

JEAN DEPÉRY, CEO EMILE CHOURIET

1 After record years and then a downturn in 2015, 2016 will again be a transitional year and the indicators are certainly not on the rise for the moment. Consumer and purchasing habits are changing. For example, the results of political and social changes in China (anti-corruption laws, customs controls, protectionism, place of purchase restrictions, etc.) have been being felt for some months now and we have to accept them. The Chinese economy is slowing down and there isn't another market that's taking its place to provide the assurance of progress as we experienced after the 2009 crisis. However I see positive growth in the medium term.

2 We've developed our own in-house assortment and calibration. It's improvement of product quality that we're now targeting. We prefer to invest in the quality of our products rather



than grand scale publicity campaigns. It's the value for money relationship that is our strength and our customers are aware of this. Consolidation of our Chinese market is a priority, which still remains highly promising and within which we've become highly competent.

We have also opened new sales outlets throughout various European cities and we have great potential within various international markets that we're opening up this year.

3 Mechanical watchmaking will perpetuate, because it remains the symbol of longevity and flies in the face of all the objects with built-in obsolescence. It bears witness to a precious skill and know-how and its clockwork magic never ceases to amaze. As proof, we've invested greatly in the internal development of our own assortment that remains at the very heart of the mechanical movement. I don't believe in a hybrid mix between the mechanical watch and the smart-watch, this has been tried for years without any tangible result. The association between the two doesn't really create an interesting end product. However, quartz watches may, very slowly but inevitably become "con-

nected", to my mind that's where the true development lies.

4 We're working hard, to make this meeting truly worthwhile. It's such a large investment for the brands, that it must show results. If not, it puts its whole existence in question. The show allows us to introduce ourselves to new customers and to get to know and develop our networks and partnerships. This year, we present a fabulous adventure based around the development of one of our own creations. We're setting up an interactive experience for each person who visits our stand. To understand how the movement works, interact with it, touch it, explore it via tactile screens and get inside the universe that is our brand, that's our goal. To transform the highly technical developments that occur within our workshops into a cultural and learning experience, open to all our visitors.

UWE AHRENDT, CEO NOMOS

1 We can only speak for ourselves and not for the watchmaking world as a whole, but contrary to the wider industry trend, Nomos Glashütte posted growth of over 30 percent in 2015. Consequently we can say that Nomos made a very strong start to the new year. Over the next three years we aim to double in size again and draw on our strengths to achieve even greater growth on the international markets. We'll also continue to invest in research and quality. After all, customers value what NOMOS Glashütte stands for: high-tech and traditional craftsmanship, combined with prizewinning design and a commitment to reasonable prices.

2 This year we will again be concentrating our efforts on our US business - which is increasing turnover and rapidly expanding its retailer network. In fact, the USA is Nomos Glashütte's strongest-growing market at present. That said, we're also pleased by the growth in our domestic and Asian markets. The Neomatik series, first introduced in fall 2015, will continue to be important to our brand - it forms the foundation for our increased focus



on automatic timepieces. After the huge success of the Neomatik 1st edition, which sold out immediately, we'll be presenting a successor series at Baselworld. One highlight this year will be the Tetra Neomatik model, a square and decidedly masculine automatic watch. And in the fall, we'll have even more to unveil. But the overall trend will continue: Nomos Glashütte will be producing this innovative automatic series in larger numbers.



3 We believe that mechanical watches simply offer something different - our products draw on a long history of craftsmanship, giving customers an elegant timepiece that underlines their aesthetic and values. For this reason, we certainly do not see smartwatches as a threat to traditional watches. In fact, the increasing interest in smartwatches among the younger generation means they're thinking more and more about what they wear on their wrists - something that we are, of course, delighted about! After a while, smartwatch wearers will realize that their wristwear keeps becoming obsolete after a few years; by contrast, with a mechanical watch they have a fine timepiece for life that can always be repaired.

4 For us, Baselworld 2016 is once again the place where we'll be meeting with our retail partners and press contacts to exchange ideas and plans. Nomos Glashütte is in the process of developing and strengthening its international profile - and for us there's no better platform to do that than Baselworld.