

A woman is lying on a grey textured sofa. She is wearing a black and white vertically striped dress and black high-heeled sandals. Her right hand is resting on her bare midriff. The background is a light blue wall with a horizontal shadow line.

JOOP!

Cool!
Look!



Good! Mood!

"We are shaped and fashioned by what we love." Johann Wolfgang von Goethe, author and poet

The Emotional Exclamation Mark. The Fashion Exclamation of Time!

Joop!Time does not only claim to change the perception of watch design, it sometimes is able to almost halt its flow with the breathtaking boldness displayed by many of its timepieces.

While being the first is not always a position honored by the market, in the fashion field it is the key to success. In this segment of the market that is growing especially fast, Joop!Time stands out through its always surprising yet ever coherent design and a perfect positioning in terms of price, quality and presentation. And consumers who honor only true performance have given Joop!Time the most important award: Demand. Growing demand!

The substantial rise in turnover in the business year 2004/2005 was especially remarkable when seen in the context of a not ideal economic climate in some of Europe's key markets. Joop!Time defied the overall economic trend by defying conventional thinking and offering true "crowd-pleasers", in passing adding credibility to the assumption that

consumers do go for what they desire, no matter what. And Joop!Time was clearly something they had very much desired.

The 2005 collection introduced an especially eye-catching ensemble of timepieces inspired by the "O" of the brand's logo, instantly recognizable, elegant and highly distinctive. "Bracelets that tell time" was the claim for breathtakingly successful styles that have the character of decorative wrist jewelry. The "O" appears as a vertical or horizontal design element in the casing or in the links of the bracelet. Broad "logo mania"-style bracelets advertise the brand and to the same extent the identification of oneself with all the brand stands for.

It will be a challenge to top these results in the next business year – but Joop!Time has proven more than once that challenges are its main motivation.

Joop! Time! has! only! just! begun!

The ever changing
The ever changing Style of
The P



Face of Time.

Fashion.

promise.

JOOP!

The Emotional Exclamation Mark. The Fashion Exclamation of Accessories!

A development long predicted and as recently as two years ago billed as a coming trend is now a full-blown development felt in the fashion industry around the world: Sales in accessories are rising and this product category, once seen merely as a business-oriented appendix to fashion, has become a segment of its own, sometimes even making or breaking a brand.

Fashion accessories can be so much today: An image carrier, an affordable entrance into the world of the respective label, a welcome opportunity for impulse buying decisions, a gift for a loved one or for oneself, a democratic indulgence or an additional facet of the brand – or they can be everything at the same time and become fashion themselves, as is the case with Joop! Accessories.

The partial ownership of the brand and EganaGoldpfeil's subsequent investment in the brand's development are elements of a strategy that embodies all of the synergy benefits a well-constructed group can and must offer to each of its members. The brand-awareness and fashion appeal of Joop! are being ideally complemented by an unparalleled network of production know-how, distribution opportunities and marketing experience not only related to products and branches but also to countries and continents.

Drawing inspirations from the brand's central design and trend teams, closely following the fashion collection but also establishing its own topical styles and using the extensive resources of EganaGoldpfeil, Joop! Accessories are expanding at a fast pace, winning over key accounts and luring increasing numbers of consumers into its own attractive corner or shop-in-shop retail spaces.

Having assembled its own European chain of shops, the Group offers obvious growth perspectives to Joop! Accessories, especially to the very successful lines of men's and women's shoes. The leather goods are a perfect addition to the offerings of Goldpfeil and show remarkable potential when put in scene in Goldpfeil's own stores. And in turn the beautiful scarves that tap into an established and continuing fascination by women worldwide add a welcome layer of interdisciplinary fashion ambiance to the presentation of the Group's products.

When one and one make three, it is either a synergy effect or a stylish combination of accessories that is at play... some things do add up to more!

The ever changing
The ever changing
The Growth.



Face of Style.

Look of Fashion.

JOOP!