



MOVADO GROUP INC.

VIDEO



MOVADO GROUP INC.

SAFE HARBOR STATEMENT

This press release 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,” “projects,” “may,” “will,” “should” and similar expressions. Similarly, statements in this press release 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: the Company's ability to successfully introduce and sell new products, the Company's ability to successfully integrate the operations of newly acquired and/or licensed brands without disruption to its other business activities, changes in consumer demand for the Company's products, risks relating to the retail industry, import restrictions, competition, seasonality 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 Be advised that developments subsequent to this press release are likely to cause these statements to become outdated with the passage of time.



AGENDA

- COMPANY OVERVIEW
- COMPANY STRATEGIES
- BRAND HIGHLIGHTS
- FINANCIAL HIGHLIGHTS



KEY INVESTMENT HIGHLIGHTS

- Poised for strong 8 - 10% annualized revenue growth over next 5 years
- Projected 10 - 12% annualized profit growth over next 5 years
- Continued strong cash flow generation



MOVADO GROUP STRATEGIES

DRIVE SALES GROWTH

- Enhance brand building efforts across portfolio
 - New Product Introductions
 - Targeted International Expansion
 - Image Building Advertising and Associations
- Realize potential of younger businesses
 - Movado Boutiques
 - Integration of Ebel
 - Launch Hugo Boss and Juicy Couture



MOVADO GROUP STRATEGIES

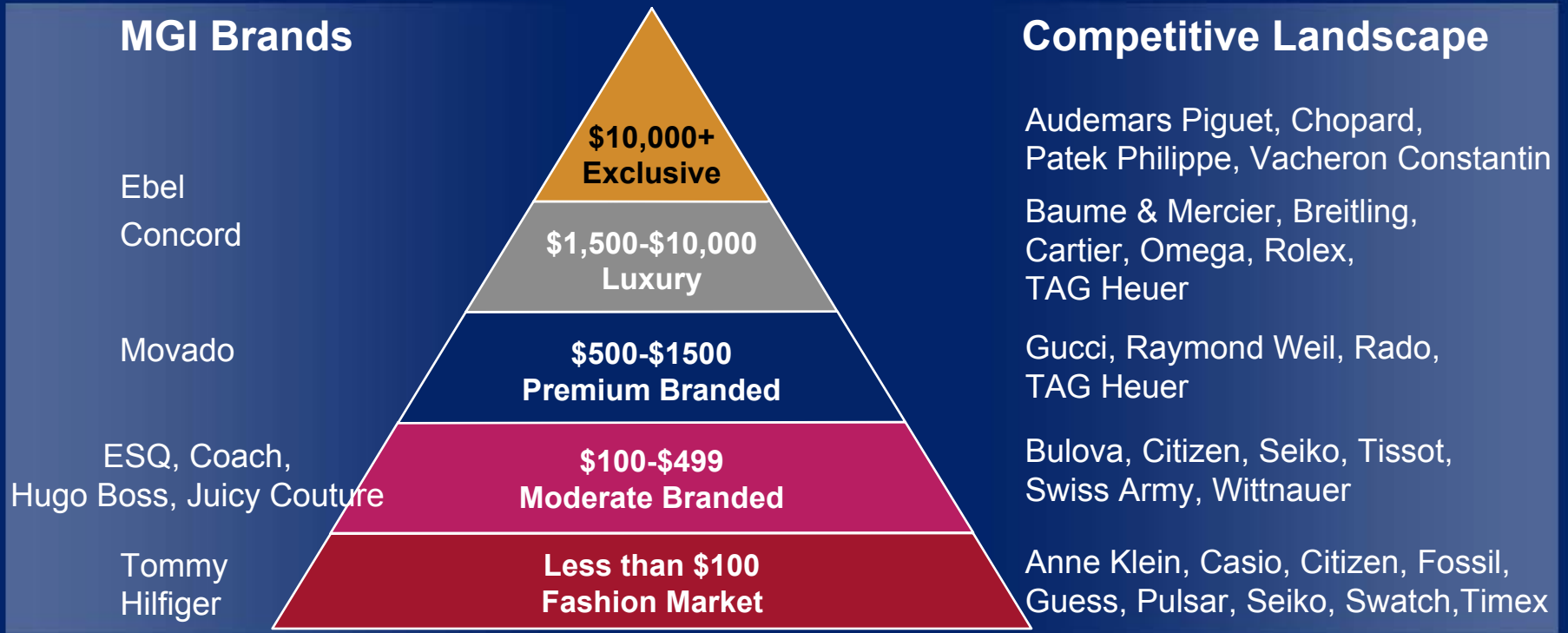
FOCUS ON KEY FINANCIAL METRICS

- Enhance Productivity
- Maximize Profitability
- Continued Strong Cash Flow Generation



LEADING BRANDS

IN A \$15 BILLION MARKET



MOVADO GROUP INC.

LUXURY BRANDS 20%

Ebel



Concord



MOVADO GROUP INC.

BRAND VISION

EBEL

Return Ebel to a premier global luxury status brand, building the image, creating perceived value, exclusivity and desirability, while building a sustainable and profitable business.



MOVADO GROUP INC.



EBEL

advertising
campaign

EBEL
THE ARCHITECTS OF TIME



MOVADO GROUP INC.

Like Ebel,
Gisele has global reach
and international appeal.

Greece



Spain



Germany



France



Brazil



USA

EBEL

advertising
campaign



MOVADO GROUP INC.

EBEL GROWTH STRATEGY

- Significant progress made toward restoring Ebel to a strong global luxury status brand
- Deliver a compelling product assortment
- Strong Image Building Global Advertising Support
 - Continued bold executions featuring Claudia Schiffer
 - Introduction of Gisele to campaign
- Build momentum through comprehensive marketing programs and sales initiatives
- Drive profitability to acceptable levels

EBEL



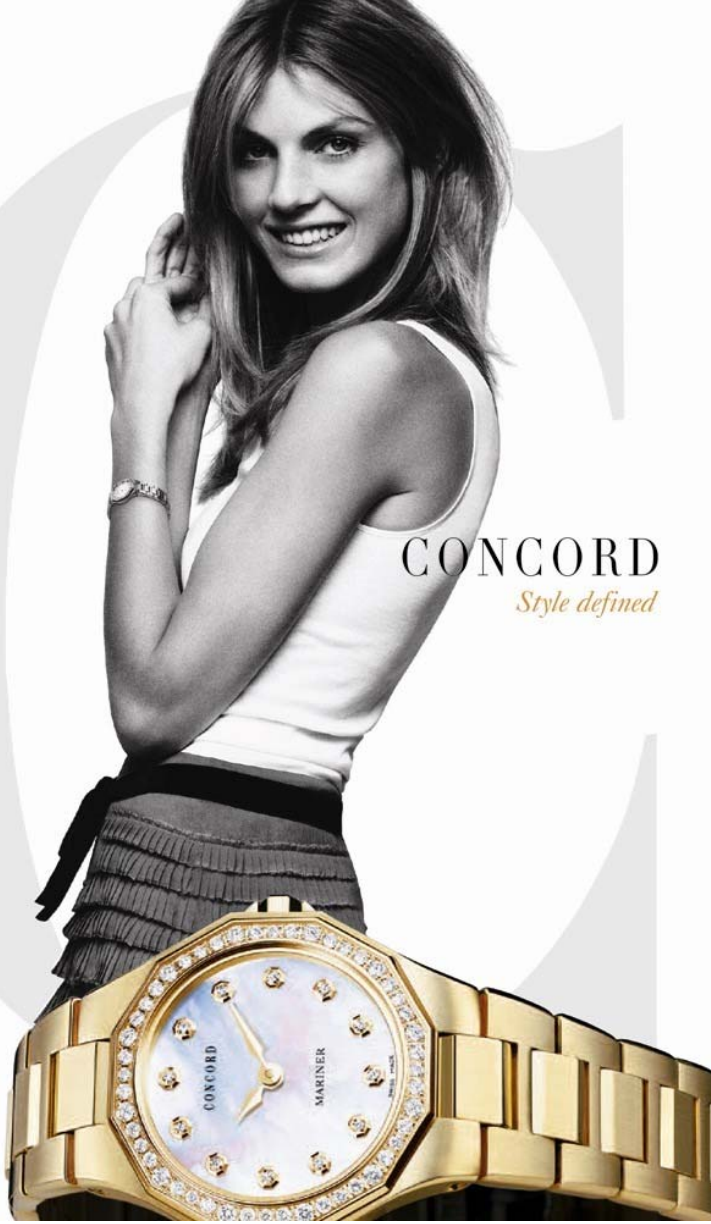
MOVADO GROUP INC.

BRAND POSITIONING

Concord stands for refined elegance and sophisticated style for people driven by individual expressions of luxury


CONCORD

©2005 Concord Watch Company. Call 888 812 6626 for more information. concord-watch.com



CONCORD
Style defined



CONCORD

advertising
campaign



MOVADO GROUP INC.

CONCORD BRAND STRATEGY

- Restore Concord to its strong position in the mid-luxury market
- Better identify/differentiate the brand in a category that has been challenging
 - Entering planning phase
 - Key component will be to conduct in-depth customer research
- Revitalize the business and rationalize expense structure
- Continued focus on existing markets


CONCORD



MOVADO GROUP INC.

ACCESSIBLE LUXURY BRANDS 50%

Movado



ESQ



MOVADO GROUP INC.

MOVADO BRAND

AN ICON OF MODERNISM

MOVADO
the art of time

- Founded in Switzerland in 1881, a legacy of design innovation
- Influenced by the functional purity and simplicity of the Bauhaus movement
- Identified with modernism and associated with the cultural arts
- Globally-recognized, luxury brand name with clearly-defined and consistent brand imaging



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MOVADO SPONSORSHIPS

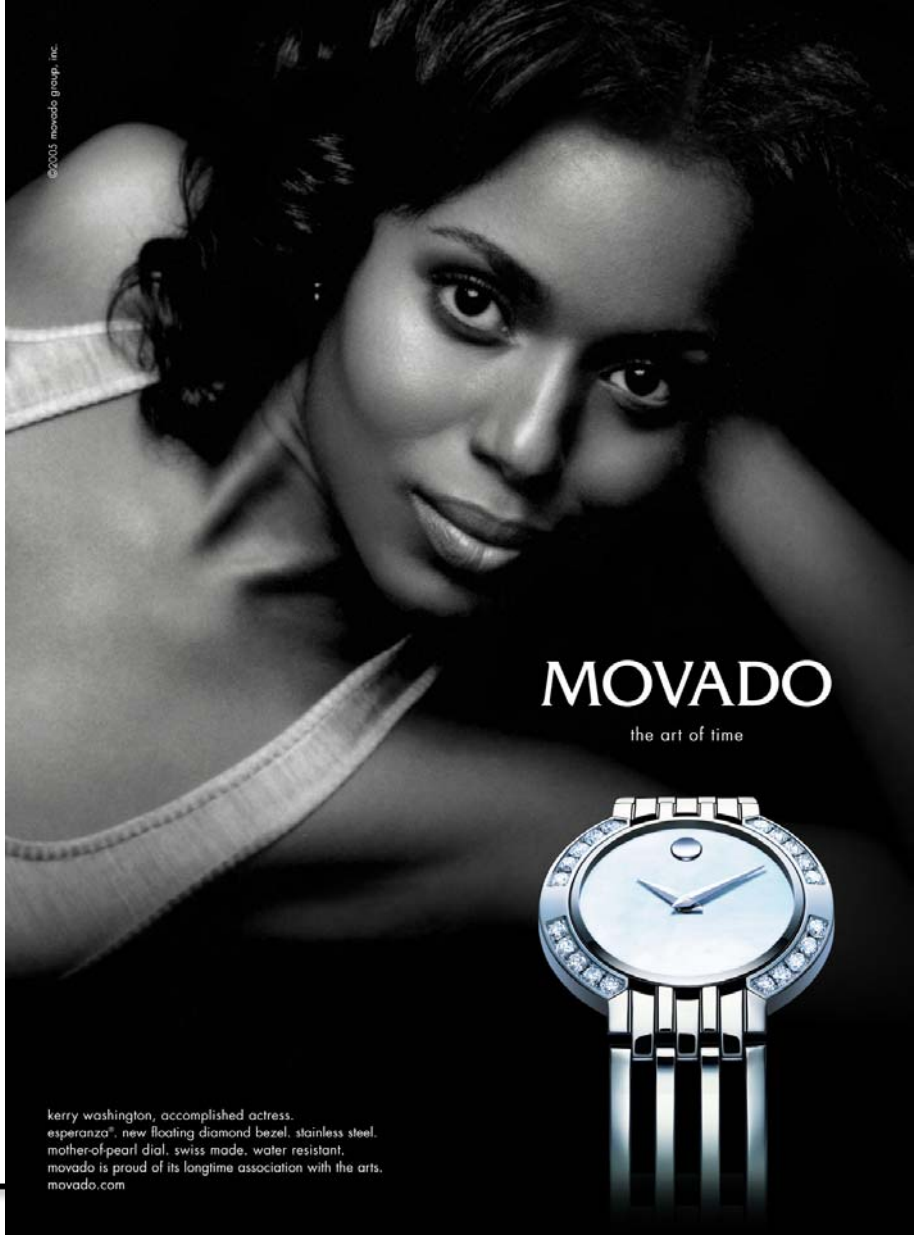
- New York City Ballet
- Lincoln Center for the Performing Arts
- John F. Kennedy Center for the Performing Arts – Washington, DC
- Jazz@Lincoln Center
- Miami International Film Festival
- Miami City Ballet

MOVADO
the art of time



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MOVADO

the art of time



kerry washington, accomplished actress.
esperanza™, new floating diamond bezel, stainless steel,
mother-of-pearl dial, swiss made, water resistant.
movado is proud of its longtime association with the arts.
movado.com

MOVADO

the art of time

the art of time



MOVADO GROUP INC.

MOVADO BRAND

GROWTH STRATEGY

- Build upon Movado's dominant position in the U.S. market
- International expansion focused on China
- Enhance Movado's image as a lifestyle brand encompassing focused product categories – Build our retail presence
- Focus on continued product development and image building advertising campaign

MOVADO
the art of time



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BRAND POSITIONING

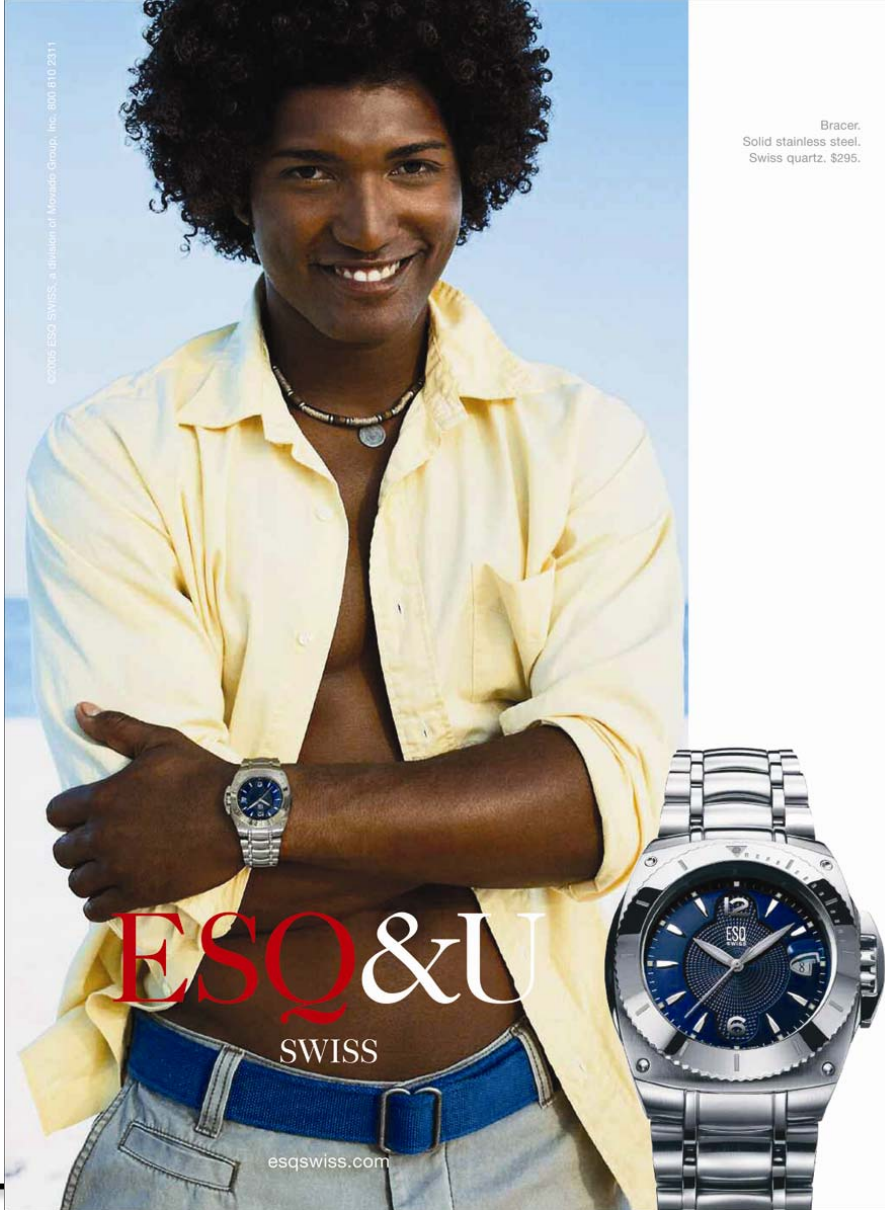
ESQ
SWISS

For those who recognize superior design and quality, ESQ is the Swiss watch brand that provides exceptional value.



MOVADO GROUP INC.

©2009 ESQ SWISS, a division of Movado Group, Inc. 800.810.2311



Bracer.
Solid stainless steel.
Swiss quartz. \$295.

ESQ & U
SWISS

esqswiss.com

ESQ
SWISS

advertising
campaign



MOVADO GROUP INC.

ESQ GROWTH STRATEGY

- Growing market share
- Introduce distinctive product designs
- Bold product advertising featuring Swiss quality and design
- Upgraded positioning with integrated marketing support
- Continued focus on North American markets

ESQ
SWISS



MOVADO GROUP INC.

RETAIL BUSINESS 15%



MOVADO GROUP INC.

OBJECTIVE

Give consumers, who seek quality products and have an appreciation for artistry and design, the opportunity to fully experience Movado's design philosophy.

MOVADO
BOUTIQUES



MOVADO GROUP INC.

introducing the movado diamond™.
114 facets maximize fire and brilliance,
round and square cuts so unique,
they're potent, diamonds so radiant,
they're breathtaking. rings from \$2,395.

love rocks



MOVADO

the art of design

exclusively at movado boutiques: rockefeller center • soho • the westchester • roosevelt field • short hills
riverside square • king of prussia • chestnut hill • tysons corner • aventura • boca raton • dadeland • northbrook
woodfield • las vegas • bellevue • valley fair • for more information call 1 888 4MOVADO

©2003 movado group, inc.

MOVADO
BOUTIQUES

movado
diamond



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BOUTIQUE STRATEGY

- Growth vehicle that extends Movado brand into a lifestyle
- Expand from 27 locations to ~30
 - “A” malls, “A” locations within mall
 - Cluster market real estate strategy
 - Approximately 2,200 - 2,600 sq. ft.
- Generate \$60+ million in revenue
- Reinforces luxury image of Movado brand and supports wholesale business

MOVADO
BOUTIQUES



MOVADO GROUP INC.

LICENSED BRANDS 15%



EST. 1941

HUGO BOSS



TOMMY  HILFIGER



MOVADO GROUP INC.

BRAND PHILOSOPHY

A distinctive American brand -
Coach delivers stylish,
aspirational, extremely well-
made products that represent
excellent value

COACH
WATCH



MOVADO GROUP INC.



COACH
WATCH

advertising
campaign



MOVADO GROUP INC.

COACH GROWTH STRATEGY

- Focus on strong Coach markets – U.S. and the Japanese consumer
- New product introductions aligned with Coach leather goods products
- Expand presence in Coach retail stores
- Seize Coach growth momentum

COACH
WATCH



MOVADO GROUP INC.

BRAND POSITIONING

TOMMY  HILFIGER
watches

For the young, and young-at-heart, Tommy Hilfiger offers cool designer watches that epitomize a fashionable, All-American style



MOVADO GROUP INC.



TOMMY  HILFIGER
watches

advertising
campaign



MOVADO GROUP INC.

LONG-TERM GROWTH OBJECTIVES

- Continued exceptional product development
- Leverage critical mass in North America
- Global door expansion
- Build to approximately \$50 million business by FY 2008

TOMMY  HILFIGER
watches



MOVADO GROUP INC.

GLOBAL LICENSE AGREEMENT

- Powerful partnership with a leading global fashion group
- Watch collection will be positioned at the high end of the fashion watch category
- Complementary from a strategic, operational and geographic perspective
- Agreement took effect March 21, 2005 with major new product launch planned in calendar 2006

HUGO BOSS

BOSS
HUGO BOSS

BOSS
HUGO BOSS



MOVADO GROUP INC.

GLOBAL LICENSE

AGREEMENT

- Exclusive partnership with fast growing fashion lifestyle brand in upscale contemporary category
- Juicy purchased by Liz Claiborne in 2003, facilitating the brand's growth
- Watch collection to feature feminine, fashion-forward whimsical styling
- Select high-end retail distribution initially in the U.S. followed by Europe and Asia
- Launch planned for Fall 2006



MOVADO GROUP INC.

NET SALES

\$ in MILLIONS

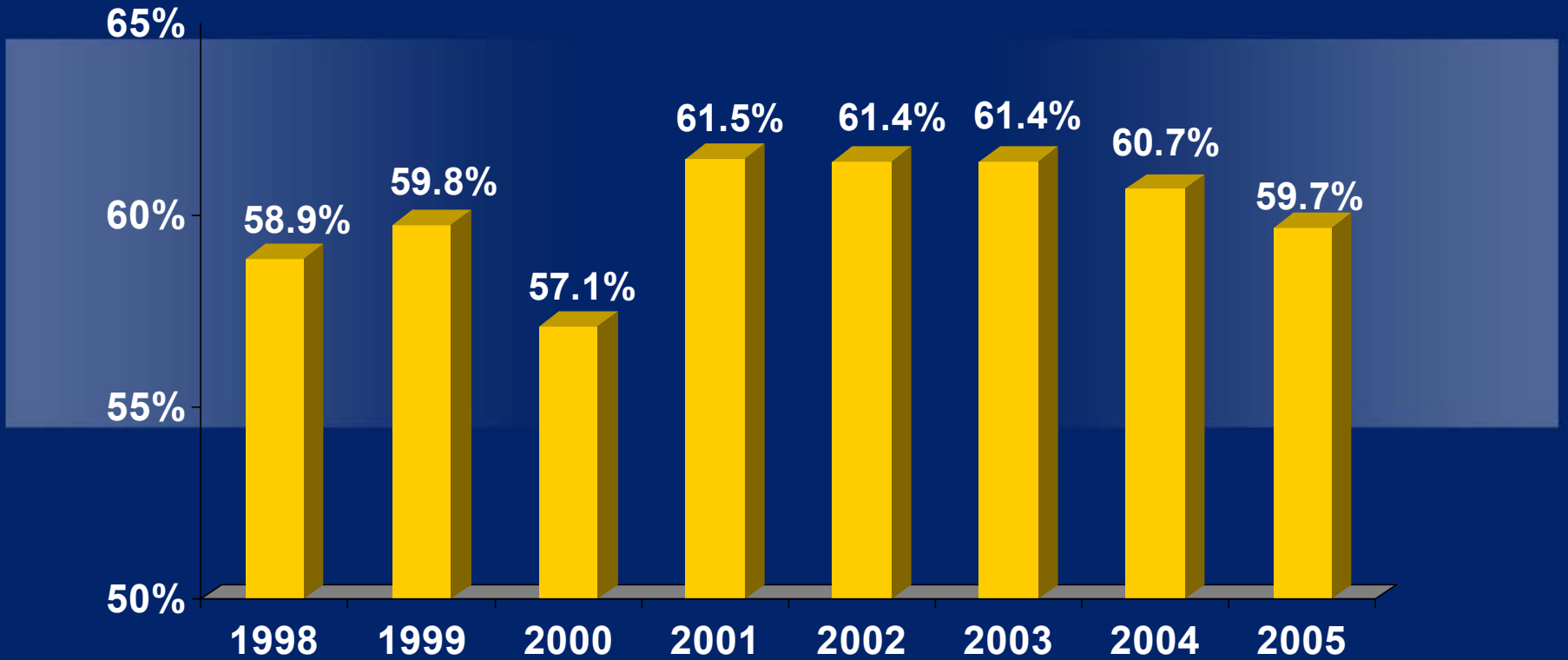


Net sales from
ongoing operations



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GROSS PROFIT %



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OPERATING PROFIT

\$ in MILLIONS



Fiscal 2005 excludes a \$2.0 million non-cash impairment charge



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DILUTED EARNINGS PER SHARE PERFORMANCE

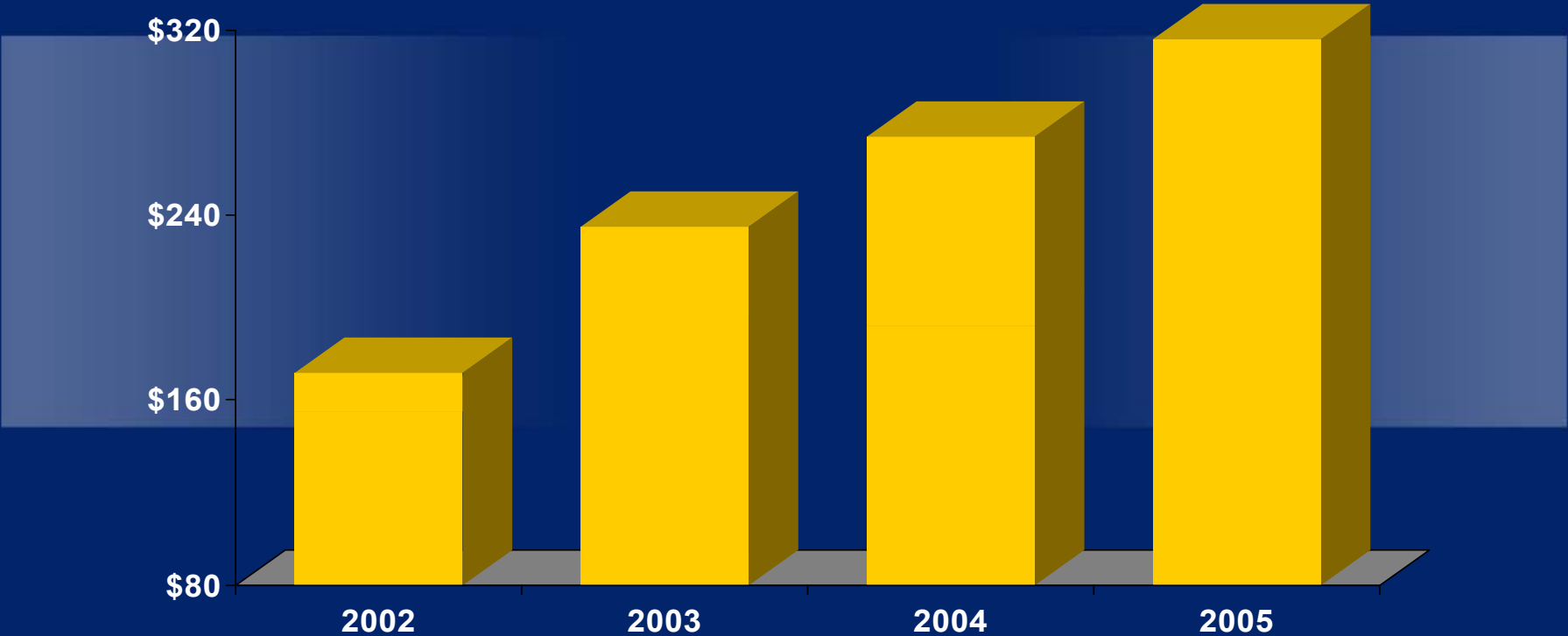


Fiscal 2005 includes a one-time legal settlement gain of \$0.03 and \$0.11 dilution from the acquisition of Ebel

FINANCIAL STRENGTH

SHAREHOLDERS EQUITY

\$ in MILLIONS



MOVADO GROUP INC.

CASH FLOW FROM OPERATIONS

\$ in MILLIONS

\$175+ MILLION
Generated Over 6 Years



MOVADO GROUP INC.

DIVIDEND GROWTH PER SHARE



MOVADO GROUP INC.

FINANCIAL STRENGTHS

- Low leveraged company
- Strong brand recognition
- Strong cash flow generator
- Acquisition capability



SUMMARY

- Poised for strong 8 - 10% annualized revenue growth over next 5 years
- Projected 10 - 12% annualized profit growth over next 5 years
- Continued strong cash flow generation





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