

SUPERDRUG LAUNCHES NEW ‘STORE INSIDER’ SERVICE TO BRING IN STORE CUSTOMER EXPERIENCE TO ONLINE SHOPPING

This month sees accessible health and beauty retailer, Superdrug, launch new online technology, ‘Superdrug Store Insider,’ to ensure that online customers are able to get the same personal service and expert advice as when visiting a Superdrug store.

The ‘Superdrug Store Insider’ service is now available to all Superdrug.com customers and will connect online users to Superdrug store colleagues for support and recommendation when buying fragrance and makeup – two categories where browsing and recommendation are key to customer experience.

Currently the ‘Superdrug Store Insider’ technology is being trialled in four Superdrug stores - Westwood Cross, Leicester Fosse Park, Basildon Mayflower, Oxford Westgate – with a view to being extended across the store estate if successful.

Matt Walburn, Superdrug’s eCommerce Director says: *““The Covid-19 pandemic has significantly accelerated the growth of our Superdrug.com business and we are passionate to provide a market leading online experience for all our customers. Traditionally a bricks and mortar business, Superdrug has long had a reputation for expert health and beauty advice in store. So now, in a time when customers are shopping online for safety and convenience, we want to ensure we can offer that same personal shopping approach, just from the comfort of a customer’s own living room. A big part of our ecommerce strategy is about humanising the online shopping experience.”*

Superdrug’s online innovation is championed by owner, A.S.Watson Group, whose focus is on a leading O+O strategy to link its vast store estate with online channels without the limitation of locations and time.

A.S. Watson CEO, Malina Ngai, says of the group’s O+O strategy: *“To be able to deliver O+O with excellence, is a combination of our extensive physical store network, consisting of 16,000 physical stores, as core touchpoints. It’s an organisation cultural change when it comes to managing the business and prioritisation. Physical stores will continue to play a significant role in creating our unique O+O experience and will be a big part of an ecosystem that is powered by technology, big data and AI.”*

Customers can access ‘Superdrug Store Insider’ by visiting Superdrug.com and clicking on the service icon in the corner of the screen to be connected to store.

Ends

For further information, please contact Superdrug-mindplusmatter@ashfieldhealth.com

Notes to editor:

- Customers can locate their store by calling customer services on 0345 671 0709
- Superdrug offers everyday accessible beauty and health on the UK high street with around 800 stores in the UK and Ireland
- Superdrug address is Superdrug PLC, 51 Sydenham Road, Croydon, CRO 2EU.

About A.S. Watson Group

- Established in Hong Kong in 1841, A.S. 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, A.S. Watson Group recorded revenue of HKD156.2 billion. We have over 140,000 employees worldwide, including 12,900 in Hong Kong.
- A.S. 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 A.S. 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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