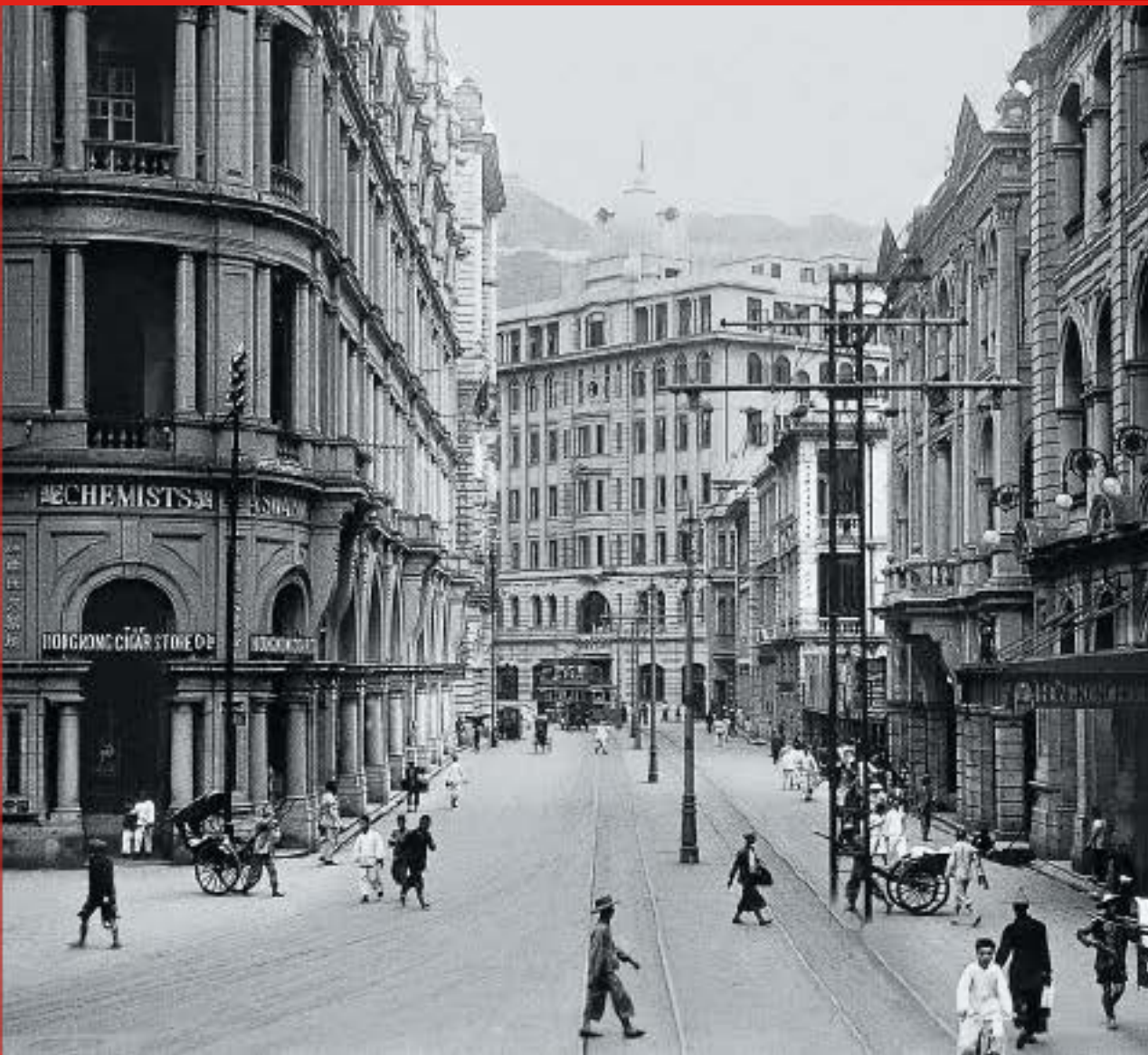




**AS Watson**

# **CORPORATE INTRODUCTION**

# WE ARE 180 YEARS YOUNG



# OUR PARENT COMPANY



**Fortune Global 500 company**, renowned Hong Kong-based conglomerate.

**Four core businesses** operating in over **50 countries** with over **300,000 employees** worldwide.

Among **the largest companies listed** on the main board of the Hong Kong Stock Exchange.



**Senior Advisor Mr Li Ka-shing**



# 4 CORE BUSINESSES

Ports and related services



Infrastructure



Retail



Telecommunications





WORLD'S LARGEST INTERNATIONAL  
**HEALTH & BEAUTY RETAILER**

# ASW MILESTONES

**1841**  
operations extend to Hong Kong

**1981**  
joins HWL  
(forerunner of CKHH)

**1987**  
expands to Asia

**2000**  
expands to Europe

**2015**  
reaches 12,000 stores and 100 million loyalty members

**2021**  
180<sup>th</sup> Anniversary

**2024**  
reaches 16,400 stores and 160 million loyalty members

1841

2024



# ASW FACT FILE

## FINANCIALS



**HKD 183 BILLION**  
REVENUE

**HKD 16 BILLION**  
EBITDA

\*Under Pre-IFRS 16 basis

## COMMERCIALS



**16,400+**  
RETAIL STORES

**28** MARKETS

**5,000+** CITIES

**1,500+** PHARMACIES

**12** RETAIL BRANDS

**160 MILLION+**  
LOYALTY MEMBERS

**5.5 BILLION+**  
SHOPPERS PER YEAR

# WORLD'S LARGEST INTERNATIONAL HEALTH & BEAUTY RETAILER

WE REACH

**2.6B**

POTENTIAL POPULATION

**32%**

OF WORLD POPULATION

**28** MARKETS  
No.1 in 14 Markets



## Health and Beauty China

Mainland China

## Health and Beauty Asia

Hong Kong  
Macau  
Taiwan  
Indonesia  
Malaysia  
Philippines  
Singapore  
Thailand  
Vietnam  
Türkiye  
Qatar  
United Arab Emirates  
Saudi Arabia

## Health and Beauty Western Europe

Albania  
Belgium  
Germany  
Ireland  
Luxembourg  
Netherlands  
United Kingdom  
Spain

## Health and Beauty Eastern Europe

Czech Republic  
Hungary  
Latvia  
Poland  
Ukraine  
Kosovo

## Other Retail

Mainland China  
Hong Kong  
Macau



SERVE OVER **5.5 BILLION** CUSTOMERS EVERY YEAR VIA  
OUR TECH-ENABLED **O+O (Offline plus Online)** PLATFORMS



# OUR BRAND PORTFOLIO

# ASIA

## HEALTH & BEAUTY



## Health & Beauty

### Watsons

(Hong Kong, Mainland China, Taiwan, Macau, Singapore, Malaysia, Thailand, the Philippines, Indonesia, Vietnam, Türkiye, Qatar, United Arab Emirates and Saudi Arabia)

## Food

PARKnSHOP supermarket chain  
(Hong Kong, Macau, Mainland China)

## Fine Wine

Watson's Wine  
(Hong Kong, Macau)

## Electrical & Electronics

FORTRESS (Hong Kong and Macau)

## Food



## Fine wine



## Electrical & electronics



# OUR BRAND PORTFOLIO

# EUROPE



## Health & Beauty

Kruidvat  
(The Netherlands and Belgium)

Superdrug  
(The United Kingdom and Ireland)

Trekpleister  
(The Netherlands)

Drogas  
(Latvia)

Rossmann  
(Germany, Poland, Hungary,  
Czech Republic, Albania,  
Türkiye, Kosovo and Spain)

Watsons  
(Ukraine)

Savers  
(The United Kingdom)

## Luxury Perfumeries & Cosmetics

ICI PARIS XL  
(The Netherlands, Belgium and Luxembourg)

The Perfume Shop  
(The United Kingdom and Ireland)



# BEVERAGES

610M+

LITRES OF  
BEVERAGES SOLD  
PER YEAR

OR

244

OLYMPIC-SIZE  
SWIMMING POOL





# 130,000

EMPLOYEES WORLDWIDE



# HIGHLIGHTS OF OUR ACHIEVEMENTS

## BRAND AWARDS

**2023 AS Watson Group** International Business Awards - Company of the Year - Retail

**AS Watson Group** Ranked 16th in Top 50 Global Retailers

**Watsons International** Asia's Coolest Retailers

**Watsons International** Retail Asia Awards - Health & Beauty Retailer of the Year

**Watsons Singapore**  
**Watsons Malaysia**  
**Watsons Philippines**

**Watsons International** Ranked 6th in Top 50 Brands for Customer Experience

**PARKnSHOP** HKIM Market Leadership & Power Brand Award - Market Leadership in Supermarket

**Watsons China** Annual Industry Benchmark Brand

**Watsons China** Annual Uni Marketing Benchmark

**Watsons China**

Outstanding Brand in Beauty & PC industry

**Watsons Türkiye**

Customer Experience Research - 1st in Personal Care/Cosmetics Category

**Watsons Ukraine**

Victory in Retail Category (Perfumery and Cosmetics)

**2022 AS Watson Group**

Asia's Most Influential Brand

**Watsons Thailand**

Superbrands Thailand

**Kruidvat Netherlands**

Best Retail Chain in the Netherlands (Personal Care Category)

**ICI PARIS XL Belgium**

Best Perfumery in Belgium

**ICI PARIS XL Netherlands**

Retailer of the Year - Best Perfumery in the Netherlands

**The Perfume Shop UK**

The Fragrance Foundation Awards 2022 Consultant of the Year



**KANTAR**



# HIGHLIGHTS OF OUR ACHIEVEMENTS

## DIGITAL AWARDS

<b>2023</b>	<b>AS Watson Group</b>	Retail Asia Awards - Omnichannel Strategy of the Year	<b>Watsons Malaysia</b>	Retail Asia Awards - Digital Initiative of the Year	
	<b>Watsons International</b>	International Business Awards - Mobile App - Shopping	<b>Watsons Indonesia</b>	Indonesia's Popular Digital Products Awards - Top Digital Innovation	
	<b>Watsons Hong Kong</b>	Asia eCommerce Award - eCommerce Brand of the Year	<b>The Perfume Shop UK</b>	Online Retailer of the Year	
	<b>Watsons Hong Kong</b>	DigiZ Award - Best e-Commerce Strategies (Gold)	<b>2022</b>	<b>PARKnSHOP Hong Kong</b>	Smart Retailing Awards Smart Transformation & Innovation Award (Retailer Group)
	<b>FORTRESS</b>	O2O Customer Experience Recognition	<b>ICI PARIS XL Netherlands</b>	Best Online Store (Cosmetics & Perfumery)	
	<b>Watson's Wine</b>	Top 10 Quality E-Shop Award	<b>ICI PARIS XL Netherlands</b>	Retailer of the Year - Best Webshop Award	
	<b>Watsons China</b>	The Most Influential eStore of JD Beauty	<b>ICI PARIS XL Belgium</b>	Best Webshop (Personal Care category) in Belgium	
	<b>Watsons China</b>	JD.com Best Star eStore of the Year	<b>ICI PARIS XL Belgium</b>	Best Webshop (Perfumery category) in Belgium	
	<b>Watsons Singapore</b>	Retail Asia Awards - Omnichannel Strategy of the Year			



# HIGHLIGHTS OF OUR ACHIEVEMENTS

## SUSTAINABILITY AWARDS

<b>2023 AS Watson Group</b>	International Business Awards - Communications or PR Campaign of the Year – Sport & Community Engagement	<b>Watsons International</b>	Award for Innovation in Sponsorships
<b>AS Watson Group</b>	International Business Awards - Corporate & Community - Community Engagement Event	<b>Watsons International</b>	International Business Awards - Cause & Green - Sustainable Event
<b>AS Watson Group</b>	PR Awards Asia-Pacific Best Sports/eSports Campaign	<b>Watsons International</b>	International Business Awards - Communications or PR Campaign of the Year - Environmental
<b>AS Watson Group</b>	20 Years Plus Caring Company Logo	<b>AS Watson Industries</b>	Green Office and Eco-Healthy Workplace Awards Label
<b>AS Watson Group</b>	Award for Innovation in Community Relations	<b>PARKnSHOP Hong Kong</b>	Bye Bye Microbeads Award - Pioneer
<b>AS Watson Group</b>	Retail Asia Awards - ESG Initiative of the Year - Hong Kong	<b>Watsons Taiwan</b> <b>Watsons Philippines</b>	Retail Asia Awards - Sustainability Initiative of the Year
<b>AS Watson Group</b> <b>Watsons Water</b> <b>PARKnSHOP Hong Kong</b> <b>Watsons Hong Kong</b> <b>FORTRESS</b> <b>Watson's Wine</b>	Sport-Friendly Action - Awarded Corporate	<b>Rossmann Germany</b>	Green Brand Award





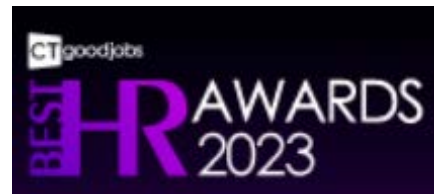
# HIGHLIGHTS OF OUR ACHIEVEMENTS

## PEOPLE'S AWARDS

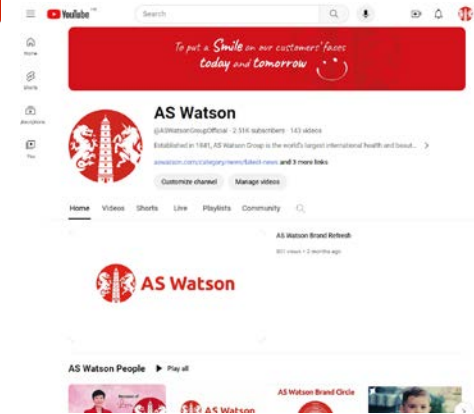
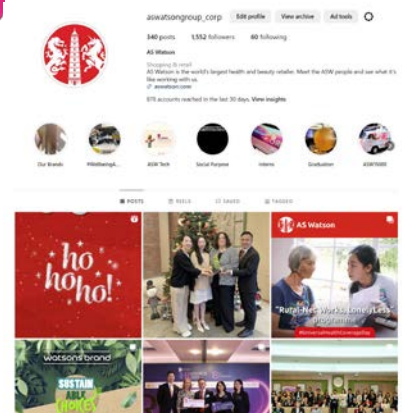
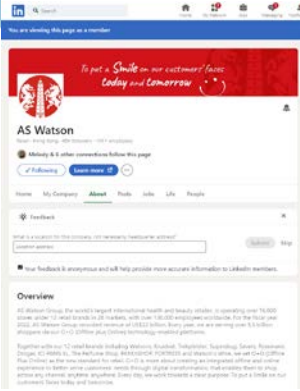
<b>2023 AS Watson Group</b>	Best Companies to Work for in Asia	<b>PARKnSHOP Hong Kong</b>	The Racial Diversity & Inclusion Charter for Employers
<b>AS Watson Group</b>	Best HR Awards Best Corporate Social Responsibility Award	<b>Watsons China</b>	Best Innovative Employee C&B Program
<b>AS Watson Group</b>	Best HR Awards Best Innovative L&D Initiative Award	<b>Watsons China</b>	Most Popular Employer of the Year
<b>AS Watson Group</b>	Best HR Awards Employer of The Year - Grand	<b>Watsons Malaysia</b>	No.1 Most Preferred Graduate Employer in Retail
<b>AS Watson Group</b>	The Hong Kong HR Awards - Diversity and Inclusion Award	<b>Watsons Philippines</b>	We Invest in People – Gold Accreditation
<b>AS Watson Group</b>	Top Employer 2023 (Italy)	<b>Watsons Thailand</b>	Ranked 43rd in Top 50 Companies in Thailand
<b>AS Watson Group</b>	QF in Action (QFIA) Achiever	<b>Watsons Thailand</b>	Best Place to Work in Thailand
<b>PARKnSHOP Hong Kong</b>		<b>Watsons Türkiye</b>	100 Companies that Lead Equality for Women
<b>Watsons Hong Kong</b>		<b>2022 Rossmann</b>	Ranked 26th in World's Best Employers
<b>FORTRESS</b>		<b>Superdrug UK</b>	Top 100 Apprenticeship Employers
<b>Watson's Wine</b>			



The Government of the Hong Kong Special Administrative Region  
Education Bureau

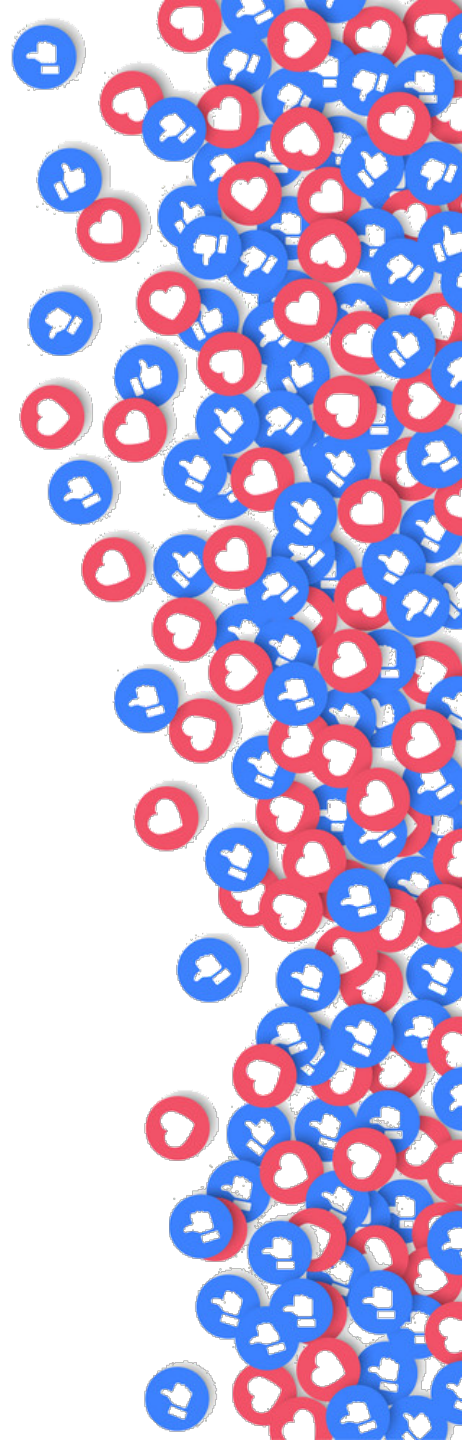


# FOLLOW US ON WEB & SOCIAL MEDIA!



Official Fanpage  
@ASWGroupofficial

Project LOL CSR Fanpage  
@ASWProjectLOL



# SOCIAL PURPOSE

To put a *Smile* on our customers' faces  
today and tomorrow 



# OUR COMMITMENT TO PLANET



**PLANET**

## PLANET

### 1. FIGHTING THE CLIMATE CHANGE

- Implementing interventions across scopes 1, 2 and 3 to reduce greenhouse gas emissions

### 2. BUILDING GREENER STORES

- Building a stronger sustainability culture and practice in the way we design, construct, operate and maintain our stores

### 3. ACHIEVING ZERO WASTE TO LANDFILL

- Diverting operational waste away from landfills

# OUR COMMITMENT TO PEOPLE



**PEOPLE**

## PEOPLE

### 1. RESPECTING HUMAN RIGHTS

- Upholding human rights and monitoring compliance with our suppliers

### 2. CARING FOR OUR PEOPLE

- Promoting a diverse and inclusive workplace where everyone can grow and thrive
- Ensuring the health and wellbeing of our people
- Supporting career development for the youth

### 3. SUPPORTING OUR COMMUNITIES

- Promoting volunteering and long-term engagement with charity organisation in the fields of either health & wellbeing, education or community care
- Expanding our global partnership with Operation Smile
- Stepping up our Empowerment campaigns

# OUR COMMITMENT TO PRODUCTS



**PRODUCTS**

## PRODUCTS

### 1. MAINTAINING HIGH PRODUCT QUALITY & SAFETY

- Providing safe and high-quality products
- Conducting regular customer research to get feedback

### 2. OFFERING MORE SUSTAINABLE PRODUCTS

- Encouraging customers to adopt a more sustainable lifestyle by offering them a wider range of food and non-food products with more sustainable ingredients and packaging, through both offline plus online.
- Developing more packaging with less or better plastics (New Plastic Economy global commitment)
- Increasing our sourcing of deforestation-free products



Join our volunteer team!



21K+  
Volunteers



218K+  
Beneficiary



26K+  
Service Hours



ASW's worldwide movement "Give a Smile" supports Operation Smile to help children with cleft lips and palates to receive free corrective surgeries





# The AS Watson Emblem

is a symbol of unity, harmony and sustainability

## DRAGON

Eastern  
Powerful  
Protective



## UNICORN

Western  
Caring  
Pure

## PAGODA

Ethics  
Values  
Respect

YEAR OF  
**Kindness**  
MAKE 2♥24

**BE KIND**



**AS Watson**

# The AS Watson DNA



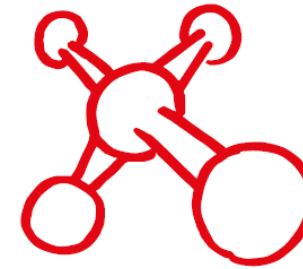
**PASSION**



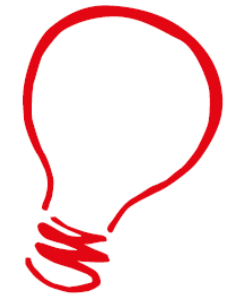
**COMMITMENT**



**TEAMWORK**



**SCIENCE**



**INNOVATION**

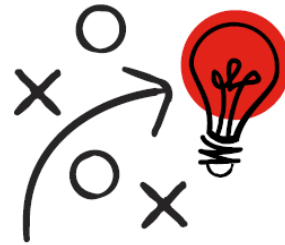
# The AS Watson Capabilities



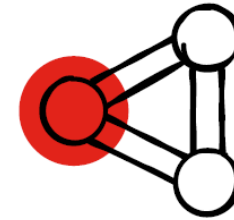
**CUSTOMER  
FOCUSED**



**RESULTS  
DRIVEN**



**THINK & ACT  
STRATEGICALLY**



**FOSTER  
COLLABORATION**



**MANAGE  
COMPLEXITY**



**AS Watson**

