

BASELWORLD

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BASELWORLD BECOMES OFFICIAL PARTNER OF THE NEW WATCH DISTRIBUTORS DIRECTORY

The objective? Building bridges for the industry, facilitating networking watch brands with distributors around the world.

By supporting the creation of this unique database, both in terms of the wealth of its contacts and the reliability of the information, Baselworld reaffirms its position as the premier business platform serving the watchmaking eco-system.

BASEL, SWITZERLAND, 14 January 2020 - The most comprehensive database of international watch distribution is launched today. And Baselworld becomes its exclusive institutional partner.

What's its name? The Watch Distributors Directory. Its mission? To offer easy and precise access that concretely facilitates the work of expanding watch brands around the world, as well as allowing distributors to identify for their market the watch brands with the best potential for development. Its scope of action? This database lists more than 100 markets covered, more than 1,600 distributors, and more than 1,000 watch brands in this secure B2B electronic directory.

It's no coincidence that this network is coming into being today. At a time when watch distribution is being put to the test, when traditional channels are being rethought, when the role of distributors is being challenged and the share of sales directly with the end customer is growing, whether through directly operated stores or through e-commerce, the aim of the directory is to create a reliable resource, helping watch brands and distributors to connect effectively.

Michel Loris-Melikoff, Managing Director of Baselworld said: "Baselworld is building a whole digital community that should be able to benefit from a range of professional services throughout the year. By supporting the launch of the Watch Distributors Directory, I support the brands' efforts to find the best partners in the markets, not only through meetings during the show, but also by facilitating access to reliable information throughout the year to identify the best possible matchmaking. We are continuing our work to transform the show and continue to make Baselworld the best business platform for the watchmaking eco-system. »

Thierry Huron and Thomas Bailod commented: "When Thomas and I had the opportunity to be in contact with Michel Loris-Melikoff's team who offered to help us put the Watch Distributors Directory into orbit, we immediately seized the opportunity of this unique launch pad with a partnership that would be useful to the hundreds of brands present in Basel! Baselworld is, and continues to be, the largest watchmaking gathering in the world. This is the only time in the year when actors from all over the world come together. We were very impressed by Baselworld's

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dynamism, attentiveness and creativity in meeting the expectations of the brands, and wanting to offer them a service that goes far beyond the show".

For while the most experienced distributors with the best geographical presence continue to work with the most powerful brands, other intermediaries are highly exposed to change. Sometimes neglected by premium brands, they are looking for new watch brands. Their future relies on partnerships with emerging brands that wish to back a classic distribution network with their existing online sales distribution channels.

There are many examples in this area. For brands, as sometimes start-ups that have successfully benefited from co-financing platforms and are looking for traditional distribution networks to transform the trial, finding and partnering with the right distributor of watches - major, smaller or niche on the markets - remains a challenge.

The principle of the distributor information database is simple: it allows you to refine your research and studies according to the type of brand, its price positioning, the targeted territory, the power of the distributor's establishment with retailers and its online presence and visibility. No platform has thus far succeeded in providing easy and accurate access to categorized information from the watch distribution sector worldwide.

Registration on the database is free for all distributors. The watch brands exhibiting at Baselworld will benefit from preferential conditions thanks to the partnership with the tripling of the subscription period to one year at the rate of CHF 995.

The press material is available for downloading under the following link:

<https://www.baselworld.com/en/services/press-mediadatabase>

The database is accessible from the Watch Distributors Directory site:

<https://www.watch-distribution.ch>

Baselworld Media Relations :

Marie Kuttler T.+41 58 206 22 64 / Marine Lemonnier-Brennan T.+41 79 389 67 62
press@baselworld.com

About Baselworld

Baselworld is the most important experience platform for the global watchmaking, jewellery, gemstone and related industries. Building on a tradition started over a century ago, Baselworld has become the annual must-attend trade show where discerning buyers, influential media and savvy connoisseurs unite as a community to discover and experience new trends and innovations showcased by top brands first-hand and share these globally.

Now under new management of Michel Loris-Melikoff and his team, Baselworld is poised to become a global event brand that is building a new year-round dynamic - digitally, socially, experientially - for these industries around the world.

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Baselworld is organized by MCH Group, a globally leading live marketing company - headquartered in Basel (Switzerland) - with a comprehensive services network spanning the entire exhibition and event market. It owns and operates the exhibition centers in Basel and Zurich. It organizes around 40 exhibitions in Switzerland and abroad, including Art Basel in Basel, Miami Beach and Hong Kong. The companies in the segment of "Live Marketing Solutions" are present all over the globe and offer customized marketing solutions in the areas of strategic and conceptual consulting, marketing consulting, event management and exhibition and event structures.

About the founders of the Watch Distributors Directory

Thierry Huron - The Mercury Project

The Mercury Project is a data-driven consulting firm focusing on the watch and jewellery retail sector. It provides business intelligence information to industry players through reliable monitoring of key market aspects and trends. Its activities are based on documented and reliable databases focusing on information relating to the sale of watches and jewellery. As founder of The Mercury Project, Thierry Huron brings years of experience and success in the luxury industry and market research. While leading TAG Heuer's international marketing strategy, he identified the need for a global and reliable source of Business Intelligence information in the watch industry and initiated numerous programs in this area.

thierry.huron@watch-distribution.ch

T.+41 79 214 71 66

www.mercuryproject.ch

www.watch-distribution.ch

Thomas Baillo - The Watch Trade Academy

The Watch Trade Academy is the first academy dedicated to international watch distribution. World watchmaking is in perpetual evolution, with the digital revolution changing the approaches to distribution and retailing. Staying ahead in such a difficult period requires new skills, which is why the Watch Trade Academy has developed an 8-week Masterclass that gives people the tools they need to develop a winning distribution strategy for any watch brand. The founder of the Academy, Thomas Baillo, has extensive experience in watch distribution worldwide and is a lecturer at several Masters in Switzerland and abroad. Having observed the current transformation of watch distribution, he defends traditional distribution while anticipating new trends in 4.0 distribution.

thomas.baillo@watch-distribution.ch

T. +41 78 767 02 12

www.watch-trade.academy

www.watch-distribution.ch