

- ▶ **125th anniversary**
- ▶ **One of the leading watch brands worldwide**
- ▶ **Highest quality, finest materials**



The year 2000 was a very special one for Bulova - it marked its 125th anniversary! The brand's



life started with a small jewellery store in New York City, which Josef Bulova opened in 1875. Soon, the company was producing boudior and desk clocks but also finest pocket watches. In no time, the Bulova name was famous for its high quality and reliable products. 125 years later, Bulova is still established as one of the leading watch brands worldwide. With good reason - Bulova sponsored countless "timely" events over the years and was only able to do so because Bulova watches were famous for

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their precision and accuracy. This is true to date - highest quality, finest materials such as stainless steel, Swiss and Japanese movements and the softest leather straps are assembled to become a Bulova watch.

To do justice to the occasion, Bulova's ladies lines included dress watches with zirconia stones - a glittering tribute. Men were rewarded with a special collection of chronographs and sports chronographs. Classic watches remained of course also popular and sales could again be increased during this important year.

And Bulova will continue in years to come its heritage of technological distinction, fine craftsmanship and unceasing innovation expressed in extraordinary collections of watches.

Bulova - Starting into the next 125 years and beyond



- ▶ **Innovation and technology**
- ▶ **New standards in design**
- ▶ **Created for active, sports-minded people**



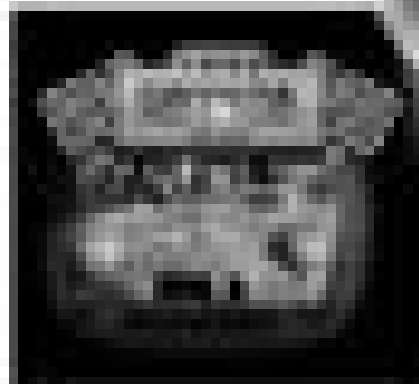
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Carrera was established in the 1950's in Austria and named after the legendary car race in Mexico, the Carrera Panamericana, which until today is exceptional for all racing fans. The race is synonym for endurance, high-powered performance and excitement for drivers and spectators alike.

The Carrera Speed Time collection was created for active, sports-minded people who demand innovation and originality. Carrera guarantees just this with its proven track record in sports performance.

The collection is divided into the Sport-Life and Sport-Tech lines to offer the widest choice of models. Sport-Life concentrates on "Symmetry" and "Synchro" with advance styling and their unmistakable round design. Every model has been designed with singular passion to detail. The Sport-Tech family includes "Synthesis" and "Sequence" with designs that clearly point to sport thrills and excitement in high-tech executions.

The use of hi-tech alloys and materials common in competitive



racing such as polycarbonate and carbon fibre Carrera created this outstanding state-of-the-art collection. Even before its launch these watches convinced many customers who wanted to be the first to introduce them in their markets. Created mostly for men, women will also notice the balanced proportions and unusual case-dial ratio.

Carrera Speed Time - Race watch(ing) differently



- ▶ **2-digit growth rates**
- ▶ **High brand awareness**
- ▶ **A new Katarina Witt jewellery watch collection**



For over 80 years Dugena has been a traditional watch brand, which has established itself successfully in the market. Giving the brand a new structure in profile, communication and modernized collections during the 90's Dugena became even a trendsetter, which is reflected in today's collections.

The latest example for the brand's perception of market trends is that Katarina Witt teamed up with Dugena. Katarina designed in cooperation with Dugena her own watch collection of dress watches to complement her already highly recognized and established jewellery collection, which is-naturally-also by Dugena. The collection was launched during EganGoldpfeil's own Fair in Mainz in June 2000. Customers were instantly charmed by the clear designs of these watches, which reflect Ms. Witt's personality to perfection.



Then there is the sporty line of racing watches in the Monza collection. The collection convinced in 2000 with a new designs and new materials such as carbon, which highlights Dugena's modern approach to watchmaking.

In addition, Dugena remains true to its roots by offering classic-elegant watches with a modern look and of course dress watches. Customers trust Dugena watches for their high quality and reliability. This is confirmed by 2-digit growth rates and hardly any other brand in Germany enjoys such high brand awareness as Dugena.

Dugena - Trendsetter emerged from tradition



- ▶ **Increased sales in 2000**
- ▶ **Distribution in more than 80 countries**
- ▶ **Famous for its exceptional perception of fashion trends**



Esprit Timewear was the first world brand to designate its internationally famous watches as "Y3K" compliant.

81 models in the "Basic", "Fashion", "Active" and "Freestyle" lines made the choice a tough one. Esprit Timewear is famous for its exceptional perception of fashion trends and translates these into irresistible watches. Designs range from elegant to purist to asymmetrical and flipped out. New design graphics with contrasting colours of the dials, multi-function chronographs, solid stainless steel dress-watches and digital watches rounded up this collection. Esprit made it easy to track time around the world with a two-timer of classic beauty, which received instant accolades.

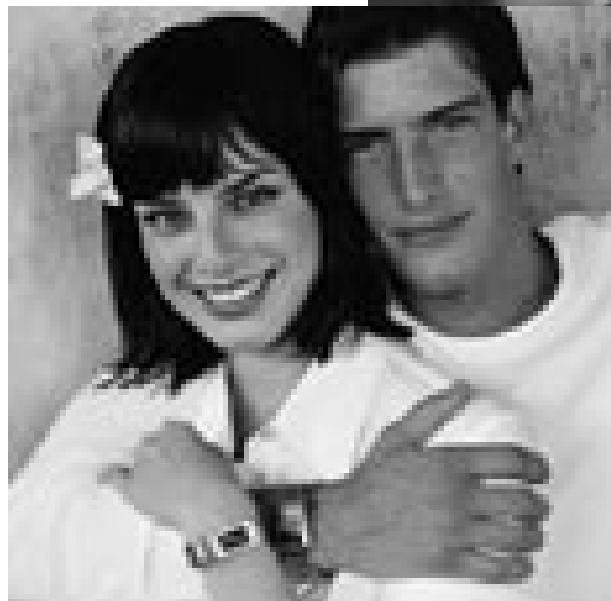
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Always on the playful side of things Esprit Timewear's designers enjoy especially the watch creations for kids. Ranging from playful to athletic and paying homage to the trends of the time these watches cover every conceivable look that boys and girls could wish for. These are products tailored to the needs of kids – easy-to-read dials and hands and exchangeable wristbands ban boredom. Of course, they survive any activity and cater to today's diversified kids with high-quality cases that protect the state-of-the-art movements from water and shock.



Esprit Timewear could increase sales in 2000 again considerably and is now distributed in more than 80 countries. The continuous development of new point-of-sale materials, attractive give-aways, special promotions and events and the direct customer support has proven to be the successful strategy. For the first time, Esprit Timewear and Jewel published a joint newsletter to facilitate communication and improve customer service. In its first issue the Hong Kong team of Esprit Timewear was introduced giving everyone a face - customers finally know who is on the other side of the line. In addition, the newsletter informs of latest trends, sales results, future plans and developments. It is an excellent communication platform and will be published regularly.

Esprit Timewear - Always on top of the game



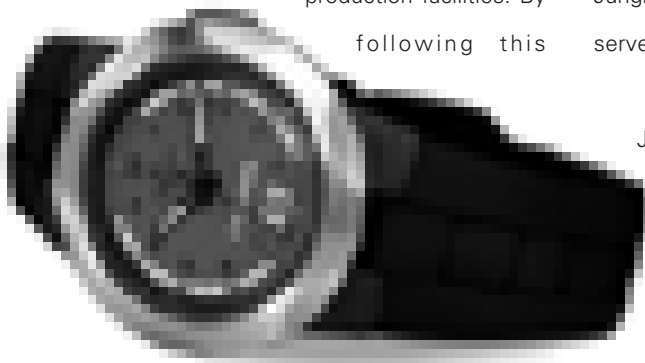




- ▶ **EganaGoldpfeil's latest acquisition**
- ▶ **Synonymous for state-of-the-art technology**
- ▶ **Technology centre in Germany**
- ▶ **Radio-controlled and solar-powered timepieces**



Junghans is EganaGoldpfeil's latest acquisition, which opens new markets to the group. Junghans was founded in 1861 by the Junghans brothers. Initially, only parts were made for the production of clocks. Soon, Junghans high-quality precision parts were renowned in the industry and the company decided to start its own production under the Junghans name. As early as 1868, 72 craftsmen were producing 360 clocks a week and two years later daily output was 100 pieces. The Junghans brothers were always in search of the latest technologies and innovations for their advanced production facilities. By following this



strategy, Junghans became the largest clockmaker in the world. By 1930, Junghans was producing the first wristwatches adhering to the same innovative company policy of applying the latest technologies and working actively on new ones.

There are many firsts in its history. To name just a few - first watch with calendar function, first quartz wristwatch, first radio-controlled watch, first solar-powered watch and - the ultimate - radio-controlled and solar-powered timepieces.

Junghans is synonymous for state-of-the-art technology. In 2000, Junghans engineers

overcame yet another technological hurdle by introducing the world's first radio-controlled metal wristwatch with an integrated antennae in its metal case. This revolutionary development will further strengthen Junghans reputation of perfection and inventiveness. Using unusual materials such as ceramic and carbon underlines the versatility of Junghans watch collections. Hong Kong's underground can now be used with a Junghans watch with a rechargeable chip, which serves as electronic ticket - the first of its kind.



Junghans is making a name in the US and Japan where transmitter systems ensure accurate time for Junghans watches.

EganaGoldpfeil will establish a technology-logistic centre in Germany for further developments and improvements of these and other state-of-the-art technologies.

Junghans - Technology at its best



# pierre cardin

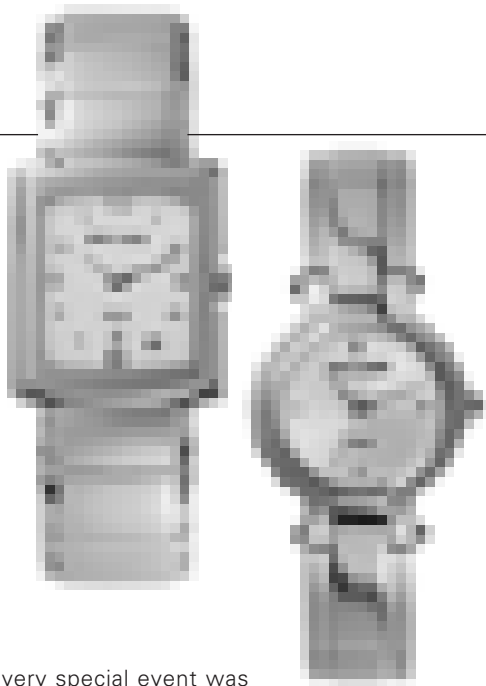
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- ▶ **A feminine collection with a touch of chic**
- ▶ **International collection with worldwide distribution**
- ▶ **New international advertising & marketing campaign**

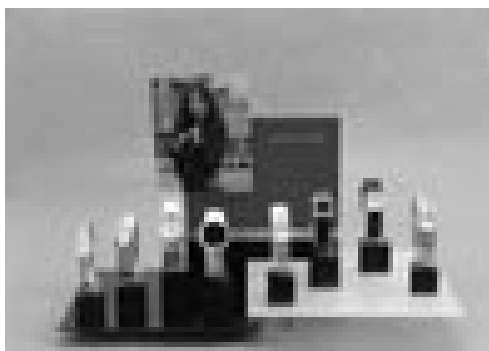


After having repositioned the Pierre Cardin watch collection in recent years Pierre Cardin watches received an all new look and overwhelming customer acceptance. True to Mr. Pierre Cardin's motto of going with the signs of times the watch collection was constantly developed and updated. The French background carries the image of elegance and a life of luxury - a little more laid back and a lot more at ease with leisure and pleasure than the rest of today's fast moving world.

The international collection is distributed worldwide and new countries enjoyed the launch of these exclusive watches in 2000. A worldwide marketing campaign ensures a unique and united brand presentation around the globe. Special marketing tools include a brand guide, which gives distributors sales arguments and tips. The corporate guide together with a CD for artwork makes sure that advertising is easy and guarantees a concentrated and brand orientated presentation. A video facilitates advertising in the ever favourite world of movie theaters. Besides all this special marketing campaigns were held in many countries with the support of EganaGoldpfeil.



A very special event was the launch of the collection in Austria, which drew a lot of attention from the press and consumers. Guests of this evening were impressed with performances by doubles of Maria Callas, Grace Jones and Edith Piaf. TV stations and newspapers around the country reported of the launch with extensive coverage, giving the watch collection instant consumer recognition.



Specially made for the American market is the Pierre Cardin La Gemme collection. This line is a designer collection uniquely crafted to combine fine jewellery with precision watch making. Genuine gemstones enhance these fine

jewellery watch designs. High quality materials and accurate Japanese movements ensure the success of this unusual line.

Plans for 2001 are high-flying. A new advertising campaign with new lifestyle motifs is only one project. Another is the introduction of a newsletter in direct support of customers, which will also serve as a communication tool and platform for exchange and input.

Pierre Cardin - A watch collection circles the globe





- ▶ **Company founded in 1871**
- ▶ **American history and tradition**
- ▶ **Designed to endure the rigors of outdoor activities**



Field & Stream®, grounded in American history and tradition, traces its origins to a company founded in 1871 as a fur trading company. Since then **Field & Stream®** evolved into a brand synonymous with the lifestyles, products and fashion associated with outdoor sport. Known for its technical performance, **Field & Stream®** was the brand of choice for famous explorer Admiral Richard Byrd on his famous expedition to the Antarctic.

In 1996, the 1st **Field & Stream®** watch collection was launched.

The great outdoor sporting tradition continues in the **Field & Stream®** 2001 collection. Quality, performance and style are expressed in brass, stainless steel and titanium all 5ATM - 10ATM water resistant and designed to endure the rigors of outdoor activities such

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as fishing, hiking, camping, climbing, mountain biking and more.

Oil treated cow hide for leathers with steel keepers, luminous hands and numerals, dual time and military time functions, alarms, timers, built in compass systems all in custom designs that are features unique to **Field & Stream®** watches.

In 2000, **Field & Stream®** became one of the leading outdoor sport watches in its class. **Field & Stream®** extended its distribution beyond USA borders in year 2000 and can now be purchased in select jewellery and sporting good stores in New Zealand, Australia and Canada. Japan is on the horizon.

Attractive pricing coupled with the marketing endorsement of outdoor enthusiast and Utah Jazz NBA superstar basketball player, Karl Malone, further strengthens the brands credibility among performance watch seekers.

Egana of Switzerland (America) Corp. expects continued market share growth within the USA as well as abroad with its first international presentation at Basel Fair 2001.



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**EGANA GOLDPFEIL**

# CERRUTI 1881



Nino Cerruti has written fashion history around the world and is famous for his unique designs. The same principle applies to Cerruti 1881 watches. The master himself stands behind every design that bears his name.

Cerruti 1881 watches are manufactured in the Jura mountains in Switzerland. As befits such perfect examples of Swiss luxury craftsmanship they display a taste for perfection in every detail and an unsurpassed refinement.

First introduced in 1991, Cerruti 1881 watches are today famous for their fine quality and fashion oriented excellence. Cerruti 1881 watches carry on the tradition as distinctive fashion accessories at the highest precision and performance.

In 2000, the introduction of the Millennium lines Sphere and Comet contributed considerably to successful sales and increased

distribution. These two design lines are of stainless steel cases and bracelets with a second disc, which counts the time with a bright red arrow.

Cerruti 1881 - Never behind the Times!

- ▶ **Luxury craftsmanship**
- ▶ **Famous for unique designs**



▶ **New models in precious gold**

▶ **New advertising and poster promotions**

Raymond Weil, named after its founder, has been able to establish itself as one of the biggest and best known watch makers in Switzerland. Approximately 600,000 pieces of 100 models and 7 collections are sold per year around the globe. The leader collection "Parsifal" accounts for more than a third of worldwide sales.

This collection by Raymond Weil is named after a medieval hero who is known for extraordinary abilities and bravery. The collection surprises again and again with new models in precious gold with many dial variations, which give special moments the extra touch.

Raymond Weil created a universe for itself embedded in the world of culture, art and music.

All watches bear the

names of famous artists of classical music. An extraordinary highlight of the Geneva based manufacturer is the model "Don Giovanni", which



impresses with glittering diamonds on case and dial.

In 2000, Raymond Weil concentrated on special events in close cooperation with retailers, which were supported by additional advertising and poster promotions as well as movie theater

promotions. Local sponsorship of sports

and cultural events

contributed considerably to increase Raymond Weil's brand awareness.

Raymond Weil - Symphonies of Time!



\* Only in Germany



- ▶ **Opening of new flagship store in Frankfurt**
- ▶ **Introduction of Goldpfeil Eyewear Collection**
- ▶ **First ladies wear collection**
- ▶ **Award winning designs**



Goldpfeil continues its long tradition of creating trend-setting luxury goods of finest quality. The year 2000 saw the introduction of Goldpfeil Eyewear Collection, which consists of innovative glasses and sunglasses.

Also brand new - Goldpfeil's first ladies wear collection of finest materials and intricate designs, which was instantly accepted by fashionable women.

Goldpfeil won again the "Deutschen Lederwarenpreis" (German Leather Goods Award) for design. The award winning bag is an ingenious invention. Two bags merged into one - during the day it is a functional business bag and becomes an evening covert at night by simply removing it from the other one! "Two-in-one & day & night" is the name of this masterpiece, made of the finest nappa leather and elegant nylon fibre combining functionality and quality in Goldpfeil's best tradition: a small office during the day and an elegant evening bag for enjoyable dinners. The ultimate solution for the modern business woman! Other collections included "Arrow" of patent leather embossed with the famous arrow logo and

"Cashmere" combines this noble material with soft calf leather. For the next season, Goldpfeil adopts today's fashion colours and celebrates the return to a more sensual type of couture. Surprising shapes and playful combinations of colours and materials emerge in whole new range of products.

Another important event was the opening of Goldpfeil's flagship store in Frankfurt in December 2000 - a store where shopping enters a new dimension. Future plans include the opening of additional stores by applying the exact concept around the world.

For 2001, the introduction of additional lifestyle products is targeted to offer customers more choice. Another major event will be the launch of Goldpfeil's luxury watch, which was presented during the world's most important fair for the timepiece industry in Basel in March 2001. It goes without saying that this watch will mark another milestone in Goldpfeil's tradition.

Goldpfeil - Purest yet practical luxury

