

## The Mexximal Effect. The Brand of Emotions.

A brand like Mexx Time is about design, emotions and fashion but also needs visibility and a critical mass of presence in order to sustain its international image and its grand appeal.

The business year 2004/2005 saw a substantial expansion of the worldwide distribution network, adding key markets in the Middle East as well as in Europe and Asia. The launch in Canada in August 2005 will also add the Americas to the regions enjoying the “mexximum fashion effect” of the brand.

The restructuring of the brand commenced in April 2004 was finalized in June 2005 when the Hong-Kong-based organization of the Group officially took over handling and responsibility for product development, sales and marketing.

The renewal process naturally brought some changes of design direction and positioning and also took its toll on the results throughout 2004. The first official relaunch-collection for spring/summer 2005 (launched in March) took off with retailers and has delivered some very promising first sell-through figures. But the full overall effect of the repositioning has yet to make itself felt throughout the market.

Reinvigorated marketing efforts including promotion activities, POS decoration and advertising are beginning to take hold and, together with the new look and original design of the updated and streamlined product range, should enable Mexx Time's growth in the very near future.

In the business year 2005/2006, the ongoing expansion of the distribution network will focus on Europe, where markets in the east (Russia and Poland, among others), north (Norway and Sweden) and south (e.g. France and Spain) will open up new perspectives for the watch collection as it follows the successful parent brand into new territories.

The implementation of an additional design team providing fashion and trend input will secure for Mexx Time highest lifestyle compatibility, and the watch should profit especially from a major strategic initiative of the fashion brand Mexx aiming to upgrade the design and quality standards across the portfolio of apparel and non-apparel products.

Fashion Changes. Ro  
Trends Ar  
Time Flies.



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ise.

MEXX

“There is a place you can touch a woman that will drive her crazy. Her heart.” *Melanie Griffith, actress*

## The Flow of Energy. The Dynamics of Style.

An aggressive and focused design is the biggest strength of a collection that not only states its difference but virtually shows it off. Carrera time, deeply rooted in its sports heritage and inclined towards contemporary fashion trends, has consolidated its position. The successful addition of a equally stunning ladies' line demonstrates the brand's strength in adapting its image while staying true to its core values.

In a time when many products try to be everybody's darling, Carrera watches do not only not fear the polarizing effect they inevitably produce but welcome it. The Carrera time collection defines its style and invites individualists to join in for the ride. The concept defies common categorizations by making available truly unique accessory products with an outstanding design and quality value.

Retaining the dynamic force of the thorough concept and image that have been pivotal in securing its success, Carrera time remains committed to the philosophy that style and quality should be affordable.

Having identified the core strengths of the brand, the continuing remodeling of the collection and the reinterpretation of its spirit will be a challenging task, especially considering the ambitious schedule.

Watch out for Carrera time!

*Winning.*      Ove  
Leading.  
*Happe*



rwhelming.

*ning.*





## The Bullet-Proof Strategy.

In the U.S. market, the Field & Stream® watch brand has experienced tremendous growth with many retailers, including America's fastest-growing national department-store chain. Fueling this expansion is the launch of Tool Time, a collection of timepieces with unique product performance features: bullet-proof crystal lens, patent-pending all-stainless-steel construction, and a buckle-to-buckle lifetime warranty. Target markets for Tool Time include the growth segments "home improvement" and "do it yourself", along with the traditional distribution in the brand's core retailers that include sporting-goods, outdoor, specialty and department stores.

Innovative marketing campaigns and advertising promotions with partners such as Times Mirror – publisher of the Field & Stream® magazine – and Sky Mall should further raise awareness and demand for the watch collections.

Field & Stream® has been in existence since 1871 and remains one of the most recognized and sought-after lifestyle and leisure brands today.

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# Outstanding Outdoors.



**NATIONAL  
GEOGRAPHIC™**



## The Watch That Explores New Territories.

In 2005, Egana of Switzerland (America) Corp. started the distribution of the National Geographic Watch Collection in the US market, targeting fine jewelry stores, specialty stores and department stores. This innovative line captures the spirit of exploration and travel that has been the hallmark of National Geographic – a brand exposed through its various publishing and broadcasting activities to an audience of more than 250 million monthly – for more than a century.

An important distribution achievement was creating a presence in “Tourneau”, who is considered one of the top watch retailers in USA.

Another breakthrough constitutes the opening of the Alaska market with 10 and Caribbean market with 40 distribution points. Innovative marketing campaigns targeting the important cruise-ship market and a parallel introduction of the brand in the Caribbean key markets with US high tourist numbers has significantly raised the brand's profile in the eyes of all important US consumers. This in turn is expected to open more distribution channels on the US mainland. Moreover, the partnership with Central and South American distributors has already made a large impact in these markets raising the brand's profile and generating significant demand.

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*utlandish.*  
**Outperforming.**

## The Extra Mile. The Special Synergy.

During the business year 2004/2005, Sioux has not just sustained its position in a market that is still in decline, but it has even increased its turnover and raised its export volume.

The brand's strategy element of constantly updating its POS appearance was proven once again right as retailers who could be convinced of the attractive shop-in-shop system and an overall first-class presentation subsequently registered the highest growth rates.

Outstanding marketing efforts, building on the excellent figures concerning brand-awareness and sympathy, further strengthened the brand that is perceived as being unique and upmarket. A sponsoring cooperation with the weekly newsmagazine *Der Spiegel* for an international exhibition has earned it prestige on an international scale, and a remarkable advertising campaign has raised its status in the important home market.

Sioux'association with the Olympic Games will continue: The brand will equip the German Olympic team with special apparel till 2008 when the Summer Games will take place in Beijing.

The individualistic and sometimes quite intellectual advertising approach makes perfect sense for Sioux, which is not just a fashion brand but an innovator in its field. Its products are in a way "walking instruments", distinguished by perfect fitting, high-grade materials, handcraft customizing, and high wearing comfort – Sioux virtually owns the certain "moccasin feeling" that is associated with healthy and comfortable shoes.

This intense product focus will again take a prominent role in the next advertising campaign. With its image and brand awareness exactly positioned where it wants to be, Sioux will again emphasize the uniqueness of its products and the many innovations.

A very strong spring/summer 2006 collection started selling in August 2005 with good first results, and the market presence of the brand will highly benefit from the acquisition of the national and international Salamander chain of stores.

Don't you wish you were in Sioux shoes right now?

Comfort. P  
Elegan



POWER.  
ce.

**Sioux**  
THE MOCCASIN FEELING

“All truly great thoughts are conceived by walking.” *Friedrich Nietzsche, philosopher*