



Grand Opening of CKC18 at Cheung Kong Center Brings Brand New Shopping Experience to Customers

(Hong Kong, 31 May 2018) AS Watson Group, a subsidiary of CK Hutchison Holdings Limited, has opened a brand new concept store CKC18 at Cheung Kong Center. Mr Victor Li, Chairman and Group Co-Managing Director of CK Hutchison Holdings Limited and Mr Dominic Lai, Group Managing Director of AS Watson Group led the management team to officiate at the grand opening event today.

Bringing together the top retail formats operated by AS Watson Group (ASW), CKC18 is the latest shopping concept store creating a premier shopping and lifestyle hub in Central. Divided into four sections, including the international food emporium “food le parc”, health & beauty outlet “WatsonsLab”, innovative tech zone “TechLife by FORTRESS” and wine zone “Bar 0001 by Watson’s Wine”, CKC18 offers customers with innovative shopping experience.

One-stop Shopping Hub in Central

Speaking at the opening ceremony, Mr Lai said, “As one of the landmarks in Hong Kong, Cheung Kong Center is located at the heart of the business district in Central with top notch financial institutions. The grand opening of CKC18 indicates that Cheung Kong Center will soon become a hotspot for dining, shopping, entertaining and self-pampering.”

“AS Watson Group is the world’s largest international health and beauty retailer. With the speed of opening one store in every seven hours, ASW plans to open 1,300 new stores worldwide this year and continues to expand in Hong Kong.” Mr Lai added.

Spanning over 26,000 square feet, the concept store CKC18 demonstrates the world’s latest store design concept of a contemporary chic style. CKC18 consists of four themed sections:

- **food le parc** - It means “Food Park” in English. Providing 8,500 choices of wholesome, high quality food and distinctive flavours from all around the world, of which 1,600 products are exclusive at CKC18
- **WatsonsLab** - A specialised Watsons boutique offering a “Beauty bar” that carries numerous global leading beauty brands. By leveraging Augmented Reality-enabled (AR) technology, “Style Me” App is available in store to offer virtual make-up service, offering over 100 stunning mix-and-match party looks
- **TechLife by FORTRESS** – It brings together the trendiest and most innovative lifestyle gadgets, eSports products and exclusive Xiaomi products. There is also a GameZ area that allows customers to try on the international renowned eSports gear, definitely a paradise for gaming enthusiasts

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- **Watson's Wine & the bar-in-shop Bar 0001** - Unlike a conventional barroom that only offers few choices of wine by glass, almost 100 different wines, sakes and spirits sourced from the globe are available at Bar 0001. In addition to the 700 different wines available at the store, it is the best place for people to chill and relax

Apart from the comprehensive range of products, CKC18 also brings fascinating shopping experience to customers by regularly inviting experts to share their ideas to enjoy life to the fullest, highlighting events including: gaming shows by eSports player, cooking demonstration by sushi master, sake tasting led by professional brewer and personalised make-up designed by make-up artist etc.

Innovative Retail Technology to Enhance Customer Experience

Mr Lai continued, "With the determination to accelerate digital transformation, ASW is glad to introduce the latest retail technologies to optimise shopping experience in a convenient and innovative approach. CKC18 applies technologies intensively. Besides the use of AlipayHK and other mobile payments, unmanned checkout counters are also available at WatsonsLab. Customers can simply checkout by placing their shopping baskets on checkout counters that automatically scan and tally up the total, while electronic payments are supported. In addition, customers can use the TasteToGo function in MoneyBack app to reserve their meals in advance at food le parc, minimising their waiting time during rush hours."

With the aid of Scan & Go function in MoneyBack app, customers of food le parc can simply take the products, scan the barcodes with their phones and pay at self-checkout counters. Meanwhile at WatsonsLab, the "Style me" tablet equipped with AR technology instantly and virtually shows customers how they look like when applying different make-up products.

Attachment I: Products Purchased by Officiating Guest (To be announced after event)

Attachment II: Overview of CKC18 Offers in June

- End -

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Photo Caption



Photo 1:

Mr Victor Li, Chairman and Group Co-Managing Director of CK Hutchison Holdings Limited (sixth from right), Mr Dominic Lai, Group Managing Director of AS Watson Group (sixth from left), Mr Raymond Chow, Executive Director of CK Asset Holdings Limited (fifth from left), Ms Malina Ngai, Group Chief Operating Officer of AS Watson Group (fifth from right), Ms Amanda Yu, Managing Director of Watson's Wine (fourth from right), Mr Dominic Wong, Managing Director of PARKnSHOP Hong Kong (fourth from left), Ms Diane Cheung, Managing Director of Watsons Hong Kong (third from left) and Ms Clarice Au, Managing Director of FORTRESS (third from right) officiate at the opening ceremony of CKC18 today, while Ms Wong Wai Chu, store manager of WatsonsLab (second from left), Mr Lau Ching Hei, store manager of TechLife by FORTRESS (second from right), Ms Tse Man Shan, store manager of food le parc (first from left) and Mr Huang Kwai Chung, store manager of Watson's Wine (first from right) look on



Photo 2:

Mr Dominic Lai says at CKC18 opening ceremony that with extensive application of retail technologies including unmanned checkout counters, electronic payment, Scan&Go self-checkout service and StyleMe AR virtual make-up, CKC18 brings a fun and convenient shopping experience to customers.

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Photo 3:

Officiating guests and store managers toast the grand opening of CKC18 with Sake



Photo 4:

Mr Victor Li (third from right) purchases two types of supplements from Adrien Gagnon - Vitamin C Timed Release & Vitamin D3 1000 I.U., Collagen by Watsons Skin Renew Day Lotion SPF 20, Collagen by Watsons Hydro-Balance Moist Gel Cream, Jumbo Cherries (USA) and Yamagata power bank at the grand opening event

Photos for Download:

<https://goo.gl/9GswPT>

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About MoneyBack

Established in 2007, MoneyBack is the leading retail reward programme in Hong Kong with 3.6 million members currently, which has turned shopping into fantastic rewards for families across Hong Kong. With over 700 MoneyBack partner stores, including PARKnSHOP, Watsons and FORTRESS, members can earn points every time they shop for groceries, electronics, and health and beauty products.

Customers can now enjoy CKC18 exclusive member offers and check their points via MoneyBack app. They are also encouraged to share their points with friends and family. For more details, please visit www.moneyback.com.hk.

About AS Watson Group

Established in Hong Kong in 1841, AS Watson Group is the world's largest international health and beauty retailer with over 14,300 stores in 24 markets. Each year, over four billion customers and members shop with our 12 retail brands, both in stores and online.

In Hong Kong, we operate more than 600 stores under four retail brands – Watsons, PARKnSHOP, FORTRESS, and Watson's Wine. In addition, we manufacture and distribute high quality drinking water brand Watsons Water, as well as the famous juice drinks Mr Juicy and Sunkist.

For the fiscal year 2017, AS Watson Group recorded revenue of HKD156.2 billion. We have over 140,000 employees worldwide, including 12,900 in Hong Kong.

AS Watson Group is also a member of the world-renowned multinational conglomerate CK Hutchison Holdings Limited, which has five core businesses - ports and related services, retail, infrastructure, energy and telecommunications in over 50 countries.

Please visit www.aswatson.com for more in-depth information about AS Watson Group and its brands. You may also stay in touch with us via our digital presence (eCommerce, social media, mobile app & more); more details are at <http://www.aswatson.com/our-customers/digitalasw/>

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Attachment I: Product Purchased by Officiating Guest

(To be announced after event)

Product Name	Store	Price	Product Information	Image
Adrien Gagnon Vitamin C Timed Release	WatsonsLab	\$95.9	Continuous supply vitamin C for as long as 8 hours so that the body can absorb and use more effectively to maintain bodily health. Vitamin C is a water-soluble vitamin which is a factor in the maintenance of bones and gums, enhances absorption of iron. Founded in 1946 by renowned naturopathy expert, Mr Adrien Gagnon, the brand is one of the oldest and largest natural health companies in Quebec, Canada.	
Adrien Gagnon Vitamin D3 1000 I.U.	WatsonsLab	\$99.9 Original Price: \$159	Vitamin D3 1000 I.U. helps in the normal development of bones and teeth. Vitamin D is a factor in the maintenance of good health and helps in the absorption and use of calcium and phosphorus	
Collagen by Watsons Skin Renew Day Lotion SPF 20	WatsonsLab	\$179.9	Made in Korea, the Skin Renew Day Lotion SPF 20 offers a constant protection against harmful UV rays to combat skin ageing and minimize imperfections of dark spots and wrinkles. The light texture of the lotion makes it ideal for daily use.	
Collagen by Watsons Hydro-Balance Moist Gel Cream	WatsonsLab	\$119.9	Hydro-Balance Moist Gel Cream intensively moisturises skin without creating stickiness. Made in Korea, the gel cream reduces sebum secretion, balances skin moisture levels and gives you soft, fresh and moisturised skin. This soothing light gel cream is the ultimate solution to combination and oily skin.	
Jumbo Cherry (USA)	food le parc	\$15.5/lb	Delivered from California by air, these US jumbo cherries are specially selected with the size of 31mm, unlike the normal ones of 26mm. They only account for 10% of annual yield, which is extremely precious with incredible low Glycemic Index at below 22.	
Yamagata Power Bank	TechLife by FORTRESS	\$298	With ergonomic grip design, the capacity of Yamagata power bank is 5200mAh. It is made of durable and flexible material with safety protection to avoid over discharge, over heat, overcharge, over current and short circuit.	

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Attachment II: Overview of CKC18 Offers in June

*** MoneyBack members can exclusively enjoy 10X point reward when purchasing at CKC18

food le parc

- International Food and Wine Festival” will be held on every Sunday in June for customers to enjoy their weekends with worldwide food & wines. Also, every Sunday at 3:15pm, first 100 MoneyBack members can enjoy a free dish:
3 Jun - 9 inch pizza (Price: \$89-\$99)
10 Jun - Gelato (Price: \$40)
17 Jun - Korean fried chicken bite (Price: \$40)
24 Jun - 2 pieces of French pastry (Price: \$90)
- Coupon offer more than 10% off
- TasteToGo extra MoneyBack point
- Free fruits upon purchasing vegetables and fruits over \$100
- Free Waitrose bag with the spending over \$150
- 20% off discount for iberico, beef, cavier, and 10% off for Seafood

WatsonsLab

- MoneyBack member can enjoy 5% off discount for \$200 purchase
- Upon \$350 purchase, enjoy a \$35 instant discount
- AlipayHK users enjoy up to \$105 reward
- Complimentary personalised make-up service

TechLife by FORTRESS

- Upon purchasing at \$2,000 or above, free \$100 cash coupon
- AlipayHK users enjoy up to \$105 reward
- Up to \$65 reward upon purchasing Xiaomi Products
- Bank of China cardholders enjoy up to \$1,100 spending rebate

Watson's Wine / Bar 0001 by Watson's Wine

- Spend \$1,000 on any products (excludes voucher) can get a free \$100 Watson's Wine Gift Voucher
- Spend \$1,988 on wine (excludes Champagne and spirits) can get a free Gosset Brut Excellence NV 75cl (valued at \$378)
- Enjoy 10X MoneyBack point rewards (applicable for the first \$5,000 spending only)
- Spend \$1,000 and get Watson's Wine Club Membership
- It's Wine O'clock: Buy 1 get second half price on selected wines during weekdays 4 - 8p.m.

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