

# MOVADO GROUP

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COMPANY OVERVIEW  
JANUARY 2025



# SAFE HARBOR STATEMENT

*This presentation contains certain forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. The Company has tried, whenever possible, to identify these forward-looking statements using words such as “expects,” “anticipates,” “believes,” “targets,” “goals,” “projects,” “intends,” “plans,” “seeks,” “estimates,” “may,” “will,” “should” and variations of such words and similar expressions. Similarly, statements in this presentation that describe the Company’s business strategy, outlook, objectives, plans, intentions or goals are also forward-looking statements. Accordingly, such forward-looking statements involve known and unknown risks, uncertainties and other factors that could cause the Company’s actual results, performance or achievements and levels of future dividends to differ materially from those expressed in, or implied by, these statements. These risks and uncertainties may include, but are not limited to general economic and business conditions which may impact disposable income of consumers in the United States and the other significant markets (including Europe) where the Company’s products are sold, uncertainty regarding such economic and business conditions, including inflation, elevated interest rates, increased commodity prices and tightness in the labor market, trends in consumer debt levels and bad debt write-offs, general uncertainty related to geopolitical concerns; the impact of international hostilities, including the Russian invasion of Ukraine and war in the Middle East, on global markets, economies and consumer spending, on energy and shipping costs and on the Company’s supply chain and suppliers, supply disruptions, delivery delays and increased shipping costs, defaults on or downgrades of sovereign debt and the impact of any of those events on consumer spending, evolving stakeholder expectations and emerging complex laws on environmental, social, and governance matters, changes in consumer preferences and popularity of particular designs, new product development and introduction, decrease in mall traffic and increase in e-commerce, the ability of the Company to successfully implement its business strategies, competitive products and pricing including price increases to offset increased costs, the impact of “smart” watches and other wearable tech products on the traditional watch market, seasonality, availability of alternative sources of supply in the case of the loss of any significant supplier or any supplier’s inability to fulfill the Company’s orders, the loss of or curtailed sales to significant customers, the Company’s dependence on key employees and officers, the ability to successfully integrate the operations of acquired businesses without disruption to other business activities, the possible impairment of acquired intangible assets, risks associated with the Company’s minority investments in early-stage growth companies and venture capital funds that invest in such companies, the continuation of the Company’s major warehouse and distribution centers, the continuation of licensing arrangements with third parties, losses possible from pending or future litigation and administrative proceedings, the ability to secure and protect trademarks, patents and other intellectual property rights, the ability to lease new stores on suitable terms in desired markets and to complete construction on a timely basis, the ability of the Company to successfully manage its expenses on a continuing basis, information systems failure or breaches of network security, complex and quickly-evolving regulations regarding privacy and data protection, the continued availability to the Company of financing and credit on favorable terms, business disruptions, and general risks associated with doing business internationally including, without limitation, import duties, tariffs (including retaliatory tariffs), quotas, political and economic stability, changes to existing laws or regulations, and impacts of currency exchange rate fluctuations and the success of hedging strategies related thereto, and the other factors discussed in the Company’s Annual Report on Form 10-K and other filings with the Securities and Exchange Commission. These statements reflect the Company’s current beliefs and are based upon information currently available to it. Be advised that developments subsequent to this presentation are likely to cause these statements to become outdated with the passage of time. The Company assumes no duty to update its forward-looking statements and this presentation shall not be construed to indicate the assumption by the Company of any duty to update its outlook in the future.*



# ABOUT MOVADO GROUP

**~1,500**

Global Employees

**15**

Countries with  
Corporate Offices

**56**

Movado Company Stores

**10**

Renowned Brands

**2**

Key Product Categories

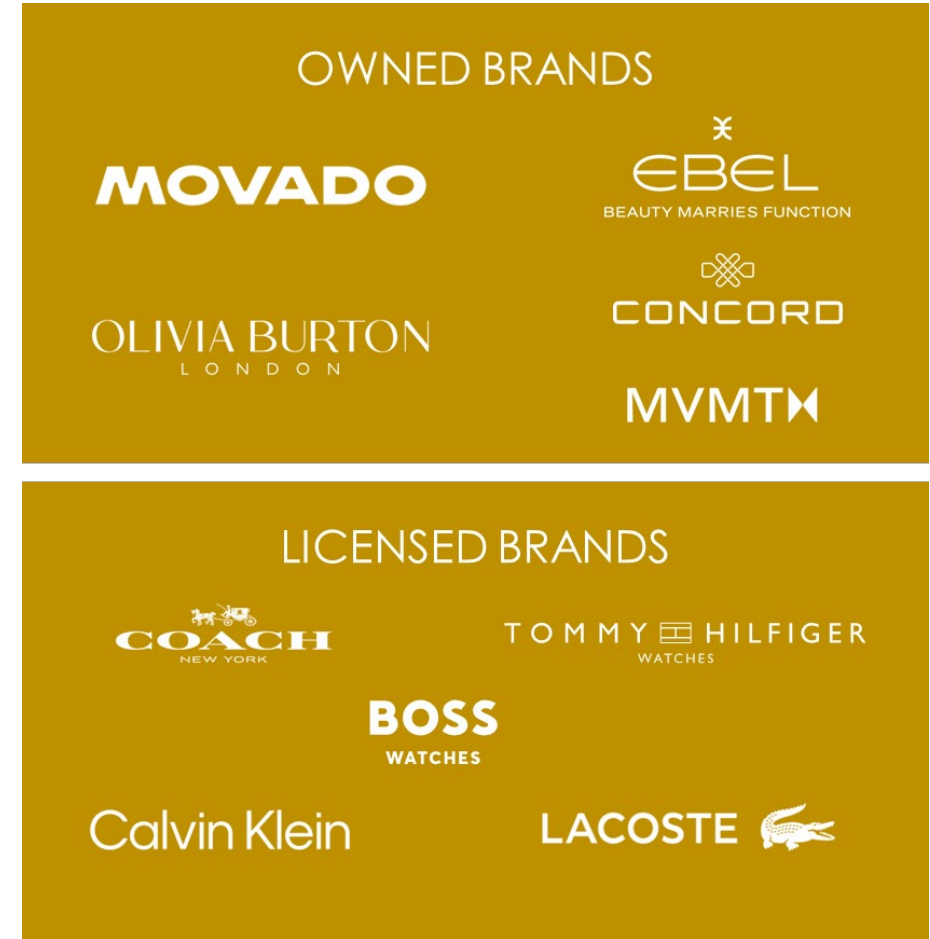
**\$665m**

Estimated turnover in FY25



# ABOUT MOVADO GROUP

- Strongly positioned in the global watch and jewelry market
- Possesses many of the world's most sought-after brands
- World class global infrastructure – systems, talent & processes
- Successful track record of driving change
- Strong balance sheet and cash position



# FINANCIAL HIGHLIGHTS

Asset light model delivers ample cash flow to invest in the business and support quarterly dividend payment of \$0.35 per share and share repurchase activity.

Company maintains no debt.

FY '24 REVENUE

**\$672.6mm**

FY '24 GROSS PROFIT MARGIN

**55.1%**

FY '24 OPERATING INCOME MARGIN

**8.1%**

# WHY WE SUCCEED

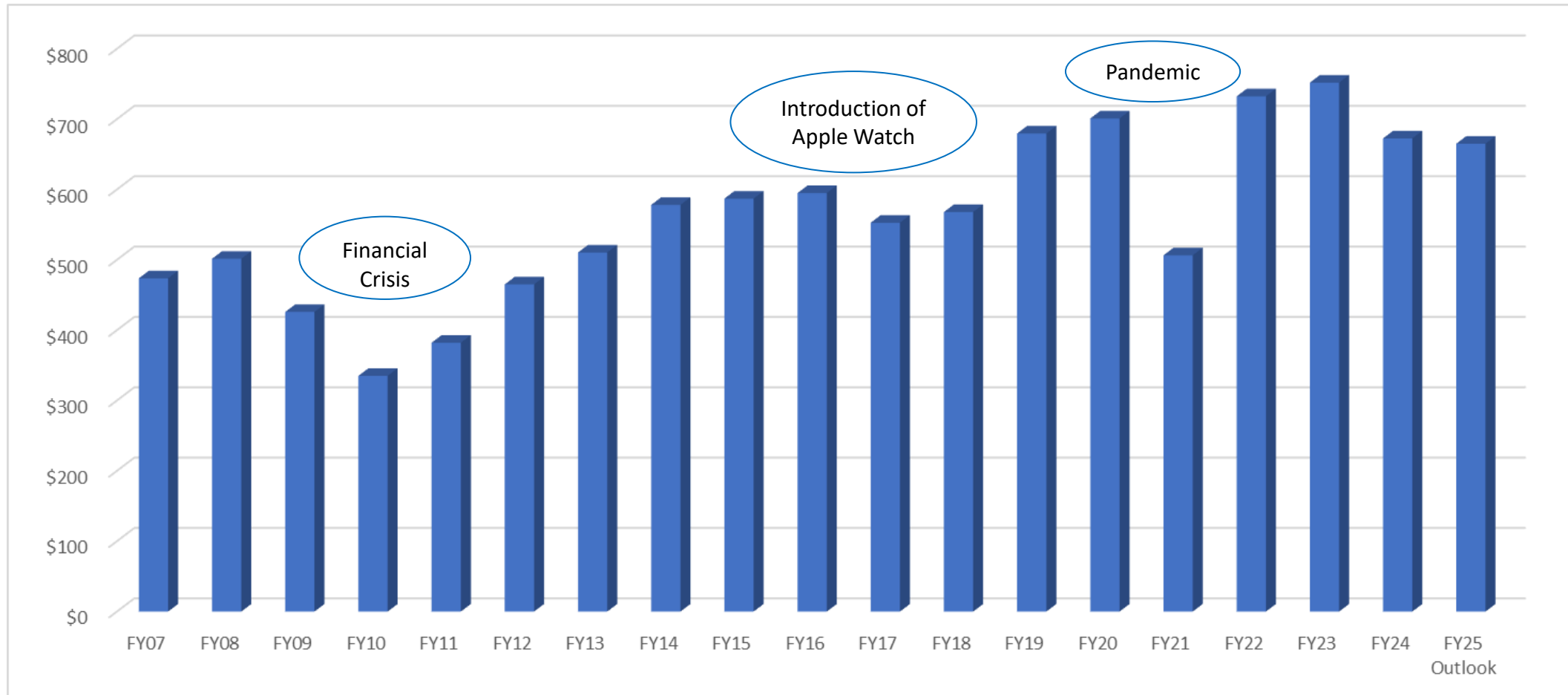
- Iconic and innovative designs drives growing interest in watches and jewelry
- Strong corporate culture with engaged and experience workforce
- Driving growth by:
  - Engaging with consumers in new ways, leveraging technology
  - Maximizing both online and in-store consumer experience
  - Distributing across channels, geographies and consumer types
  - Increasing Direct-To-Consumer business



# MOVADO GROUP SALES HISTORY

## FY 2007 – FY 2025 OUTLOOK

In \$ millions

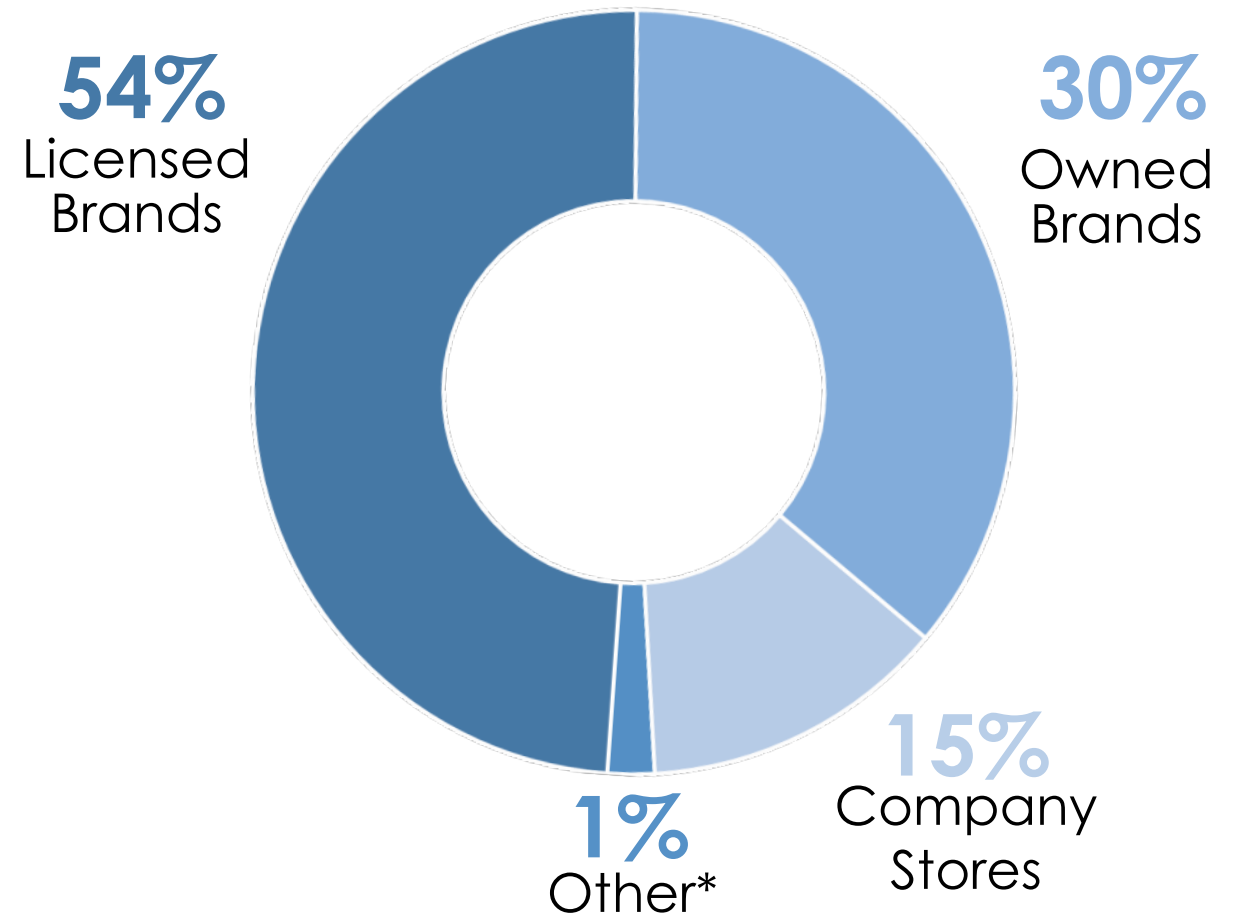


\* Continuing operations. Excludes non-recurring adjustments.

## DIVERSE BRAND PORTFOLIO

Presence in all market segments

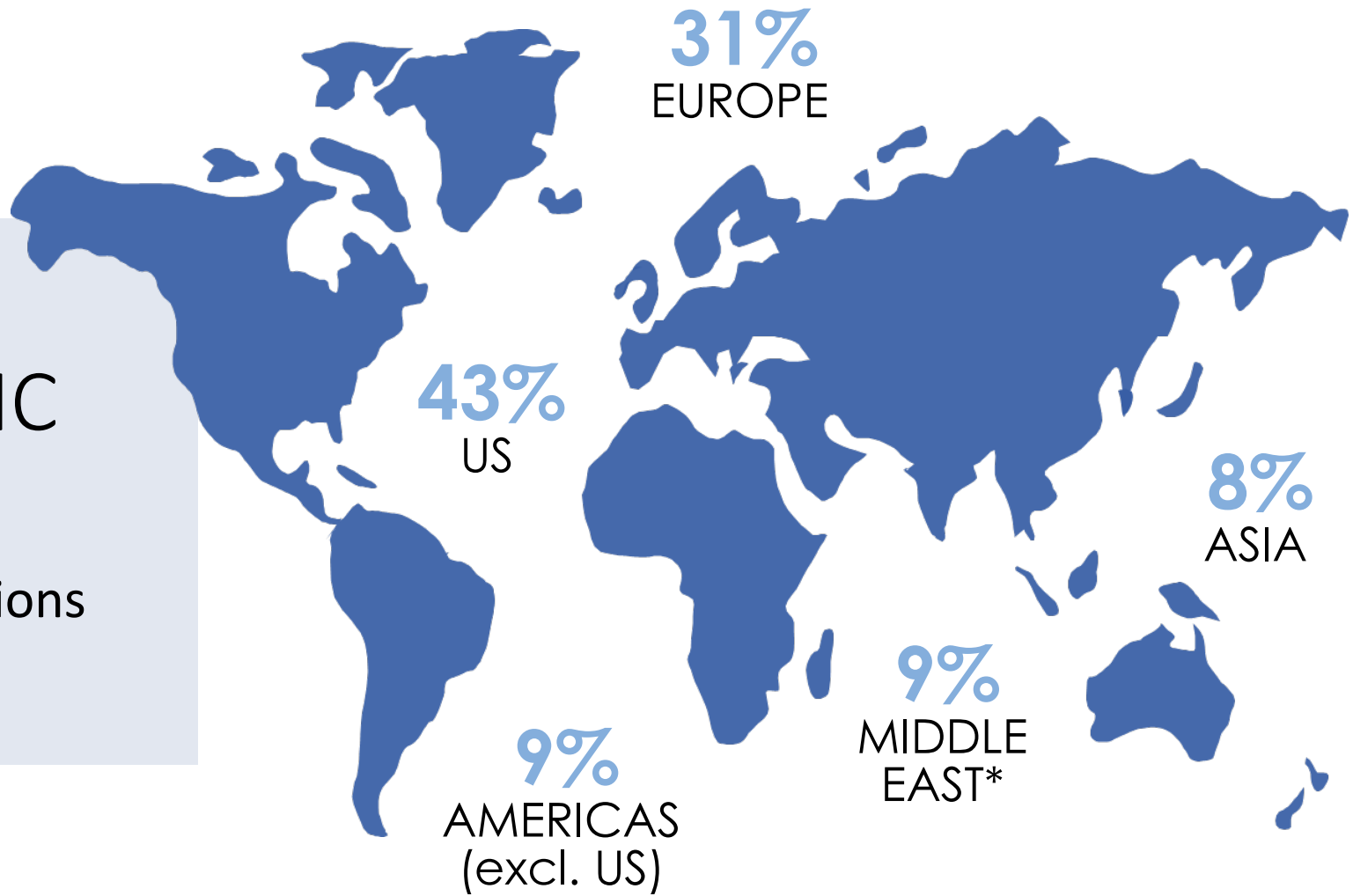
## Percent of Total MOV Revenue (FY '24)



\* Includes after-sales service and all other.

# BROAD GEOGRAPHIC REACH

Presence in all regions  
(FY '24)



# OUR STRATEGY

# DELIVER 4



Drive Change  
for Profitable Growth



Tell a  
Consistent  
Story



Prioritize  
and  
Execute



Innovate  
and  
Differentiate

# OUR BEHAVIORS

**M**

**MOVE**

Progress over perfection.

**O**

**ORIGINAL**

Be innovative and creative.

**V**

**VALOR**

Be bold and make bets.

**A**

**AMBITIOUS**

Drive growth.

**D**

**DETERMINED**

Deliver Results.

**O**

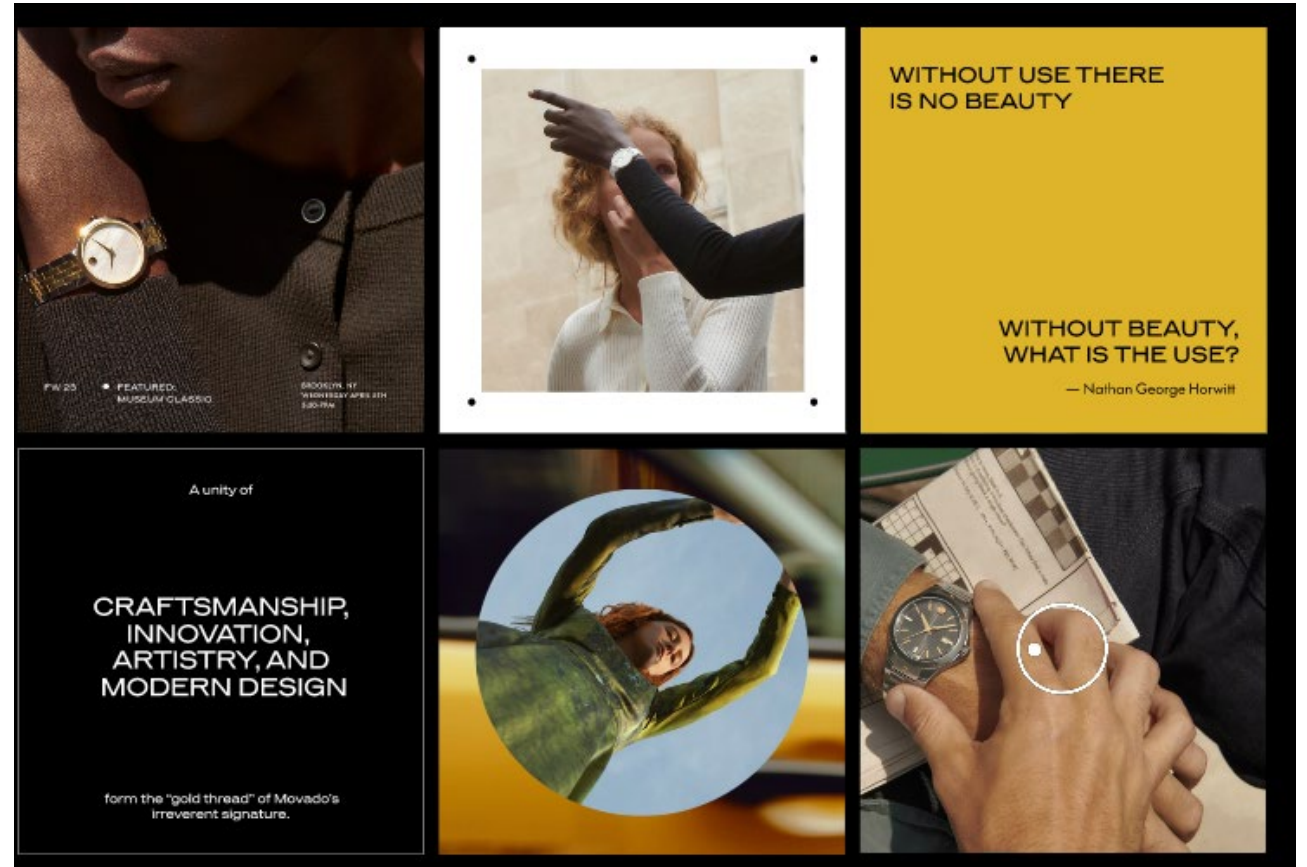
**OWN IT**

# MOVADO

- Unique brand and design point-of-difference that transcends time and trends
- Rich history in Swiss watchmaking spanning 140+ years – Swiss Made since 1881
- Innovation continues to be a focus with a strong new product pipeline
- New brand world and ambassador campaign that elevates and drives cultural relevance for the brand
- Digital presence continues to grow



18 months ago, Movado embarked on a journey to refresh the brand



# Movado continues the journey by welcoming five new long-term ambassadors

JULIANNE MOORE



Academy Winning Actress

JESSICA ALBA



'It Girl' Actress and Entrepreneur

LUDACRIS



Multi-platinum, Grammy Winning  
Rapper and Actor

TYRESE HALIBURTON



All-star & point guard  
for Indiana Pacers

CHRISTIAN MCCAFFREY



Record breaking running  
back for the SF 49ers

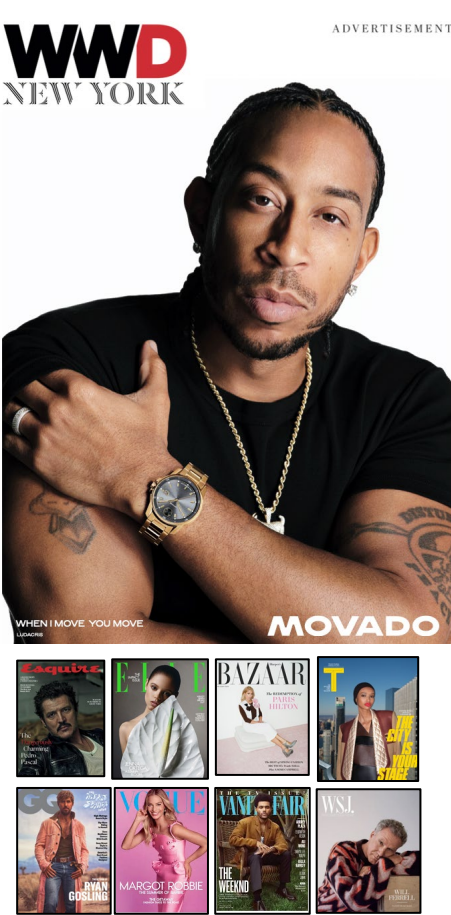


A new campaign that is being amplified across all major touchpoints

**OUTDOOR**



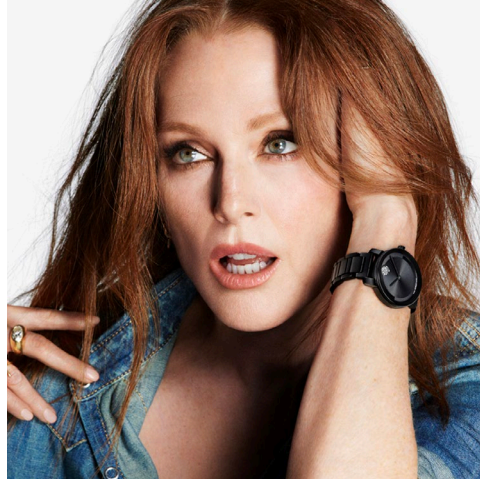
**PUBLICATION**



**TELEVISION/DIGITAL**



# Iconic watches at the heart of everything we do



# EBEL



# CONCORD

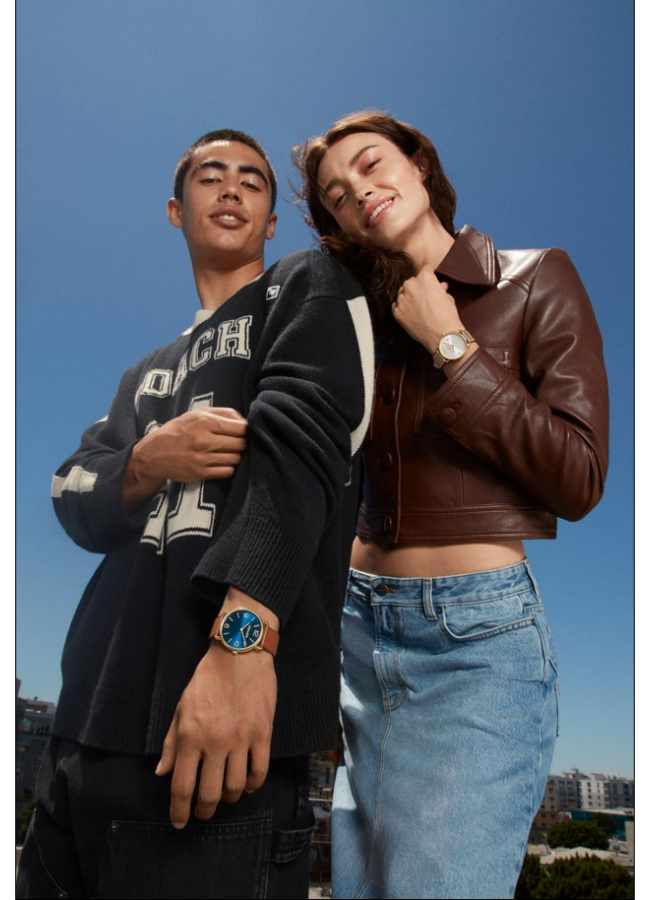


# LICENSED BRANDS

- Strong global presence
- Drive product innovation and strong value
- Focus on omni-channel content and marketing
- Growing successful jewelry business
- Focus on key owned markets



# COACH



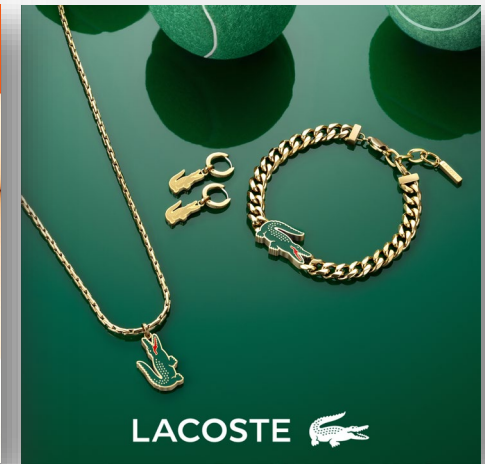
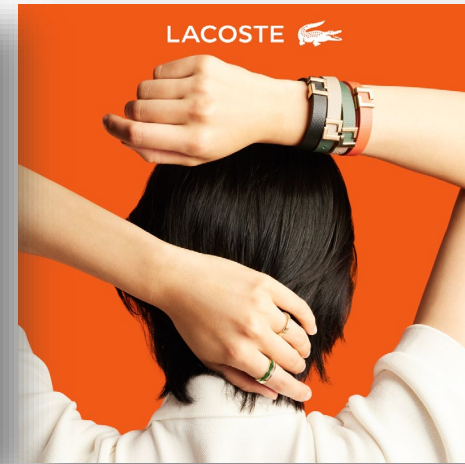
# BOSS



# TOMMY HILFIGER



# LACOSTE



# Calvin Klein



# YOUNG BRANDS

- Acquired MVMT in 2018 and Olivia Burton in 2017
- Updated leadership teams
- Strong on-line presence
- Organic engagement

MVMT

OLIVIA BURTON  
L O N D O N



# MVMT

- Founded in 2013 by 2 millennial entrepreneurs
- **7.1M** annual unique website users + **4.7M** social followers + **1.1M** email subscribers
- California Modern Watches, Sunglasses, & Jewelry
- A digital brand experience



# OLIVIA BURTON

- Founded in London, in 2012.
  - High quality, feminine watches and jewellery
- Reimagined and relaunched in 2023.
  - Elevated aesthetic with an unparalleled attention to detail.
  - Modern and sophisticated
  - Reflecting the brand's British heritage



# OUTLET COMPANY STORES STRATEGY

- Currently 56 stores, predominately outdoor locations in “A” centers
- Drive profitability and operational efficiency
- Elevated Customer Experience
- Direct to consumer
  - Brick and mortar
  - Ecommerce, Launched MCS.com



# WHY MOVADO GROUP

- Strongly positioned in the global watch and accessory category
- Portfolio includes many of the world's most sought-after brands
- World class global infrastructure – systems, talent & processes
- Relentless focus on driving profitable growth
- Strong balance sheet and cash position



# APPENDIX

- Fiscal 2025 and Fiscal 2024 Financial Highlights
- Reconciliations of Non-GAAP Measures

*In this presentation, the Company presents certain financial measures that are not calculated according to generally accepted accounting principles in the United States (“GAAP”). Specifically, the Company is presenting adjusted operating expenses, adjusted operating income, adjusted pre-tax income, adjusted tax provision and adjusted net income, which are operating expenses, operating income, pre-tax income, tax provision and net income, respectively, under GAAP, adjusted to eliminate the cost savings initiative and repatriation of foreign earnings. The Company believes these adjusted measures are useful because they give investors information about the Company’s financial performance without the effect of certain items that the Company believes are not characteristic of its usual operations. Additionally, the Company is presenting constant currency information to provide a framework to assess how its business performed excluding the effects of foreign currency exchange rate fluctuations in the current period. Comparisons of financial results on a constant dollar basis are calculated by translating each foreign currency at the same U.S. dollar exchange rate as in effect for the prior-year period for both periods being compared. The Company believes this information is useful to investors to facilitate comparisons of operating results. These non-GAAP financial measures are designed to complement the GAAP financial information presented in this release. The non-GAAP financial measures presented should not be considered in isolation from or as a substitute for the comparable GAAP financial measures, and the methods of their calculation may differ substantially from similarly titled measures used by other companies.*



# FY 2025 3 MONTHS ENDED OCTOBER 2024 FINANCIAL RESULTS

- Net sales decreased 2.6% versus last year, decreased 3.5% on constant currency
  - U.S. sales decreased 7.1% versus last year
  - International sales increased 0.4% versus last year, decreased 1.1% on constant currency
- GM 53.8% versus 54.5% last year
- Operating income \$6.6M versus \$20.7M last year (adjusted Operating income of \$9.3 million for the 3 months ended October 2024)\*
- Net income \$5.1M versus \$17.4M last year (adjusted Net income of \$8.3 million for the 3 months ended October 2024)\*
- EPS \$0.22 versus \$0.77 last year (adjusted EPS of \$0.37 for the 3 months ended October 2024)\*
- Cash of \$181.5M as of October 31, 2024, with no debt

\*Adjusted for unusual items. See GAAP reconciliations in our FY25 earnings release at [www.movadogroup.com/investor](http://www.movadogroup.com/investor).



# FY 2025 9 MONTHS ENDED OCTOBER 2024 FINANCIAL RESULTS

- Net sales decreased 2.9% versus last year, decreased 3.2% on constant currency
  - U.S. sales decreased 4.5% versus last year
  - International sales decreased 1.7% versus last year, decreased 2.3% on constant currency
- GM 54.4% versus 55.5% last year
- Operating income \$12.9M versus \$41.2M last year (adjusted Operating income of \$15.6 million for the 9 months ended October 31, 2024)\*
- Net income \$11.7M versus \$34.6M last year (adjusted Net income of \$14.9 million for the 9 months ended October 31, 2024)\*
- EPS \$0.52 versus \$1.53 last year (adjusted EPS of \$0.66 for the 9 months ended October 31, 2024)\*
- Cash of \$181.5M as of October 31, 2024, with no debt

\*Adjusted for unusual items. See GAAP reconciliations in our FY25 earnings release at [www.movadogroup.com/investor](http://www.movadogroup.com/investor).



# FY 2024 12 MONTHS ENDED JANUARY 2024 FINANCIAL RESULTS

- Net sales decreased 10.5% versus last year, 11.7% on constant currency
  - U.S. sales decreased 13.1% versus last year
  - International sales decreased 8.5% versus last year, 10.6% on constant currency
- GM 55.1% versus 57.7% last year
- Operating income \$54.7M versus \$120.4 last year
- Net income \$46.7M versus \$94.5M last year
- EPS \$2.06 versus \$4.12 last year
- Cash of \$262.1M as of January 31, 2024, with no debt



**MOVADO GROUP, INC.**  
**GAAP AND NON-GAAP MEASURES**  
(In thousands, except per share data)  
(Unaudited)

	<u>Net Sales</u>	<u>Gross Profit</u>	<u>Total Operating Expenses</u>	<u>Operating Income</u>	<u>Pre-tax Income</u>	<u>Provision/(benefit) for Income Taxes</u>	<u>Net Income Attributable to Movado Group, Inc.</u>	<u>Diluted EPS</u>
<b>Three Months Ended October 31, 2024</b>								
<b>As Reported (GAAP)</b>	\$ 182,727	\$ 98,396	\$ 91,846	\$ 6,550	\$ 7,928	\$ 2,495	\$ 5,050	\$ 0.22
Cost-Savings Initiative (1)	-	-	(2,735)	2,735	2,735	561	2,174	0.10
Repatriation of Foreign Earnings (2)	-	-	-	-	-	(1,091)	1,091	0.05
<b>Adjusted Results (Non-GAAP)</b>	<u>\$ 182,727</u>	<u>\$ 98,396</u>	<u>\$ 89,111</u>	<u>\$ 9,285</u>	<u>\$ 10,663</u>	<u>\$ 1,965</u>	<u>\$ 8,315</u>	<u>\$ 0.37</u>
<b>Three Months Ended October 31, 2023</b>								
<b>As Reported (GAAP)</b>	<u>\$ 187,686</u>	<u>\$ 102,328</u>	<u>\$ 81,636</u>	<u>\$ 20,692</u>	<u>\$ 22,189</u>	<u>\$ 4,519</u>	<u>\$ 17,389</u>	<u>\$ 0.77</u>

(1) Related to provision established associated with corporate cost-savings initiative.

(2) Tax impact of repatriation of foreign earnings, primarily related to foreign currency gains.



**MOVADO GROUP, INC.**  
**GAAP AND NON-GAAP MEASURES**  
(In thousands, except per share data)  
(Unaudited)

	<u>Net Sales</u>	<u>Gross Profit</u>	<u>Total Operating Expenses</u>	<u>Operating Income</u>	<u>Pre-tax Income</u>	<u>Provision/(benefit) for Income Taxes</u>	<u>Net Income Attributable to Movado Group, Inc.</u>	<u>Diluted EPS</u>
<b>Nine Months Ended October 31, 2024</b>								
<b>As Reported (GAAP)</b>	\$ 478,709	\$ 260,274	\$ 247,383	\$ 12,891	\$ 18,090	\$ 5,733	\$ 11,662	\$ 0.52
Cost-Savings Initiative (1)	-	-	(2,735)	2,735	2,735	561	2,174	0.09
Repatriation of Foreign Earnings (2)	-	-	-	-	-	(1,091)	1,091	0.05
<b>Adjusted Results (Non-GAAP)</b>	<u>\$ 478,709</u>	<u>\$ 260,274</u>	<u>\$ 244,648</u>	<u>\$ 15,626</u>	<u>\$ 20,825</u>	<u>\$ 5,203</u>	<u>\$ 14,927</u>	<u>\$ 0.66</u>
<b>Nine Months Ended October 31, 2023</b>								
<b>As Reported (GAAP)</b>	<u>\$ 492,981</u>	<u>\$ 273,617</u>	<u>\$ 232,378</u>	<u>\$ 41,239</u>	<u>\$ 45,072</u>	<u>\$ 9,938</u>	<u>\$ 34,566</u>	<u>\$ 1.53</u>

(1) Related to provision established associated with corporate cost-savings initiative.

(2) Tax impact of repatriation of foreign earnings, primarily related to foreign currency gains.

