

The European Headquarters. The Emotional Center.

As a group that knows more than many others about the softer aspects of functionality and the inner value of assets of a material kind as well as of an immaterial one, we have longed for a home base located at the crossroads of beauty and efficiency, of strength and relevance.

The Group's European headquarters in Offenbach on the Main mirrors operational needs as much as it embodies the desires and visions of the people who are responsible for its achievements, its innovations and its very future.

Just step through the historic façade telling of Goldpfeil's glory days in this traditional city, and you are facing an ensemble of modern structures that represent today's self-confidence and provide a clear outlook for the future. The ensemble of buildings achieves a monumental appearance that does not aspire to overwhelm but rather manages to empower and inspire. The transparency created through the generous use of glass leads to spaces filled with light while the clear lines and shapes stir up associations of an aesthetical framework for the art of creativity and intelligence-at-work.

The European headquarters is a worthy successor on this historic Goldpfeil site and a launch pad for future growth. A meeting point for employees and their international colleagues, a destination for clients from around the world, a commercial center and an emotional home. A decision that is as much about destiny and symbolism as it is about sound business thinking and practicability. Offenbach on the Main is not only where an important Group member is deeply rooted, its proximity to the finance and infrastructure hub of Frankfurt on the Main is a key factor for its strategically important position.

At the heart of the European headquarters lies a spacious hall that, luxuriously outfitted and equipped with state-of-the-art technology, becomes the place-to-be when the Group holds its fairs and a room for tranquility and joy when international meetings or festive celebrations take place. Here you can feel the heartbeat that powers the Group. Here you can experience the excitement of seamless cooperation. Here you can sense the tradition while facing the future.

Here you can feel at home.

Welcome to our World!

ASPECTS. ATMO



ARCHITECTURE. SPHERE.

“All that we are is the result of what we have thought.” *Buddha*

EganaGoldpfeil Group products are manufactured in 14 production plants, each specialized in its individual products and production process.

The EganaGoldpfeil major production plants locations

Offenbach (Germany)

Leather goods production

Ludwigsburg (Germany)

Luxury porcelain production

Pforzheim (Germany)

Gold jewelry production

Platinum jewelry production

Schramberg (Germany)

High-technology production of
radio-controlled and solar watches

Ottana (Italy)

Man-made leather goods production

Lousada (Portugal)

High-end leather shoes production

Bangkok (Thailand)

Gold and silver jewelry production

Platinum jewelry production

Nan Ao (China)

Silver and gold jewelry production

Nan Ao (China)

Leather and nylon products production

Longgang (China)

Production of the Group's various watch brands

Hong Kong (China)

Production of the Group's various watch brands

THE COMPETENCE.
THE UNIQU



The Group's production resources cover efficient mass-production as well as traditional handcraft. Each Royal Porcelain product is unique, carrying the fingerprint of a singular talent with the intimate knowledge of a carefully guarded tradition.

THE SYNERGY. UNIQUENESS.

North America

Subsidiaries

United States of America

Distribution

Canada
Mexico

South America

Distribution

Argentina
Aruba
Bolivia
Brazil
Central America
Chile
Columbia
Curacao
Panama
Peru
Venezuela

Europe

Subsidiaries

Austria
Belgium
France
Czech Republic
Germany
Hungary
Italy
Poland
Russia
Switzerland
United Kingdom
The Netherlands

Distribution

Albania
Andorra
Bosnia and Herzegovina
Bulgaria
Croatia
Czech Republic
Cyprus
Denmark
Estonia
Finland
France
Gibraltar
Greece
Hungary
Ireland
Latvia
Lithuania
Luxembourg
Macedonia
Malta
Norway
Poland
Portugal
Romania
Russia
Serbia & Montenegro
Slovakia
Slovenia
Spain
Sweden
Turkey
Ukraine
United Kingdom

TOGETHER.
WOR

Africa

Distribution

Algeria
Egypt
Libya
Morocco
Namibia
South Africa
Tunisia

Asia

Subsidiaries

China
Hong Kong
India
Japan
Thailand

Distribution

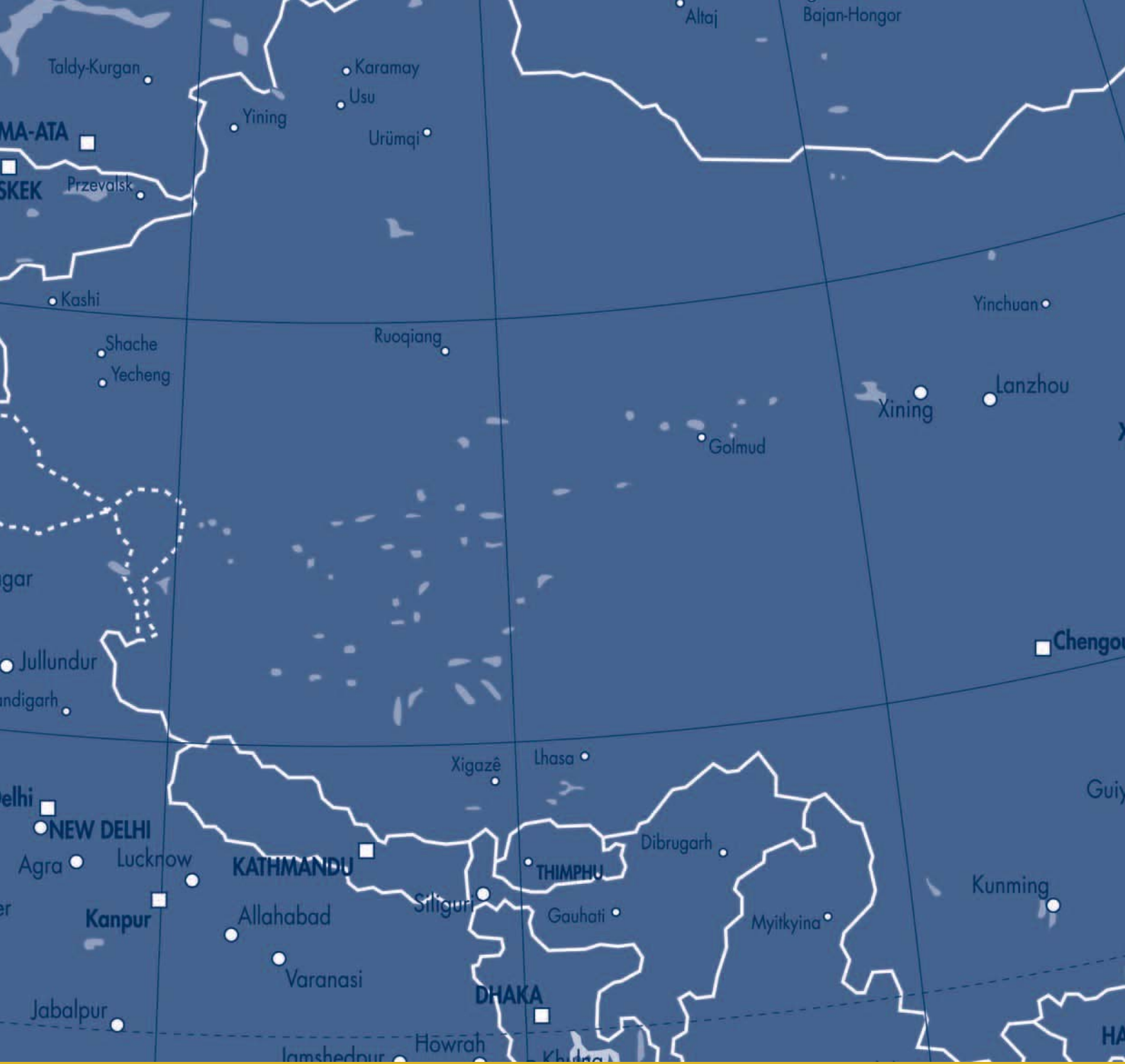
Bahrain
Bangladesh
Bhutan
Burma
Indonesia
Iran
Israel
Jordan
Korea
Kuwait
Lebanon
Malaysia
Nepal
Oman
Philippines
Qatar
Saudi Arabia
Singapore
Sri Lanka
Syria
Taiwan
United Arab Emirates

Australia

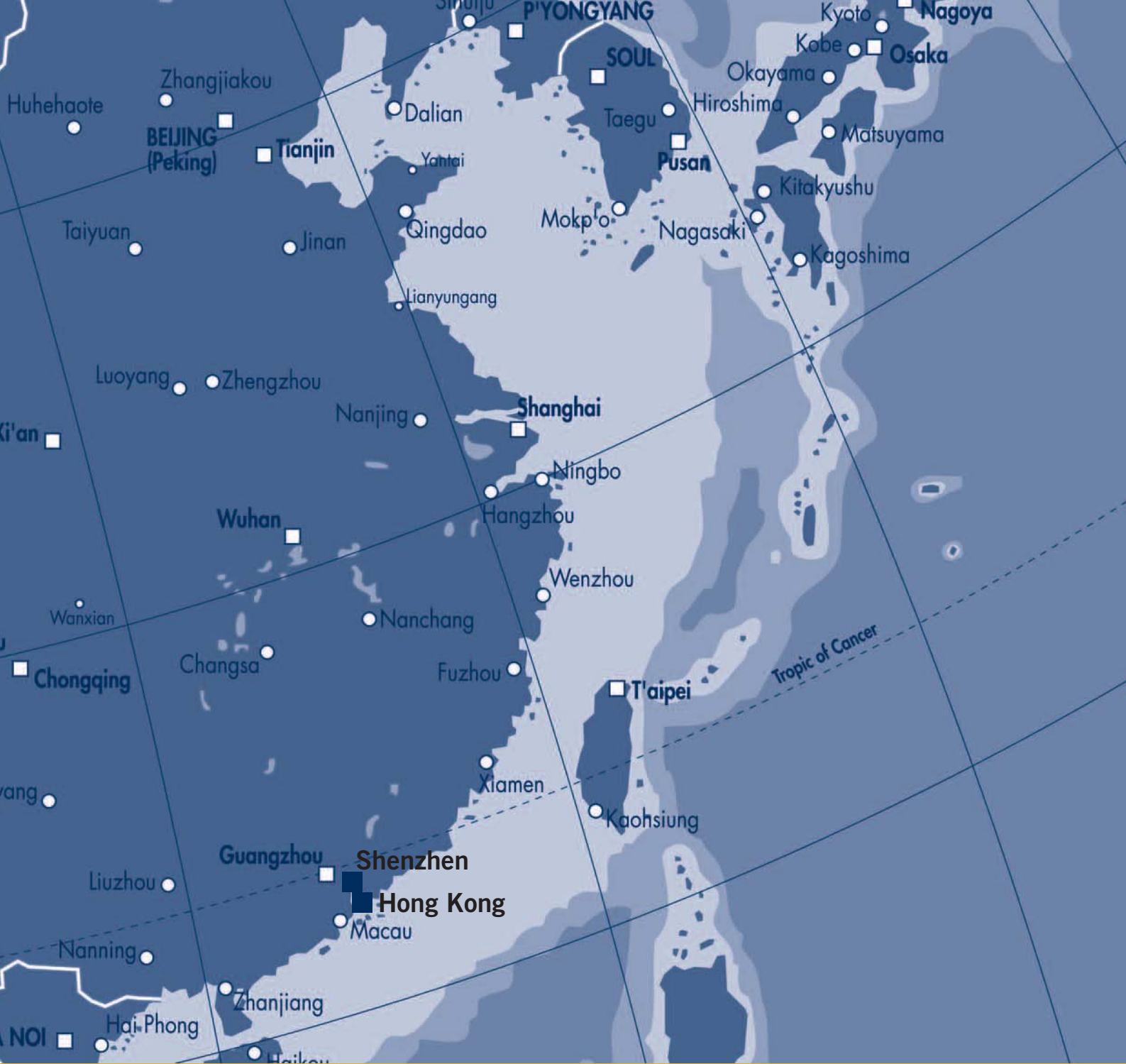
Distribution

Australia
New Zealand

LDWIDE.



CHINA. C CHANCE.



HALLENGE. CHASE.

“Be not afraid of growing slowly, be afraid only of standing still.” *Chinese Proverb*

The Market of the Future. The Lessons of the Past.

Today China as a market is all over the news. It is all about highest expectations and the rush to be part of it. The first lesson to learn: Rush does not work, it is counterproductive in general and everywhere, but especially so in China.

Because China is not just an immensely promising market, it is a world of its own by size, culture and way of thinking. Not understanding this means almost certain failure. Today everybody wants to be in China. But almost a quarter of a century ago, it took a lot of foresight and careful planning to go where so many today want to be.

A gradual transfer of production to China was at the beginning of an involvement that today lets us see China as our "second home". Business is not exactly easy today either, but back then it was a process of trial-and-error, leading to a lot of not exactly pleasant but nevertheless valuable experience and essential contacts and relationships. Today the group has established some of the most modern production facilities in China, covering its main activities (watches, jewelry, leather) and combining valuable European know-how with a maximum of market-specific efficiency.

In the beginning of the 1990s, the Chinese market started its now legendary opening, and the group was able to use its position for an addition of distribution activities to its Chinese commitment. Today EganaGoldpfeil maintains an intricate distribution network with partnerships in all major cities, shopping malls and department stores. More than 300 POS are being serviced and supervised by the group's organization in China.

Further openings are scheduled for Goldpfeil and Comtesse, and EganaGoldpfeil is exploring the opportunities of introducing Junghans System transponder watch (access chip integrated into watch) similar to Junghans System Octopus watch in Hong Kong to Guangzhou and Shanghai public transports. Franchise concepts for Sioux, Salamander and JOOP! are currently being planned and look very promising.

China is the market of the future – if one has learned well and is building on a successful past here.

The Experience needed to
The Workforce needed to make it Ha



The faces behind - Operations, Sales and marketing, Corporate Planning

to make it Work.
appen.

The Potential.

“If you want 1 year of prosperity, grow grain. If you want 10 years of prosperity, grow trees.
If you want 100 years of prosperity, grow people.” *Chinese Proverb*

No Place like Home.
No Space like the Own.

The gradual buildup of a proprietary retail business has experienced a major impulse by the acquisition of Salamander with its chain of stores in Germany, Eastern Europe, Austria, Belgium, and France.

The experience EganaGoldpfeil has accumulated in the luxury retail business through its Goldpfeil and Joop! stores is now being ideally complemented by the expertise of Salamander in retail management and logistics.

But the synergy does not stop there: Sioux and Salamander will reap benefits from the established Asian presence of Goldpfeil and Comtesse

who in turn can make a major step into the Eastern European markets where Salamander is well known, respected and present with own shops.

A major renovation program for Goldpfeil and Salamander is currently under way, the establishment of multi-brand stores will further increase the group's ability to synchronize and multiply its marketing and branding efforts.

Beijing Berlin Düsseldorf Frankfurt / Main
Hamburg Hong Kong Moscow Paris Prague
Shanghai Tokyo Vienna Warsaw

COHERENC
CONTROL.
COO



E. PERATION.