



But Junghans understands that its tradition also includes a dedication to making quality timepieces affordable for a wide target group and has therefore conceived a line that continues to offer outstanding value at reasonable prices. "Anytime" will ensure that the brand stays dominant in this important market segment.

The "renaissance" of Junghans watches – accompanied by an improved point-of-sale appearance – was equally well received by trade and consumers in Germany. Even though a more selective distribution strategy in line with the brand positioning led to a natural reduction of the number of P.O.S., sales figures indicate that the concept is catching on fast.

The new business year will be marked by yet another milestone: The international expansion of the brand will be intensified after an extremely well received Junghans presentation on the BASELWORLD 2006.







**THE EXQUISITE MINDS,
THE OUTSTANDING VISIONS,
THE FASCINATING ENDEAVOURS: LUXURY**

Luxury is not just a matter of price, luxury is first of all a state of mind. Luxury means the freedom to pursue interests for their emotional value, luxury means to follow one's dreams, luxury means being able to explore new grounds.

Goldpfeil Genève, EganaGoldpfeil's Swiss subsidiary, is not only operating in a very exclusive market niche but is itself a luxury that the Group proudly indulges in. The outstanding creations of this team dedicated to finest watch-making and highest achievements in design continue to astonish connoisseurs ever since the much talked-about premiere. The spirit of the seven unique timepieces created by seven distinct visionaries for the launch of the brand lives on, and it has inspired a collection of watches that was very well received in the business year 2004/2005 by experts as well as high-end customers.

A special line of outstanding timepieces was created in honor of the 150th birthday of the Goldpfeil brand. Only 150 pieces of the sophisticated "Beauty Case" are being manufactured, while the "Beauty Case Limited Edition" will be owned by no more than 15 individuals worldwide.

In the new business year, Goldpfeil Genève will once again take all the time in the world to present new creations that surprise and delight by capturing the essence of luxury: passion paired with freedom of mind.



GOLD PFEIL
GENÈVE



excession





ABEL & ZIMMERMANN
since 1885

THE HEARTBEAT, THE LOVE, THE JOY: ETERNITY

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In the business year 2005/2006, Abel & Zimmermann continued its evolution from a manufacturer with impeccable reputation to a respected creator of brands offering a unique blend of tradition and modernism.

The company, founded in 1885, continues to handcraft jewelry in its own workshop in Pforzheim and will continue to do so – but belonging to EganaGoldpfeil has opened up new possibilities of reaching out to a wider target group in markets outside of Germany and the U.S., where Abel & Zimmermann with its well-established presence provided a synergetic effect to the intensified activities of the Group.

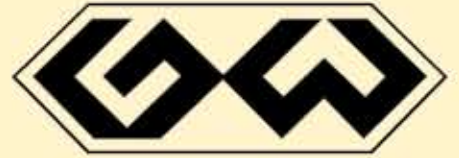
The Group was able to “return the favor” by offering Abel & Zimmermann new perspectives through its network of know-how and production resources, enabling it to achieve a new milestone in the company’s history: the successful introduction of the “excession” label. Abel & Zimmermann entered an exciting territory in jewelry craftsmanship with this exclusive and sensuous collection, setting new standards in the working of the most precious metal in the world – platinum. A masterful new production process allows perfect, highly polished surfaces and large, lighter shapes.

And yet another innovation is in the making for the new business year: “The United Heart” is a stringent and ingenious concept that quite literally brings together traditional symbolism and innovative functionality. And loving “The United Heart” helps spreading a message of care-taking and responsibility – a fixed part of the revenue from this this collection is designated for charitable projects. The unique collection will win over women’s hearts worldwide and will further underline Abel & Zimmermann’s positioning – steeped in tradition and focused on the future.



The
UNITED HEART
Symbol of Love





**THE TECHNOLOGY LEAD,
THE POPULARITY FACTOR,
THE DESIGN INNOVATION: COMPETENCE**

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In the business year 2005/2006, Guthmann + Wittenauer underwent a major restructuring process in order to streamline its operations and to re-focus on its core competences:

The company's reputation as a "think tank" able to come up with exciting innovations in the field of jewelry production was forcefully affirmed once again by breakthroughs such as a new platinum process that for the first time pushes the traditional design boundaries set by this most complex and demanding of all precious metals.

But Guthmann + Wittenauer is not only a highly qualified production facility that provides support for many of the EganaGoldpfeil Group's jewelry divisions and brands, it is also a respected creator of affordable jewelry and thus has developed an instinct for marketing opportunities and a design ability finely tuned to the specifics of a wide spectrum of target groups. Apart from producing the Dugena jewelry collection, G + W introduced special lines on the occasion of the soccer World Cup and successfully strengthened its standing as a sought-after source for popular jewelry like zodiacs, medallions, collector's items and children's collections.

