

The Vision

EganaGoldpfeil today is a leading respected multi-brand vertically integrated powerhouse in the fashion accessory industry covering in particular timepieces, jewellery and leather consumer products.

EganaGoldpfeil is achieving this vision in an organized manner through its formalized mission of providing quality products and services, extension of value added activities, and practicing the core values of compassion, integrity and fairness as its corporate responsibility for the benefit of its stakeholders and the community at large, in a socially responsible manner.

The three fundamental growth strategies of EganaGoldpfeil are:

- Globalization Approach of "**Think Global, Act Local**"
- **Related diversification** of core business activities embracing timepiece, jewellery, leather and lifestyle consumer products segments
- **Balanced mix of organic growth and strategic alliances /acquisitions** in the area of distribution network extension and brand portfolio accumulation

Recognition as a true "East Meets West" brand builder by the fashion accessory industry reaffirms the appropriateness of our focusing on customer relationship, consumer-centred attention, service and product superiority, and innovativeness. With over 12,000 points-of-sale in Europe, strong vertically and horizontally

intergrated production base and sourcing experience in 12 jurisdictions in Asia and Europe, internationally recognized brandname portfolio and distribution presence in over 100 countries, we strongly believe that our Group has a distinct competitive advantage over our peers.

The strong platform of enriched brandnames — such as *Goldpfeil*, *Carrera*, *Junghans* — positions EganaGoldpfeil well to focus on product and business development by concentration on strategic alliances, business cooperations, and participations beneficial in pursuit of excellence in our core activities.

Our vision is to have design, product development, manufacturing and distribution vertically integrated in a cost effective and efficient manner, thus ensuring optimum quality control, centralized logistics for just-in-time delivery, in our quest to provide enhanced customer relationship management in keeping with our corporate vision for long-term growth and continuous enhancement of shareholder value.