore)
- Best New Shop Opening – Victoria's Secret, Changi Airport

(by DFNI Awards)

MARKETING



PARKnSHOP

Hong Kong

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

NEW **STORE** OPENINGS



Watsons China opens a refreshed store in Guangzhou Baiyun Time Square Plaza, providing quality products and great value to the discerning Chinese customers



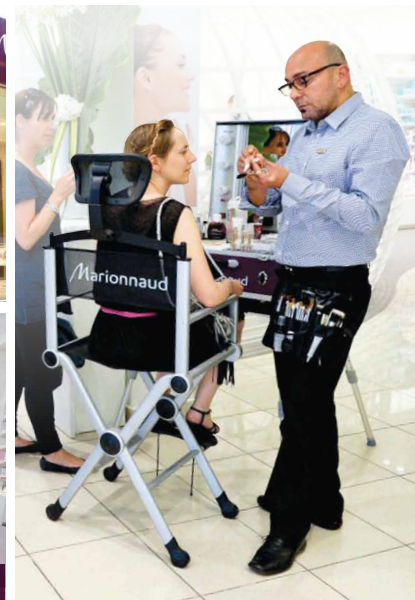
After three years of opening the first TASTE in Guangzhou, China, the same lifestyle concept and shopping experience is made available to customers in Shenzhen, much to the delight of residents!



A brand new Superdrug store greets residents in Broadstairs, Kent. The 5,000 sq. ft. store offers the latest Health & Beauty must-haves including a fragrance counter bearing the latest scents from top brands



Customers are invited into the "bubble cocoon" to obtain personalized advice from well-trained beauty advisors



The prominent **PURPLE** store

Always standing out with competitive pricing and professional services, Marionnaud France opens a newly refitted store in the Convention District of Paris to enrich customers with a refreshed retail experience



Marionnaud Spain welcomes its 22nd store in Algorta, Vizcaya, one of the strongest perfumery markets in the region



CHARITABLE shopping spree

To celebrate the openings of three new stores in Veenendaal, Assen and Volendam in the Netherlands, Trekpleister donated €1,000 to three local charitable organisations to benefit the intellectually disabled, underprivileged children and medical research in each community



Taking over a competitor's staff members and stores in the Dutch market, ICI PARIS XL and V&D Department Store extend their partnership by doubling the number of shop-in-shops to 24, leading to very encouraging sales results



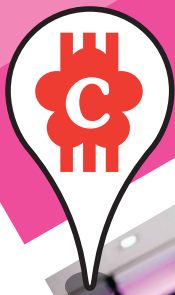
Two volunteers were treated to a one-minute charitable shopping spree for a local food bank and a welfare association in celebration of the new Kruidvat stores in Haarlem and Amsterdam



INNOVATIVE RETAIL STRATEGIES



COMPETITION



ПРЯМО
ИЗ ЕВРОПЫ



OWN BRAND & EXCLUSIVE (GOBE) PRODUCTS

CRM SYSTEM



Growing in Russia: Spektr's RETAIL ROADMAP

Vast, diversified, dynamic and buoyant, Russia is at once alluring and intimidating for marketers. Let's have a journey to review how Spektr navigates through Russia's complex and burgeoning retail landscape, and all its challenges and opportunities.

Russia's Retail LANDSCAPE

Known for its affordable prices, friendly service and wide assortment of products, Spektr has in the last two decades risen to become one of the most trusted Health & Beauty chains in Russia.

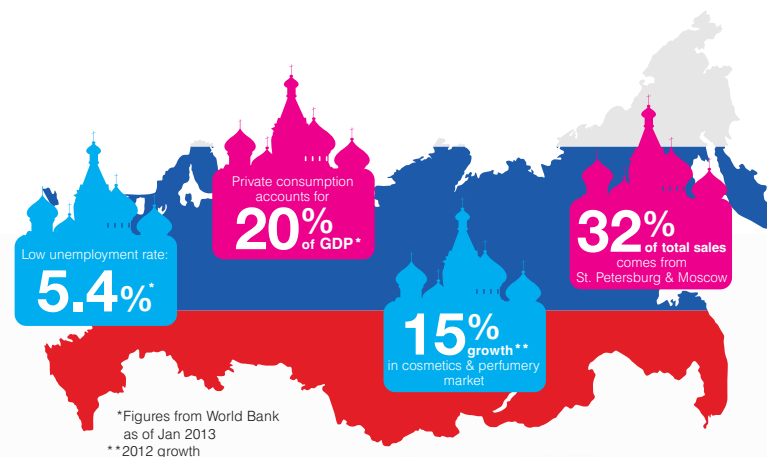
Recent economic developments, however, are posing new threats to the company's growth. Despite the fragmented market and high barriers to entry, Russia's economy is booming and today, there are drugstores, supermarkets and perfumeries all fighting for the same piece of the Health & Beauty pie.



St. Petersburg - HINTERLAND TO CONQUER

With 60 stores in operation, St. Petersburg is an important market for Spektr. Together with Moscow, St. Petersburg accounts for over 30% of Russia's total Health & Beauty sales.

In response to the changing economy, new players have been entering this market while some old players have consolidated ownerships. Spektr's key competitors have been expanding rapidly, building new stores fast and placing them almost immediately next to Spektr stores. To make the game even more challenging, some competitors have even taken to copying Spektr's retail environments and promotions.





Stores shining as **LANDMARK**

To counteract the rising competition in St. Petersburg, one of the first actions Spektr has embarked on is to roll out newer and fresher store formats. With more competition popping up within the same locations, it is essential for Spektr to increase customer appeal with wider offerings and improved shopping experiences.

Stores are upgraded to become more spacious, airy and well-lit so that customers feel easier to navigate in. More product information is made available to enhance the buying decision.

Not to be outpaced, the brand also aims to increase its store footprint, to move quickly into good locations, and deepen its presence in Northwestern Russia and further regions. By applying best practice learnings, some new stores have also adapted successful formats, like combining classic drugstore with perfumery.

QUALITY GOBE FLEET - way to success

By introducing Global Own Brand & Exclusive (GOBE) products to Russian customers, Spektr has seen its category market share grow from zero to 11% in just three years. Today, strategies are underway to expand their assortment of quality European brands and unique own labels at affordable prices to help them stand out further.

From surveys, Spektr found that 60% of their most active users are under 20 years old who enjoy variety and experimenting with new products. This led them to add more premium items to their popular skincare, haircare and hygiene categories. Such move was further supported by strategic CRM campaigns which successfully boosted sales. Also, in view of the ever-increasing potential of men's skincare market, special Men Zones were launched in stores since 2011 offering the best deals to male customers in the region, contributing to the significant 15% market share in Russia on men's Health & Beauty product.

Customers' feedback is the key to fine-tune brand experience, and Spektr treats CRM data as a compass to point the brand to the right direction in outperforming competitors with GOBE products.





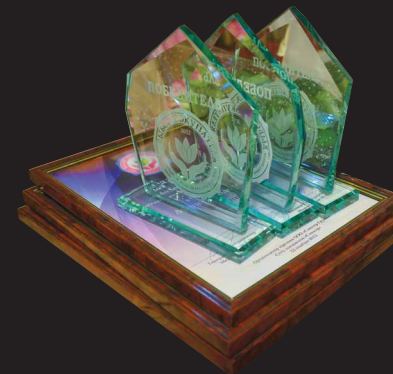
Martin So (middle), CEO of Health & Beauty Asia & Eastern Europe, celebrates with suppliers the prestigious H & B Awards debut in Russia



CREATIVITY to lead

Being a part of the A.S. Watson family also gives Spektr the added advantage of learning from marketing best practices. Going beyond the usual discounts, the team continually blends overseas learnings with creativity and local requirements to create exciting promotions that outdo copycat competitors.

Last November, the company rolled out the first Health & Beauty Awards in Eastern Europe. Not only did this landmark event thrill existing customers and suppliers, it gained widespread media and public attention. Spektr engaged over 50,000 customers through its public voting event online, and enhanced its credibility throughout the country.



INSIGHT AS THE BEACON of growth

After refreshing the Spektr loyalty card in 2011 and launching special members-only promotions, member sales were boosted by over 60%. To up the ante further, the company has invested in a CRM system that enables them to gather better data and insights so they can personalise offers based on individual shopping preferences. From monitoring the spending power of their consumers to growing high potential categories, such learnings will improve engagement and propel growth even further.

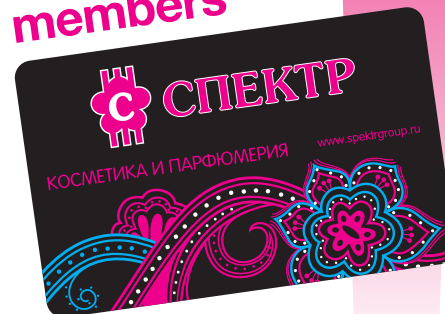
FULL SPEED ahead

Competition has successfully spurred Spektr on to achieve new and greater heights. From redesigning store layouts to adding more premium products in core categories such as haircare, skincare and household items, future retail strategies will continue to be built on strong insights and executed swiftly and accurately to create maximum impact. The road ahead may be challenging, but Spektr is well-poised to outsmart and outperform its competitors in the Russian retail game!



800,000+
members

60%+
member sales



ПРЯМО ИЗ ЕВРОПЫ

С 1 АВГУСТА ПО 30 СЕНТЯБРЯ

ПОЛУЧИ ГАРАНТИРОВАННЫЙ ПОДАРОК

КУПИ ТОВАРЫ domol ISANA RUBIN
ЕВРОПЕЙСКИХ БРЕНДОВ НА 200 РУБ. Prokudent Almetra

ПОЛУЧИ КАРТУ НА КАССЕ

ПОЛУЧИ ПОДАРОК СКИДКУ или 200 РУБЛЕЙ





堅持信念

watsons water

persistence
purity Assurance

EXCELLENCE is Limitless

After 110 years of delivering the purest and finest quality drinking water, Watsons Water is now a market-leading name in Asia. But to them, their journey of excellence has just begun.

From a simple distillation plant in Hong Kong, Watsons Water has come a long way to become today's leading bottled water brand with tributaries in markets across China, Asia Pacific and Europe.

The secret to their ceaseless growth in these 110 years stays true to its elemental nature. Like the ocean tides, Watsons Water is dedicated to its pursuit of quality. This dedication, which in turn has rewarded the company with numerous accolades for product innovation.



Push the **BOUNDARIES**

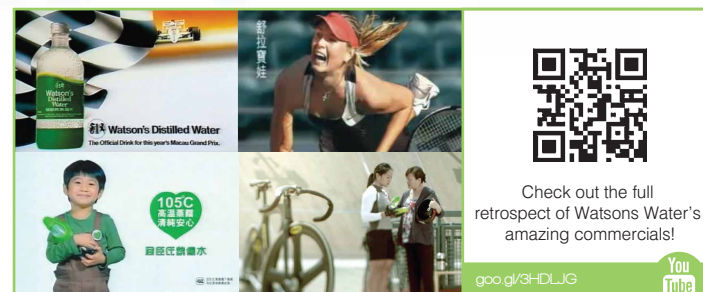
To consolidate its market leadership, the company also knows it has to continually evolve its communications to stay relevant. Over the last two decades, Watsons Water had built its communications across the functional benefits of quality, purity and trust. In 2009, they turned their 105°C distillation process into a key positioning to set them apart from competitors.

After three successful years, it was time to bring the conversation to another space.

Go for the **GOLD**

In a bold move, the 2012–2013 brand campaign sought to strike an emotional chord with consumers. Echoing their corporate spirit of striving for excellence, Watsons Water's latest brand evolution is all about sporting achievement.

It did not take the company long to find the perfect brand ambassador in Hong Kong Olympic winning cyclist, Sarah Lee. Her inspirational story of overcoming personal and professional challenges to become a champion developed into three emotionally-charged commercials. Sensitively portrayed, the spots were further enhanced by extensive coverage in press, outdoor, in-store, PR and digital touchpoints, connecting the brand with local customers by its core values and health association.



Check out the full retrospect of Watsons Water's amazing commercials!

goo.gl/3HDLUG





Take to the **NEXT LEVEL**

More recently, Watsons Water once again became the key sponsor for the 2013 Hong Kong Marathon, the largest outdoor sports event in the city. Over 115,000 litres of Watsons Water and over 237,000 packs of Own Brand isotonic drink were consumed on the event day. The strategic partnership was a wonderful endorsement of the brand's spirit of perseverance and gave further depth to their associated marketing efforts.





Champion RESPONSIBILITY

To broaden the community impact of the new brand evolution, CSR programmes have been aligned to demonstrate the brand's support of Hong Kong athletes and sporting achievement.

Besides sponsoring a fund-raising charity race, Watsons Water launched a consumer-activated corporate donation drive. For every bottle bought and the special QR code on the bottle sleeve being scanned, HK\$1 would be donated to the Hong Kong Paralympics Committee and Sports Association for the Physically Disabled.

SET THE PACE for the future

This year, Watsons Water has been launching a series of anniversary celebration to set the tone for even greater achievements ahead. In addition to releasing special anniversary edition bottles, consumer promotions and premiums, a Persistence Concert will bring together many popular artists on stage to mark a spectacular 110 years of excellence.

Like the best athletes, Watsons Water has proven its commitment and drive to go the distance. By staying open to opportunities to continue innovating and evolving its communications, there's no limit to how much more they can achieve in the future!



BE CREATIVE with makeup

ICI PARIS XL Benedelux has introduced a new professional makeup range that combines advanced formulations at an affordable price. The BE Creative Makeup range offers 28 different products with special gift sets and festive palettes, targeting all women who want to express themselves with honesty, confidence and pride with its long-wearing, paraben-free formulas and wide range of rich pigments. Since its launch the brand has been making a big splash and is now set to go into its second wave of awareness building in the Benedelux!

ICI PARIS XL

BE
CREATIVE MAKE UP



Time for SMART HEALTH

The Oregon Scientific Smart watch makes its world debut with **Nuance-Watson Hong Kong**. Available at all three Sound & Vision electronic stores at the Hong Kong International Airport, this intelligent, multi-sports watch combines a trendy design with powerful features that manage, track and store various sports data, including running, cycling, gym workouts and swimming, adding values to customers to enhance their healthy and modern lifestyle. The watch also connects seamlessly via Bluetooth to smartphones, truly a perfect watch for travelling sports enthusiasts!

 NUANCE-Watson



Bliss for true **AUDIOPHILES**

Adding to its selection of high end audio players, **Nuance-Watson Hong Kong** has just launched the latest Astell&Kern Dual DAC MQS Portable Player at two Sound & Vision electronics stores in the Hong Kong International Airport. The portable player is the world's first to be equipped with dual mono audio output and independent left and right audio channels, providing a wider, dynamic range and broader soundstage. Travelling audiophiles can now enjoy high-resolution music on-the-go!



www.aswatson.com

ADVANCING skincare



Developed in partnership with cosmetics experts from Japan, the Own Brand Skin Advanced range from **Watsons China** helps to aid skin recovery from the damages of environmental pollution, stress, UV and unhealthy diet. The exciting offering of day and night products contain natural extracts like citrus fruits and alpine water. Without allergy-prone ingredients like UV absorbers, alcohol, mineral oil, artificial preservatives, colourant and flavours, Skin Advanced makes your skin shine with a healthy aura.



Our products



Clearly **CLARISONIC**

June was a special month for **Marionnaud Switzerland** as it became the exclusive distributor of the Clarisonic Sonic Skin Cleansing Systems. With a patented sonic frequency of more than 300 movements per second, facial skin can be cleansed 6 times better than with bare hands. Prominent in-store displays, e-newsletters and mailers spread the word and enhanced the international buzz that already surrounded the product. Not surprisingly, the launch was a great success and Marionnaud saw its skin cleansing category widened thanks to this revolutionary cleansing brush!



Best choice for NEWBORNS

Mums in the Netherlands can now give their newborn babies the best protection with **Kruidvat**'s launch of its new diaper line. Available in 3 sizes, the nappies are made with softer outer layer that provide superior comfort to gently protect the little ones. The new packaging with close-up shots can further emphasize the intimacy and care offered by Kruidvat to mums and their children!



SUMMER delights

Watsons China introduced a sunny bonanza of new Own Brand products perfect for spring and summer play.

For the sun lovers

To give skin the necessary protection while soaking up the sun and warmth with outdoor activities in summer, Watsons launched a new concept range that combines superior sun protection with moisturising properties in its WATER360 range. Enjoy the outdoor play without compromising your skin!

Tencel mask

The new Tencel range of facial masks are made with an innovative silky fibre which forms more closely to skin, aiding the penetration of essence. These remarkable paper masks can absorb more than 20 times its own weight in essence, to delivering an intense and pleasurable burst of indulgence.





goo.gl/rEBP1



goo.gl/AJ76CJ

Quench your thirst
with the two new
tasty drinks!



A splash of REFRESHMENT

To communicate its newly improved formula and healthier nutritional content, **Mr. Juicy** rolled out an integrated marketing campaign specially targeted at young mums. A creative TV commercial, social media promotion and consumer activation programme are well in place to promote this fresher and tastier beverage.

Another vibrant campaign was launched to introduce **Sarsae Zero**, the new sugar-free version of the trendy carbonated drink. A popular hip-hop rapper composed a song for the TV spot to highlight the brand personality, while the product gained further traction with word-of-mouth online and a hip-hop style street sampling event.



B. is for BEAUTIFUL



Superdrug's skincare and makeup collection B. offers accessible premium beauty with a wide selection of over 170 products. Following a successful press launch, the brand was introduced to the nation with positive reviews and publicity, thanks to B. Flawless Targeted Wrinkle Filler consistently ranking as a top seller and the UK's latest beauty must-have.

Superdrug

Our products



Dominic Lai (3rd from left, front row), A.S. Watson Group Managing Director and group executives send their hearty congratulations to the graduates in two programmes

Budding **TALENTS**

Our people are our most important assets, which is why **A.S. Watson** is proud to organise the Future Leaders Programme and Supply Chain Development Programme to nurture the best talents in our midst. In a recent graduation ceremony, participants contributed insights on how to deliver more to customers through improved customer segmentation and engagement. Trainees from the Supply Chain Management Development Programme also shared their project management experiences and successes, showcasing the importance of active learning through on-the-job training.



Graduating with **MANAGEMENT HONOURS**

43 managers recently celebrated their successful completion of the 12-month **A.S. Watson** Management Development Programme. A graduation ceremony was held in July, attended by Group Managing Director, Mr. Dominic Lai and group executives. After a motivational speech and an interactive role play and sharing session, the proud graduates were presented with their certificates, proving themselves as the well-equipped responsible leaders-to-be!



Step your way to **HEALTH**

Climbing stairs is probably the easiest route to physical fitness in office. As part of the employee wellness initiatives, A.S. Watson **Lifestyle Club** hosted the "Step Up For Health" stair-walking day on 7 June at the Hong Kong headquarters for the second year. Over 580 colleagues have demonstrated the spirit of "Walk for Health and Enrich Life" by walking up six flights of stairs with 299 steps together. Participants took part in a fun Bazaar Sales after the walk where products from **Watsons Hong Kong**, **PARKnSHOP Hong Kong**, **FORTRESS**, **Watson's Wine**, **Watsons Water**, **International Buying** and sportswear brand Puma were all on sale at great discounts. The shopping spree was certainly an invigorating reward after the morning workout!



Power of **WELLNESS**

Staff at **A.S. Watson** enjoyed a fun summer of leisure activities organised by the **Lifestyle Club**. Creative fingers got to paint their own bag in a unique Chinese Fine Brush Painting of Flower Workshop while another group took a relaxing family excursion to the famous Tsing Ma Bridge that connects Hong Kong with Lantau Island. Staff members can continue to look forward to a variety of activities catered to different interests throughout the year!





Chasing a **BETTER RUN**

A.S. Watson Benelux has always aimed to promote a healthy lifestyle both in and out of the workplace. In support of over 20 employees from headquarters participating in the Amersfoort City Run in June, six training sessions and running clinics were organised to help the participants prepare and get into their best shape for the event!



PERFUME SCHOOL

An exciting new programme has been introduced by **The Perfume Shop** to enhance the training and expertise of staff members. The Perfume School is an interactive and practical curriculum divided into three levels. After graduating from a basic Foundation level, students will automatically enroll into the Diploma level. 30 delegates have also been selected to pilot the prestigious Masters training course. So far, response has been fantastic, with staff tweeting their satisfaction regularly since the launch!





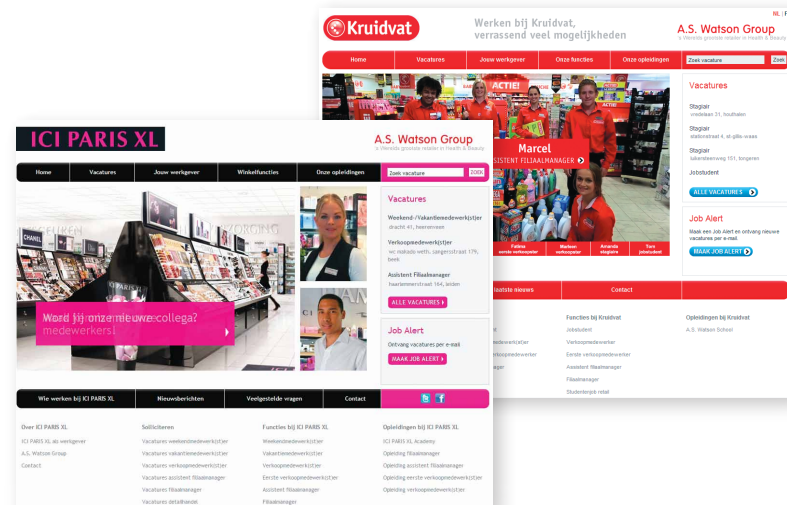
A JOYRIDE with Kruidvat

This year, **Kruidvat Netherlands** jumped onto a mobile school bus and toured schools and job fairs to recruit new employees. Acting as a mobile information stand, the distinctive Careerbus visited different target locations where HR representatives distributed brochures and engaged with prospective candidates one-on-one. It successfully attracted plenty of students and job seekers who were highly interested in Kruidvat's job openings!



Launch of CAREER WEBSITES

Kruidvat Belgium and **ICI PARIS XL Netherlands** recently launched their career websites, giving job seekers everywhere instant access to available positions, employer information and training opportunities. Designed to be friendly and appealing, the websites also come with a Job Alert function that can be used to automatically notify interested parties by email when a matching role becomes available, extending the reach to potential candidates for quality recruitment.





Striking good for **VOLLEYBALL**

2013 marks **Watsons Hong Kong**'s third year as the title sponsor of the FIVB World Grand Prix championships in Hong Kong. Strengthening the brand's role in healthy and active living, the company rolled out a series of community events to bring to life the "Love and Care Volleyball" campaign. China Women's National Volleyball Team players, together with the **ASW Volunteer Team**, organised soft volleyball classes for underprivileged children living in remote areas. The kids were also invited to volleyball matches where they soaked up the incredible atmosphere and experienced the excitement of sports up-close.

FORTRESS also joined hands with Watsons to give a cordial welcome to the China Woman's Volleyball Team at their store visits, helping the athletes to relax with retail therapy before the intense games!



watsons

屈臣氏 FORTRESS





Watch out for the **SUN!**

In partnership with the Dutch Cancer Society, **Kruidvat** created a fun activation on the first warm day of the year to spread awareness of the dangers of inadequate sun protection. A special Sunwatch team comprising of sexy lifeguards armed with sunscreen patrolled the country's most popular beaches to keep an eye on irresponsible sunbathers. Many beachgoers were amused, surprised and most of all, appreciative of the skin- and life-saving campaign!





Feeding a **GOOD CAUSE**

In an effort to address Hong Kong's aging population in their community initiatives, **PARKnSHOP Hong Kong** partnered with the Young Women's Christian Association to launch the first ever food coupon programme for needy senior citizens in the New Territories. These coupons were distributed to the elderly, allowing them to redeem food and daily necessities from selected PARKnSHOP store for free – a meaningful act that makes a big impact on the daily lives of the underprivileged.



Off the Streets through **SOCCER**

PARKnSHOP Hong Kong recently sponsored the Homeless World Cup Fundraising Tournament organised by Street Soccer Hong Kong. The matches were played by both beneficiaries and volunteers as a means to help the homeless build self-confidence and reintegrate into society. Part of the corporate sponsorship also subsidised a youth video crew to capture the event highlights, providing another internship opportunity to the youth. Kudos to all volunteers, especially the 15 PARKnSHOP athletes who played through six intense rounds to emerge runners-up!



Colours of **FUN & LOVE**

It was a celebration of joyful creativity and love as **Watsons China** partnered with the Huiling Community Service for People with Learning Disabilities to raise funds with limited edition charity products. Students from Huiling painted delightful patterns onto various objects for Watsons to sell in stores. Proceeds from sales went directly to the charity to support future projects that nurture the artistic talents of those with learning disabilities.

watsons



The **SUN SAFE** Superdrug

2013 marks the eighth year of **Superdrug**'s annual summer campaign which aims to raise awareness on the hazards of sun exposure. This year, Superdrug partnered with the UK's national skin cancer charity, Skcin, to support their Sun Safe Schools scheme. Through the scheme, primary schools and nurseries are given free downloadable educational materials to help teach children the importance of sun safety at an early age. The scheme has reached its target of over 1,000 schools and nurseries signing up to be Sun Safe together!

Superdrug



Action for **NATURE**

It was a meaningful day for both journalists and **Marionnaud Spain** when everyone got together at the Own Brand Nature press launch to witness the cheque presentation to the non-profit organisation, Action Aid, aiming to promote self-sustainable development education to build a fairer world. The donation came from proceeds from last year's fundraising and underscored 2013 brand promise to donate 5% of all product sales to the same charity. A beauty workshop was also organised to allow journalists to experience Nature's new nail lacquers and summer makeup range.

Marionnaud



Jo Walker (middle), Managing Director of The Perfume Shop presents the donation cheque to LGFB

LOOK GOOD FEEL BETTER Week

The Perfume Shop helped to sell an exclusive hot pink "kiss" pin in stores to raise funds for Look Good Feel Better (LGFB), a national cancer support charity that helps women and young people combat the visible side-effects of their cancer treatment. The long-standing partnership also raised an additional £2,000 through a week of silent auctions, head office activities and fun raffles.

PERFUME

FOOD ANGEL flies farther

A cause worthy of celebration just got better as **PARKnSHOP Hong Kong** and Food Angel jointly announced the expansion of their Surplus Food Donation Programme to 30 stores. The press conference was attended by many VIPs as well as the celebrity ambassador for Food Angel. With the continued support of all parties, PARKnSHOP aims to expand the programme to 100 stores by the end of 2013 and gather further momentum with in-store fundraising and MoneyBack Charity Programme.



Philippe Giard (2nd from right), Regional Managing Director, Greater China (Food Retail) of PARKnSHOP officiates the meaningful event with Food Angel's executives and celebrity ambassador



Kids Get **SOCIAL** with Nature

Naturekinder 2013 was a one-of-a-kind campaign jointly organised by **Rossmann Germany** and Persil that leveraged social media to teach kids responsible behaviour towards the environment. Playschools and schools were asked to submit ideas for nature projects via social media in order to apply for funding. It wasn't long for the Rossman Facebook fan page to be filled with interesting project proposals and pictures of students interacting with nature! Fans shared and voted for their top proposals, leading to 11 winning ideas that got to be realised.

ROSSMANN



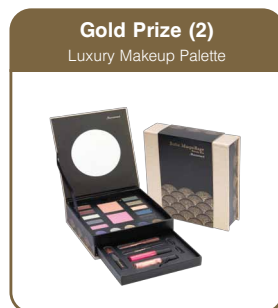
SUPER QUIZ

Questions

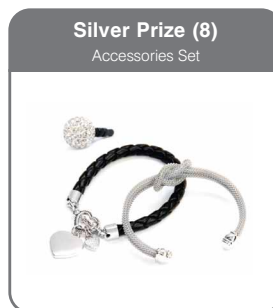
- 1) What is the share of young customer (under 20) in Spektr business?
- 2) Who is the brand ambassador in Watsons Water's 2012-2013 brand campaign?
- 3) Which brand has been awarded "Asia's No. 1 Pharmacy / Drugstore Brand" for the 5th year?



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Answers

to Issue 88

- 1) Best Perfumerie Award / Best Retailer in Perfumery category
- 2) Over 55,000
- 3) Marionnaud

Super Prize (Portable Hard Disk 1TB)

Name	Company & Department
1. Jacky Hung	Watsons Taiwan - Operations Department

Gold Prize (Bluetooth Headset)

Name	Company & Department
1. Ngai Wing Yip	Watsons Water - Sales Department

Silver Prize (SYX Personal Care Set)

Name	Company & Department
1. Sarah Stiddig	Superdrug - Pharmacy
2. Gabija Rimkute	Drogas Lithuania - Human Resources
3. Petr Hruska	Marionnaud Czech Republic - Marketing
4. Zaoui Frederic	Marionnaud France - IT
5. Huang Xin Liang	PARKnSHOP China - IT
6. Nicole Wong	Watsons China - Human Resources
7. Chris Tso	ASWG - Security
8. Lau Yeung Chiu	PARKnSHOP Hong Kong - Garage
9. Marky Sin	Nuance-Watson Hong Kong - Merchandising
10. Lam Tsz Leung	ASWG - IT

Superquiz goes digital! Deadline: 15 November, 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: _____



SUMMER FUN 2013

Summer is a time when peals of children's laughter fill the air. Since July, the **Li Ka Shing Foundation** has co-organised Summer Fun 2013 with St. James' Settlement to bring joy and laughter to children from all over Hong Kong.

A mobile fun truck is on the move from district to district to pass out 20,000 animal balloons and gifts to children. Approximately 3,600 kids and their parents are also being treated to the summer's big cartoon hits in Tin Shui Wai, West Kowloon, Tsuen Wan, and East Kowloon in Hong Kong.



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 11,000 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 over 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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Published by A.S. Watson Group
Watson House, 1-5 Wo Liu Hang Road, Fo Tan, Shatin
New Territories, Hong Kong
Website: www.aswatson.com
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