

HONG KONG RETAIL SUMMIT 2019

RESHAPING CUSTOMER EXPERIENCE IN THE DIGITAL AGE

A.S. Watson Group A.S. Watson Group A.S. Watson Group
A.S. Watson Group A.S. Watson Group A.S. Watson Group



A promotional advertisement for Watsons. The background is a brightly lit pharmacy aisle with shelves of products. In the center, a male pharmacist in a white lab coat with a 'watsons' logo on the chest is smiling and looking towards the right. He is holding a green apple in his left hand. To his left, a woman in a red dress is smiling and looking towards the camera. In the top right corner, the 'watsons' logo is displayed in white text on a teal background. At the bottom, large black text reads 'WORLD'S LARGEST INTERNATIONAL HEALTH & BEAUTY RETAILER'.

watsons

WORLD'S LARGEST INTERNATIONAL
HEALTH & BEAUTY RETAILER



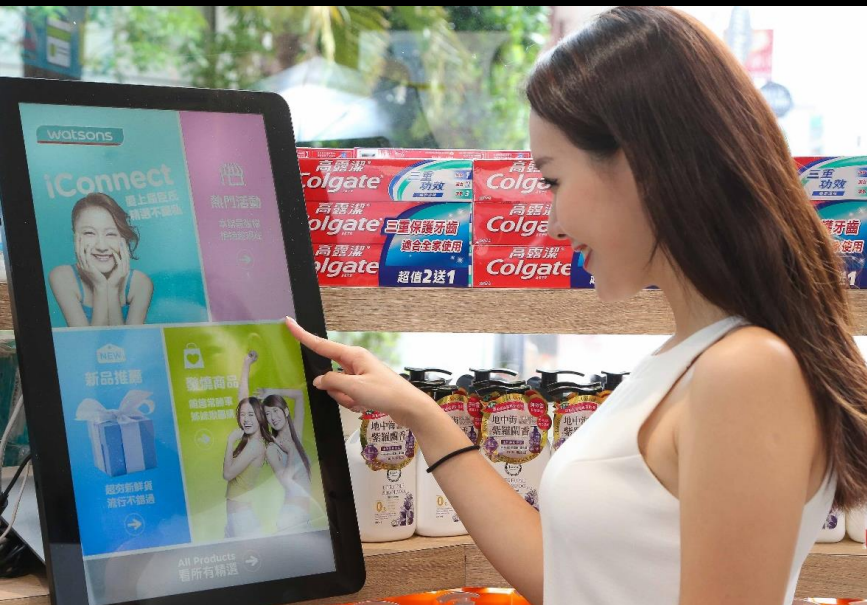
12
RETAIL BRANDS

25
MARKETS



HK\$167
B
REVENUE

15,000
RETAIL STORES



watsons

LOYALTY MEMBER ENGAGEMENT

The world's largest
active
retail loyalty member
base



130+M
LOYALTY MEMBERS

EQUIVALENT TO
10TH
POPULATED COUNTRY ON EARTH









Retail is not dead, but boring retail will.



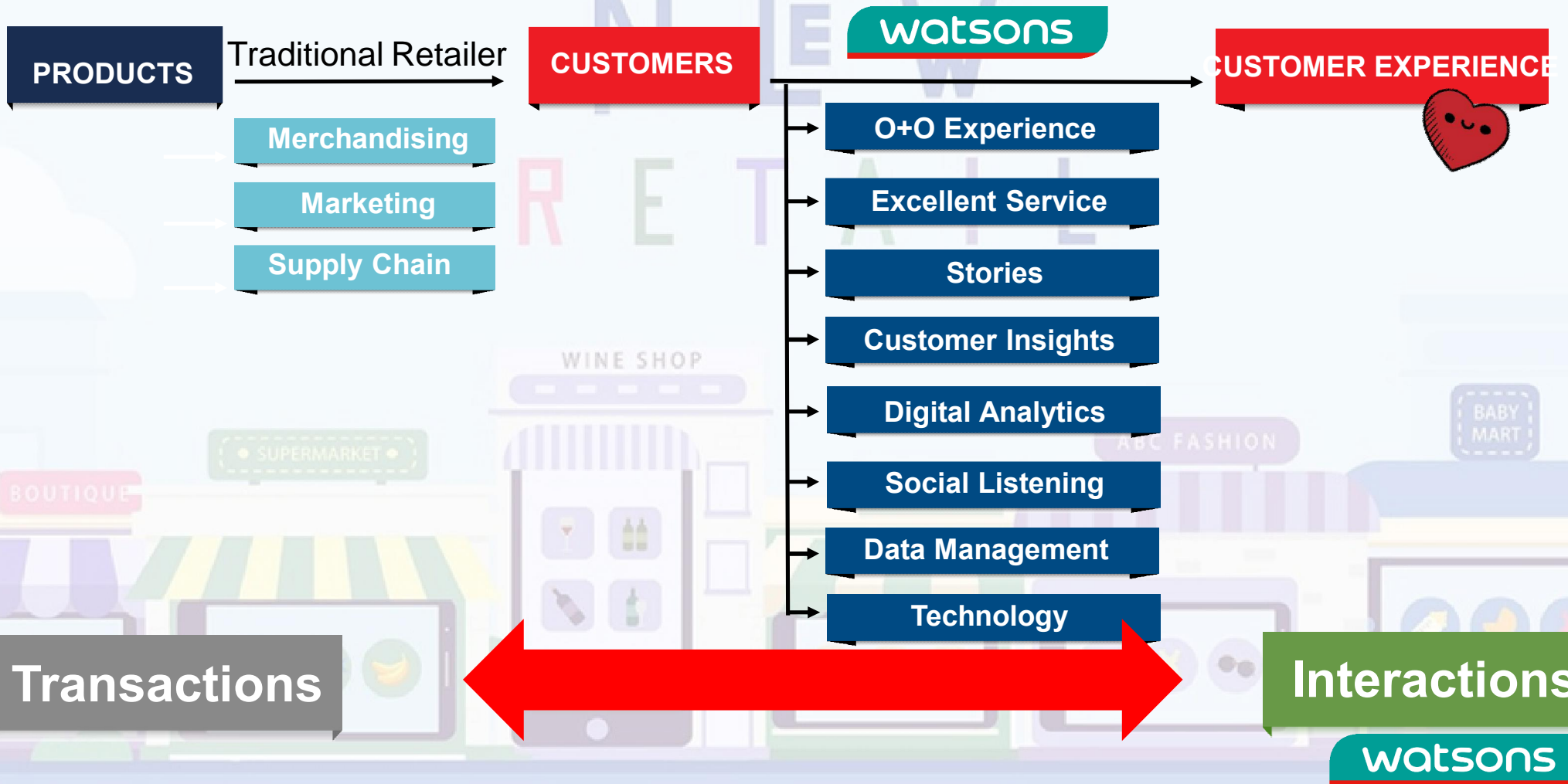
NEW NORMAL IN RETAIL

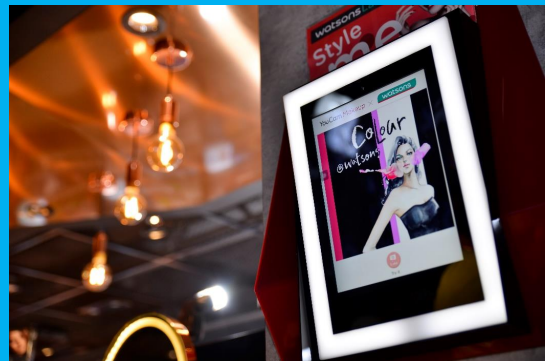
MORE Science . Precision . Connection



NEW NORMAL IN RETAIL

MORE Science . Precision . Connection





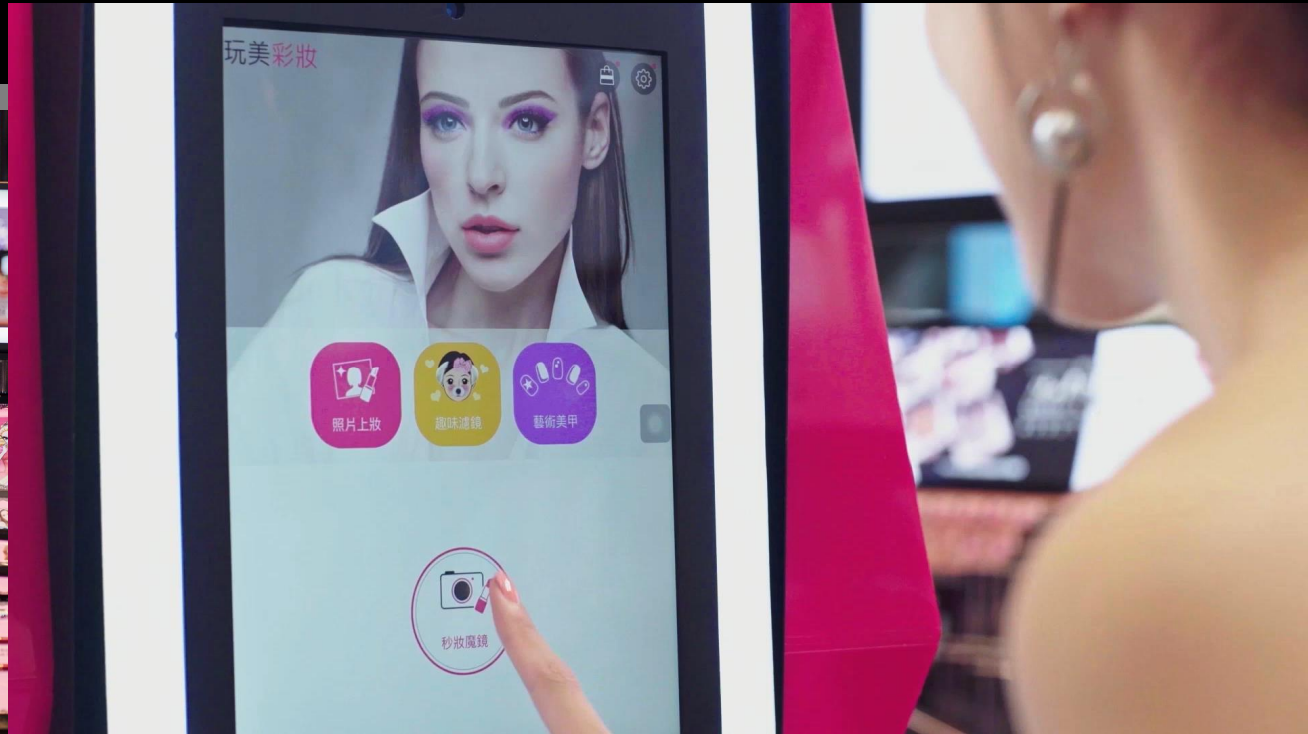
DIGITAL
EXPERIENCE

watsons



DIGITAL

STYLEME VIRTUAL MAKEUP



watsons



DIGITAL

FACE MAPPING SKIN ANALYZER

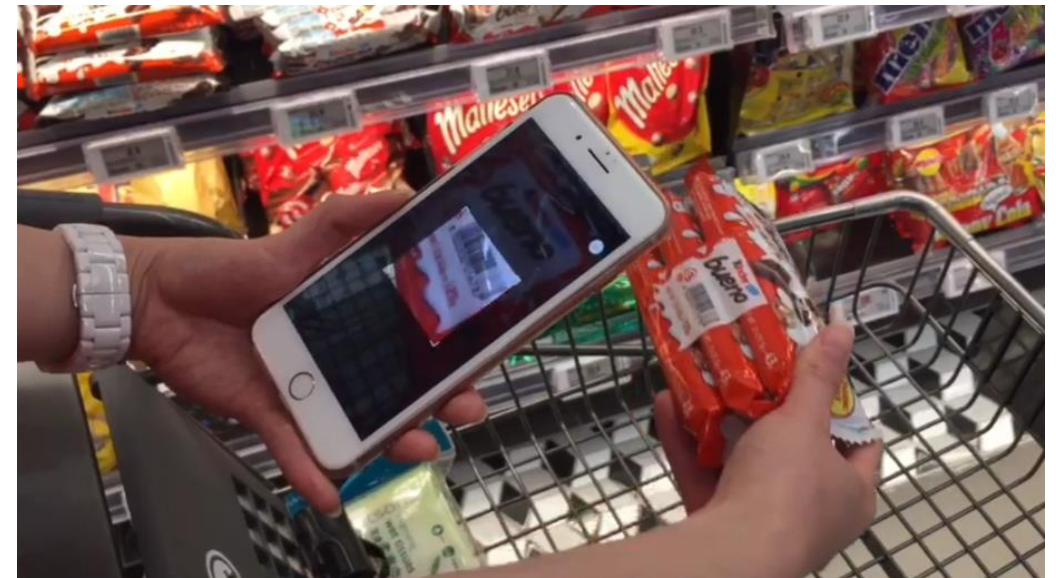
Derma Skin Care 敏感肌护理



watsons



DIGITAL SELF CHECKOUT / SCAN & GO





DIGITAL

SELF CHECKOUT RFID MODULE



CHEUNG KONG CENTRE

watsons

ENDLESS AISLE

O+O+O STORE MODEL

Enhance Customer Experience

1. Manage cloud inventory in a physical store
2. Eliminate out of stock frustrations
3. Enhance customer convenience, choice and cost benefit
4. Improve operational efficiency



DIGITAL EXPERIENCE



watsons

KEY TAKEAWAY

- ❑ Embrace data and technology to **CONNECT** target shoppers in the fragmented digital landscape
- ❑ Market at future **SPEED** to stay competitive ahead of the digital waves
- ❑ Digital transformation is a disruption to the business and industry – management vision and leadership buy-in is a requisite to **MAKE IT HAPPEN**



HONG KONG RETAIL SUMMIT 2019

RESHAPING CUSTOMER EXPERIENCE IN THE DIGITAL AGE

A.S. Watson Group A.S. Watson Group A.S. Watson Group
A.S. Watson Group A.S. Watson Group A.S. Watson Group

