



designs and lavish materials was expanded and well received by consumers.

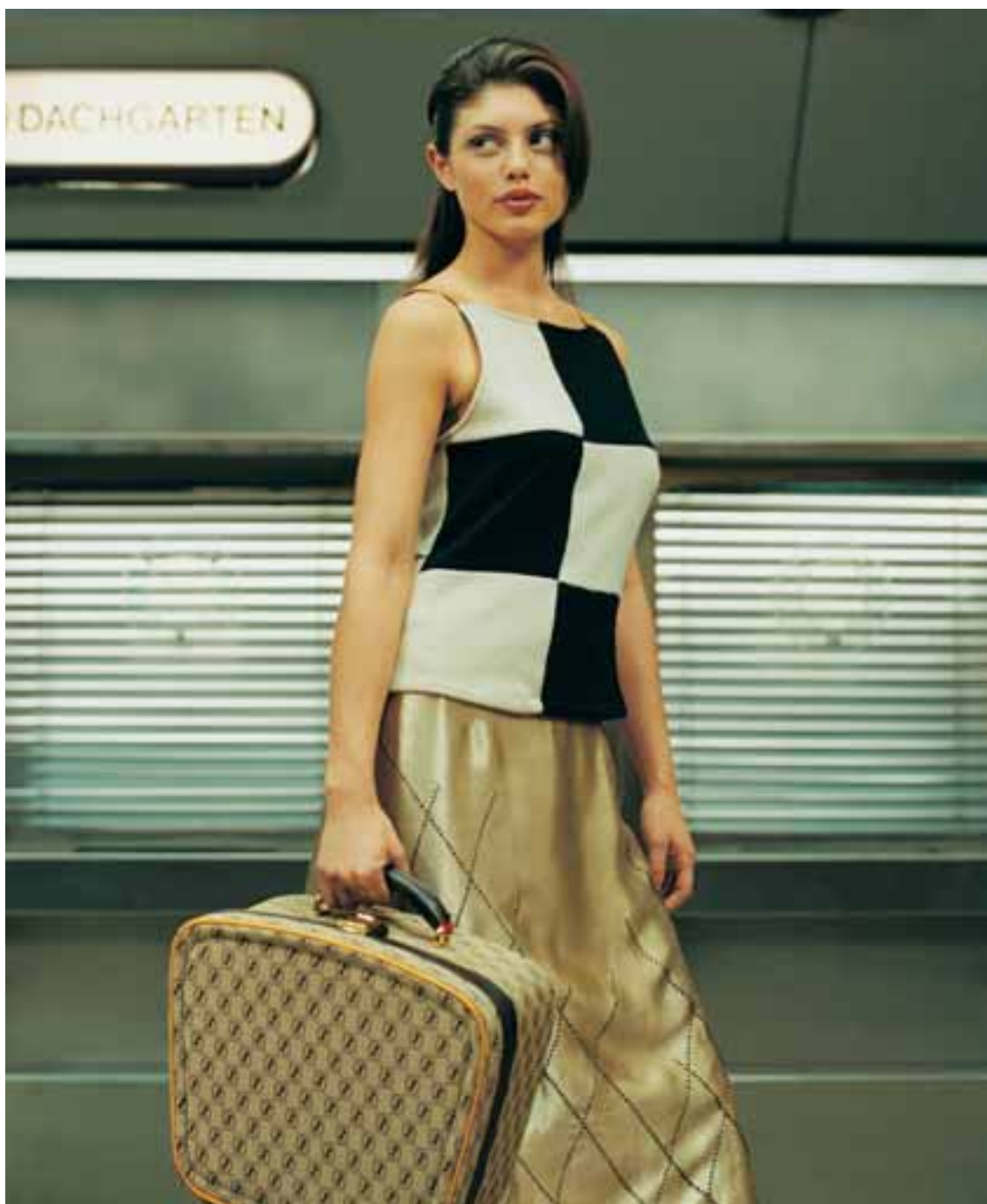
A special milestone were the openings of additional flagship stores around the world, especially in fashion-oriented cities such as Duesseldorf, Wiesbaden and Hong Kong, which opened the second store in November 2001.

Consequent restructuring enables Goldpfeil today to offer better customer service and to concentrate on the development of further lifestyle products.

A new precious metal jewellery line is among new products to be introduced. Goldpfeil has re-established itself as a fashionable, high-quality brand and year-end results show that the new road leads into the right direction.

Goldpfeil experienced an exciting year 2001/2002. New collections in rare and state-of-the-art leather types were a main focus and resulted in renewed brand awareness. Goldpfeil's leather specialists work closely with tanneries to develop new and innovative leather finishes. This effort is reflected in the new collections. The watch collection introduced in March 2001 drew tremendous attention and underlined Goldpfeil's image as a luxury lifestyle brand. Goldpfeil's new collection of ladies' clothing with its stylish





GOLD *1* PFEIL

**GERMANY
1856**



STEFANIE | GRAF



Tennis icon Stefanie Graf is one of the world's most successful tennis players of all time and the recipient of many awards establishing her as a sports legend. She and Goldpfeil have now teamed up and designed a collection of handbags, small leather goods and light luggage to be marketed under the label Stefanie Graf. Ms. Graf was actively involved in the design of all styles, which perfectly match her personality and distinct style. The collection's motto is refined sportiveness and elegant mobility.

The collection will first be introduced in fall 2002. Clear designs are underlined by the use of soft leather in the latest colour trends. The collection reflects Ms. Graf's sportive career and is proof for her continued and diverse activities in other areas after she gave up playing tennis professionally.





Goldpfeil's introduction of exclusive watches to the world during Basel Fair 2001 was unmatched and followed by a tour around the world for more than a year.

Undeniably collector's pieces yet not designed as museum pieces but rather as vibrant witnesses of contemporary horological vitality, their unveiling was only the first stop-over before embarking on a world tour taking them to the world's great cities. In each prestigious location, a special exhibition at a top-rate retailer allows watch enthusiasts, connoisseurs and collectors to see and sense for themselves what the global buzz is all about. Its first stop was New York where the audience was captivated

with its originality at the prestigious Waldorf Astoria Hotel, to be followed by an equally impressive exposure in Athens, Greece. By popular demand, the world tour will continue in 2002. The auction originally planned for Basel Fair 2002 was postponed to 20th November, 2002 in Geneva to accommodate the tour. Next stops include the Middle East and Far East with the tour ending in fall 2002. When these esteemed travellers finally fall under the hammer, their fate will be sealed as they are entrusted to the ownership of purchasers who are fully aware of the treasure they are acquiring. Nonetheless, like heirlooms who knows which destiny awaits them over

generations and centuries to come! Their unknown future is an inherent part of their charm and appeal. Acquiring a Goldpfeil watch is not merely a purchase but it means rather becoming part of an extraordinary human and artistic endeavour. This is emphasized by the famous and prestigious auction house Christie's who will conduct the auction in Geneva on 20th November, 2002. It is reassuring to know that the Goldpfeil watches will be placed in the hands of this skilled and renowned firm, which is synonymous the world over for its fine auctioneering.



The concept of seven individual watchmakers creating seven watches of their choice received unprecedented attention and praise. While seven is a number associated with perfection, it would be hard to imagine that the creative impetus generated by this extraordinary association might be exhausted. Far from it! The seven exclusive



watches only lay the foundation for a collection that will evolve in many ways but always in the same direction — upward where the golden arrow is pointing!

The most exclusive jewellers around the globe are eager to offer their customers this innovative and luxurious Goldpfeil product. Made of finest materials such as white and yellow gold, platinum and diamonds, these creations are truly exceptional. The extraordinary collection symbolizes the creative alliance of the skills and talents of seven individuals at the peak of their art.

High-flying plans of the Goldpfeil team include the introduction of Ladies' watches based on the seven

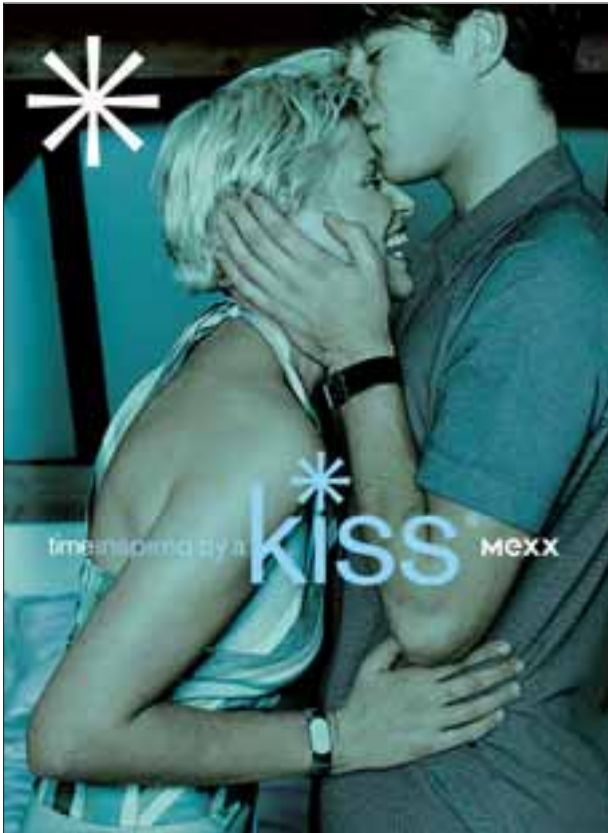


masterpieces, jewellery watches and additional models to enhance the existing collection.

To accompany the timepieces, a collection of finest jewellery will be introduced in fall 2002.

Goldpfeil watches are a true compliment to the fine leather products, that is the brand's core business and emphasize Goldpfeil's status as a life-style brand even more.

MEXX



EganaGoldpfeil launched this latest collection of watches in April 2002.

The watches are in harmony with the brand's trendy and fashionable perception. Surprising design solutions in high-quality yet unpretentious materials, these models are destined to conquer a wide customer base. A common denominator to all models is the polished logo and the wedge-shaped hour hand, which is reminiscent of the "E" in the logo.

The collection has been designed with the typical MEXX customer profile in mind and has been divided into four product lines, ranging from sporty to dressy and from graceful to bold. MEXX watches will have an impact and set a new impulse to the watch industry with their distinctive appearance and competitive price points.



JUNGHANS



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In its second year under the EganaGoldpfeil roof, Junghans continued to prosper by restructuring its activities and putting the Group's international orientation to its best advantage. Subsidiaries in many countries were merged to allow better utilization of resources and synergies.

As the centre of expertise for modern time-keeping technology, Junghans has established itself as a worldwide recognized innovator in the watch trade. A specialist in radio-controlled technologies, Junghans has increased its

market positions. The launch in the US was highly successful and opened a wide range of new opportunities. And technology-spoiled Japanese consumers are impressed with these high-quality, state-of-the-art watch products. Junghans could establish itself in this highly competitive



market with the exclusivity of ceramic and the sportiveness of carbon combined with the luxuries of radio-control.

Junghans' success can be easily measured — in September 2001 the 27th million radio-controlled watch left production in the German headquarter Schramberg under the eyes of international guests.

2001 saw two world premieres. The ladies' line Integra is a collection of modern stainless steel watches with the smallest radio-controlled movements in the world and antennas integrated into the watch case. Another first is the incredibly light titanium line setting a new trend in the radio-controlled technology.

Its 140th birthday was celebrated with two anniversary editions of a 1951 mechanical chronograph in 18 karat gold. These were limited to (1861) pieces each in honour of Junghans' birth year.

Junghans' long tradition has culminated in modern and innovative time-keeping. New technologies are in the making and will continue this tradition.



ESPRIT timewear



Esprit Timewear could defend its strong market position in 2001/2002 again, despite adverse market conditions and increasing competition in many countries around the globe.

Esprit convinces with unbeatable designs - feminine yet pure and simple bangles, new gents' chronographs with retro-shaped cases, paying tribute to Esprit's hip birth place San Francisco.

Important events of 2001/2002 included the Esprit Teamdays for retailers full of fun and activities around the Esprit products. The annual distributors' meeting resulted in important resolutions for future strategies with the input of our customers in true Esprit spirits - teamwork gets you to the finishing line!

Esprit's newsletter, published for newsworthy events such as fairs, new collections, etc., has become a forum of exchange for customers and Esprit Timewear and Jewel teams.

Important marketing tools were introduced in 2001/2002. The Brand Book summarizes the conclusions arrived at with key distributors and serves as a communication platform for handling and guiding Esprit Timewear and Jewel. A cinema spot with computer graphics and cool music have put Esprit into the limelight on big screens in Europe. Both tools resulted instantly in increased sales and renewed brand awareness.

