



MOVADO GROUP INC.

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# 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,” “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 Be advised that developments subsequent to this press release are likely to cause these statements to become outdated with the passage of time.*



MOVADO GROUP INC.

# KEY INVESTMENT HIGHLIGHTS

- Powerful portfolio of brands and businesses
- Consistent track record of profitable growth
- Strong balance sheet
- Strong cash flow generator

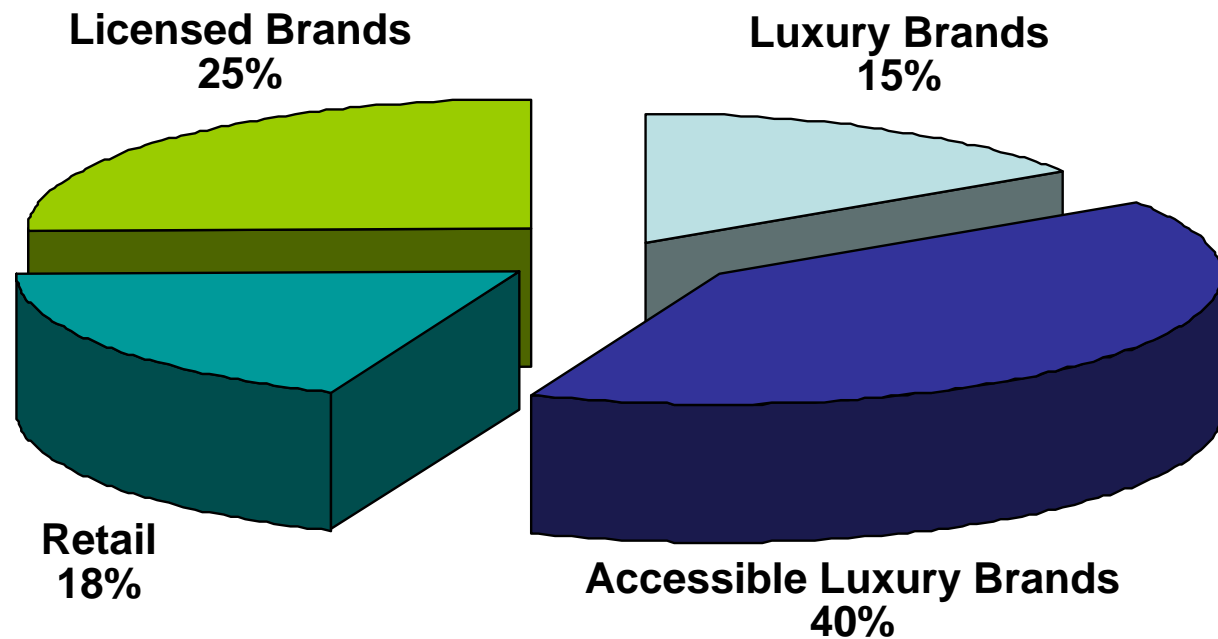


# CORE COMPETENCIES

- Strong Culture of Success
- Exceptional Brand Builders
- Leader in Product Design & Innovation
- Marketing/Advertising Expertise
- Deep Market Knowledge & Strong Customer Relationships
- Flexible Global Supply Chain Infrastructure



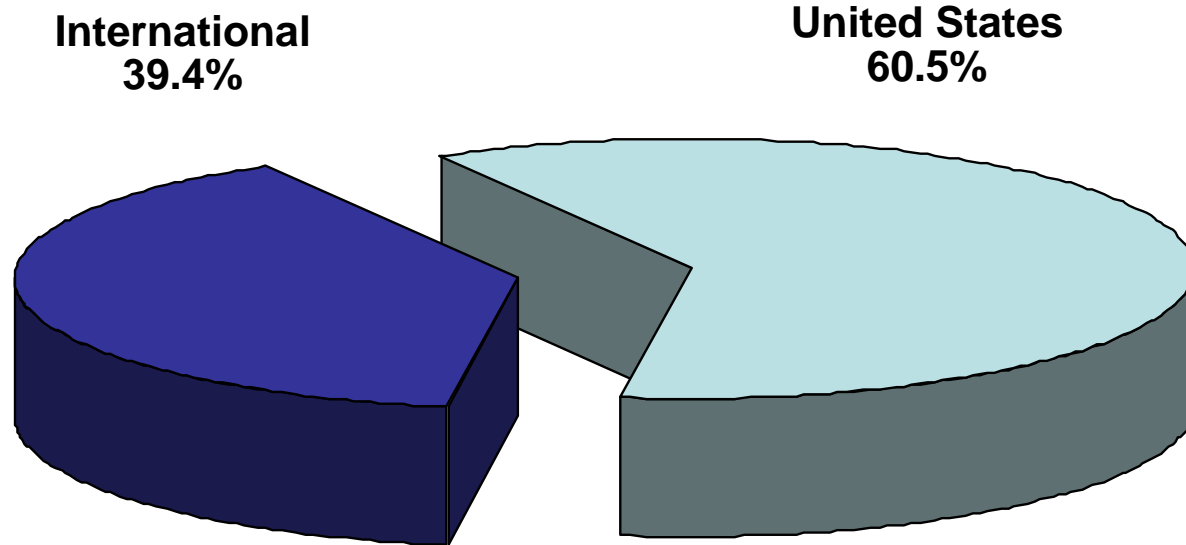
# DIVERSE PORTFOLIO BRANDS & BUSINESSES



\* Remaining 3% comprised of shipping and service



# GLOBAL BUSINESS



**\* 48% of wholesale watch business generated from international markets**



# LEADING BRANDS IN A \$15 BILLION MARKET

## MGI Brands

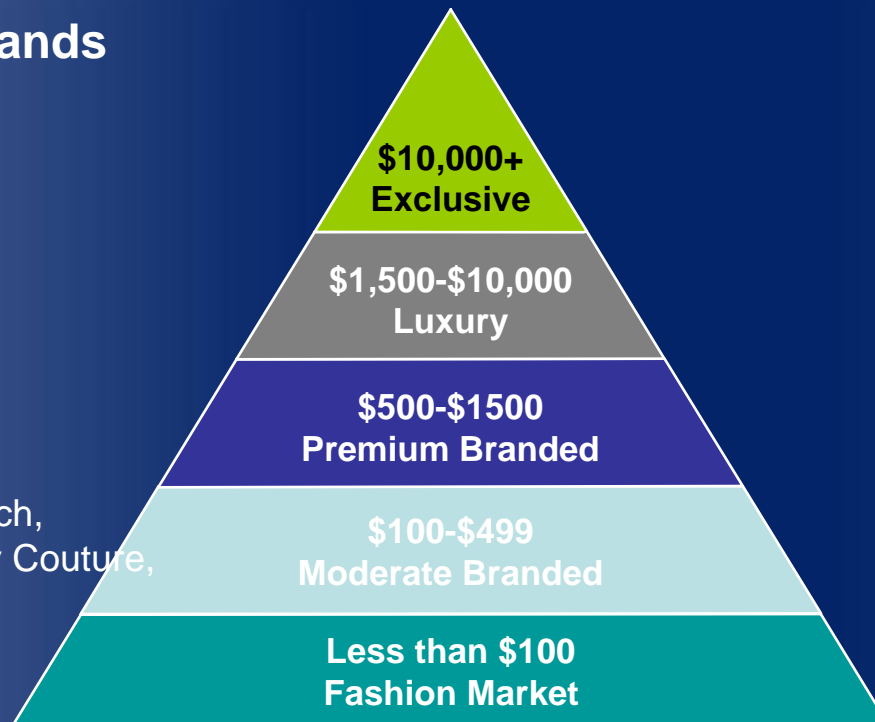
Concord

Ebel

Movado

ESQ, Coach,  
Hugo Boss, Juicy Couture,  
Lacoste

Tommy  
Hilfiger



## Competitive Landscape

Audemars Piguet, Chopard,  
Patek Philippe, Vacheron Constantin

Baume & Mercier, Breitling,  
Cartier, Omega, Rolex,  
TAG Heuer

Gucci, Raymond Weil, Rado,  
TAG Heuer

Bulova, Citizen, Seiko, Tissot,  
Swiss Army, Wittnauer

Anne Klein, Casio, Citizen, Fossil,  
Guess, Pulsar, Seiko, Swatch, Timex



MOVADO GROUP INC

# MOVADO GROUP STRATEGIES

## BRAND BUILDING

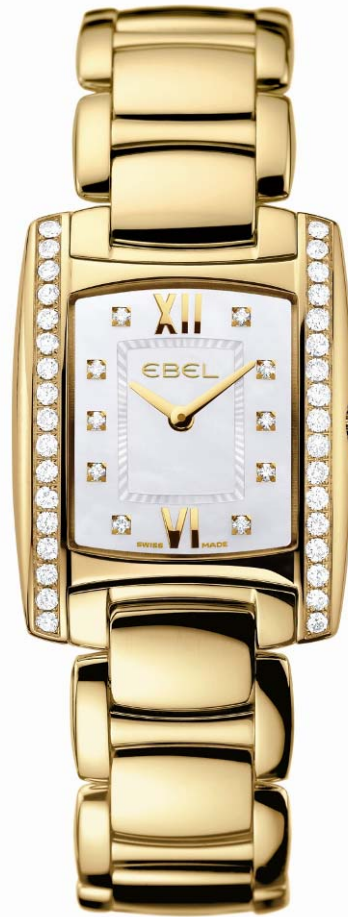
- Consistently maintain brand health and relevance through:
  - New Product Introductions
  - Strong Retailer Relationships
  - Image Building Advertising and Associations
- Realize potential of younger businesses:
  - Juicy Couture
  - Lacoste
  - China







**Concord**



**Ebel**



**luxury  
brands  
15%**

MOVADO GROUP INC.

## BRAND **POSITIONING**

*Driven by an uncompromising quest for technical perfection, the new Concord will be defined by its bold philosophy, daring product, and exclusive pricing.*

CONCORD



MOVADO GROUP INC.

16.7mm  
300g

$$H'(Z_M) \rightarrow H'(\Theta_M) \rightarrow H'(\Theta_M^*) \rightarrow H'(Z_M) \rightarrow H'(\Theta_M) \rightarrow H'(\Theta_M^*) \rightarrow H'(Z_M)$$

$$H'(Z_{M13}) \rightarrow H'(\Theta_{M13}) \rightarrow H'(\Theta_{M13}^*) \rightarrow H'(Z_{M13}) \rightarrow H'(\Theta_{M13}) \rightarrow H'(\Theta_{M13}^*) \rightarrow H'(Z_{M13})$$

$$\prod_{i=1}^n \{ \text{Sphire} + Z_{\text{concord}} \} = \prod_{i=1}^n \{ |z=l(u) \parallel x=y=s \} \in \mathbb{R}^2$$

$$\exp(M_{42 \times 42}) = \left| \lim_{k \rightarrow \infty} \sum_{k!} \frac{1}{k!} M_{42 \times 42}^k \right| < \infty$$

$$\exp(M_{42 \times 42}) = \left| 1 + M_{42 \times 42} + \frac{1}{2!} M_{42 \times 42}^2 + \frac{1}{3!} M_{42 \times 42}^3 + \frac{1}{4!} M_{42 \times 42}^4 + \dots \right| < \infty$$

CONCORD  
CHRONOGRAPH  
AUTOMATIC

THE WATCH. RECONSTRUCTED.

**C1** WHAT OTHER WATCH HAS A 3.3 MM THICK SAPPHIRE GLASS? WHAT OTHER WATCH HAS 7 SIDE SCREWS FOR ADDITIONAL STRENGTH? WHAT OTHER WATCH HAS A 3-LEVEL DIAL? WHAT OTHER WATCH STANDS 16.7 MM TALL? WHAT OTHER WATCH CASE IS MADE OF 53 ELEMENTS? WHAT OTHER WATCH HAS A FORMULA FOR THE ULTIMATE WATCH CONSTRUCTION?

**CONCORD**  
OTHERS WILL FOLLOW

CONCORD

advertising  
campaign



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CONCORD

## C1 Tourbillon Gravity



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## BRAND **VISION**

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

EBEL



MOVADO GROUP INC.



GISELE WEARS  
THE NEW EBEL BELUGA

EBEL

THE ARCHITECTS OF TIME

©2008 Ebel 800.920.3153 www.ebel.com

EBEL

advertising  
campaign



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# EBEL

THE ARCHITECTS OF TIME



## 1911 DISCOVERY

### ENGINEERED FOR ADVENTURE

The thoroughly modern precision sports watch from Ebel. Water-resistant to 10 ATM. COSC-certified Swiss Automatic Chronograph with day/date function. Sapphire crystal with double-sided anti-reflective treatment for maximum legibility.

Three-dimensional dial with hand-applied hour markers.

Screw-down crown. Ultra-flexible, highly comfortable stainless steel bracelet.

[www.1911discovery.com](http://www.1911discovery.com) or call 800 920 3153

©2007 Ebel

# EBEL

## advertising campaign



MOVADO GROUP INC.

# EBEL

THE ARCHITECTS OF TIME



## 1911 BTR

Caliber 137 – Automatic Chronograph in stainless steel with rubber bezel and pushers, hand-stitched alligator strap.

### THE MASTERY OF TECHNOLOGY AND DESIGN

The ultimate timepiece collection for men. Watches of sophisticated function, powered by Ebel COSC-certified automatic movements; each developed, assembled and controlled in Ebel's workshops in Switzerland.  
[www.1911BTR.com](http://www.1911BTR.com) or call 800 920 3153

©2007 Ebel

# EBEL

## advertising campaign



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ESQ



Movado



accessible  
luxury  
brands  
40%

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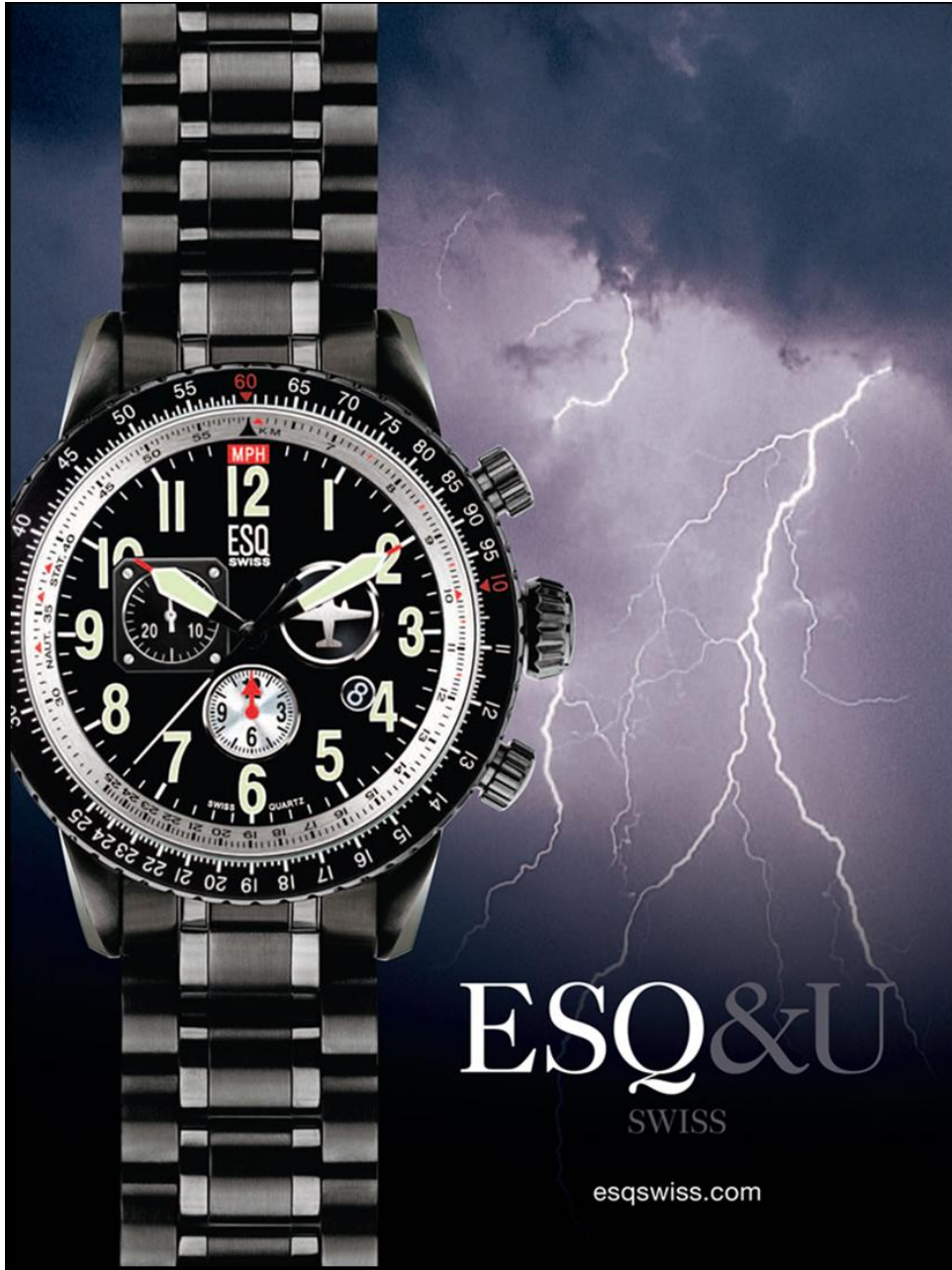
## BRAND **POSITIONING**

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

**ESQ**  
SWISS



MOVADO GROUP INC.



ESQ  
SWISS



MOVADO GROUP INC.



©2008 ESQ SWISS, a division of Movado Group, Inc. 001 010 0111

INTRODUCING  
THE WOMEN'S  
ESQ FUSION™  
CHRONOGRAPH

Rose gold-plated.  
Diamonds.  
Stainless steel.  
Mother-of-pearl.  
Sapphire crystal.  
Leather.

A dynamic fusion  
of sport and elegance  
in a boldly feminine  
watch design.

ESQSWISS.COM

ESQ & U SWISS



MOVADO GROUP INC.

ESQ  
SWISS

# MOVADO BRAND

## AN ICON OF MODERNISM

- 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

**MOVADO**  
the art of time



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# MOVADO BRAND

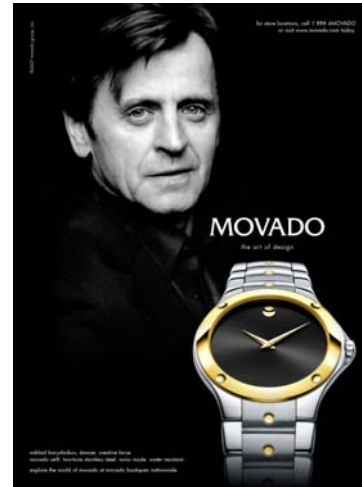
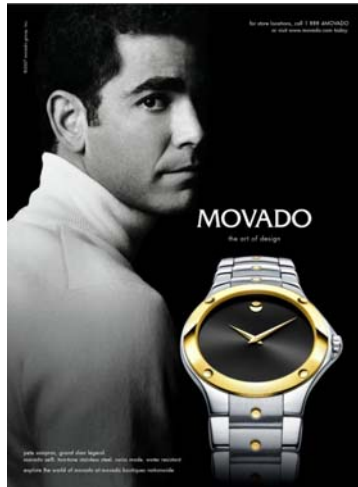
## A UNIFIED STRATEGY

- Leverage the strength of the Movado brand across all distribution channels
- Further build on the power of Movado with a selective distribution and a focused retail presence:
  - Streamline wholesale distribution by 35% to 2,600 doors, increase productivity in remaining locations
  - Build boutiques into a true and engaging expression of the brand and a core pillar of overall strategy
- Centralize product development, merchandising and marketing

**MOVADO**  
the art of time



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# MOVADO

the art of time



MOVADO GROUP INC.

©2008 movado group, inc.

museum colored dials.  
available at movado boutiques  
and select fine retailers nationwide.  
visit [movado.com](http://movado.com) for locations.



MOVADO  
60 YEARS OF MODERN DESIGN

**MOVADO**  
the art of time



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# SERIES 800 SPORTS CATEGORY

- Extends Movado into the sport watch category
- Expands Movado's market share and further solidifies ownership of the \$500 to \$1,500 watch category
- Increases consumer base

**MOVADO**  
**SERIES 800**



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MOVADO  
SERIES 800



the art of performance  
tom brady, strategist, athlete, mvp,  
series 800™ sport elegant chronograph.  
available at movado boutiques  
and select fine retailers nationwide.  
visit [series800.com](http://series800.com) for locations.

©2008 Movado Group, Inc.



MOVADO  
SERIES 800



the art of performance  
derek jeter, humanitarian, leader, athlete,  
series 800™ sport elegant chronograph.  
available at movado boutiques  
and select fine retailers nationwide.  
visit [series800.com](http://series800.com) for locations.

MOVADO  
SERIES 800

advertising  
campaign



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# RETAIL SEGMENT

- Comprises approximately 18% of revenue
- Profitable U.S. based business
- 2 components:
  - Movado Boutiques (30)
    - Investment stage
  - Movado Company Stores (31)
    - Established profit contributor



## OBJECTIVE

*A vital vehicle toward reinforcing the luxury image of the Movado brand, Movado Boutiques give consumers the opportunity to fully experience the brand's modern design philosophy.*

**MOVADO**  
BOUTIQUES



MOVADO GROUP INC.

# STRATEGY

- Transition from investment to profit contributor
- Enhance in-store experience
  - Visual merchandising
  - Focused product offering
- Revitalization of Movado-designed jewelry
- Introduction of boutique-exclusive watches

**MOVADO**  
BOUTIQUES



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# MOVADO



# MOVADO

BOUTIQUES



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# COMPANY STORES

- Very effective vehicle to sell discontinued product in a profitable and efficient manner
- 31 locations nationwide
- Major outlet centers
- Multi-branded product assortment



# COMPANY STORES



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**BOSS**  
HUGO BOSS

**COACH**  
WATCHES

*Juicy Couture*<sup>®</sup>  
TIMEPIECES

**TOMMY  HILFIGER**  
WATCHES

  
**LACOSTE**



licensed  
brands  
**25%**

MOVADO GROUP INC.

# LICENSING PHILOSOPHY

## **BUILDING PARTNERSHIPS**

- Very selective approach
- Powerful brands with significant staying power
- Long-term vision
- Complementary from a strategic, operational and geographic perspective



# LICENSING STRATEGY

## **BUILDING PARTNERSHIPS**

- Extend brand into watch category – new products aligned with brand philosophies
- Focus on markets where parent brand is already strong
- Generate sales in excess of \$20M – ideally \$30M to \$50M
- Significant profit contributors over the long term



COACH.COM 800.221.2211



# COACH

WATCHES



MOVADO GROUP INC.



TOMMY HILFIGER  
WATCHES

advertising  
campaign



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**BOSS**  
HUGO BOSS



MOVADO GROUP INC.



**Juicy Couture**  
TIMEPIECES



MOVADO GROUP INC.



  
LACOSTE

un peu d'air sur terre

[www.lacoste.com](http://www.lacoste.com)

  
**LACOSTE**



MOVADO GROUP INC.



# MOVADO GROUP STRATEGIES FOCUS ON **KEY FINANCIAL METRICS**

- Drive profitable sales growth
- Objective of expanding operating margin to mid-teens level
  - Expand gross margin
  - Leverage infrastructure
- Accelerate bottom-line growth
- Continued strong cash flow generation



# NET SALES

\$ in MILLIONS



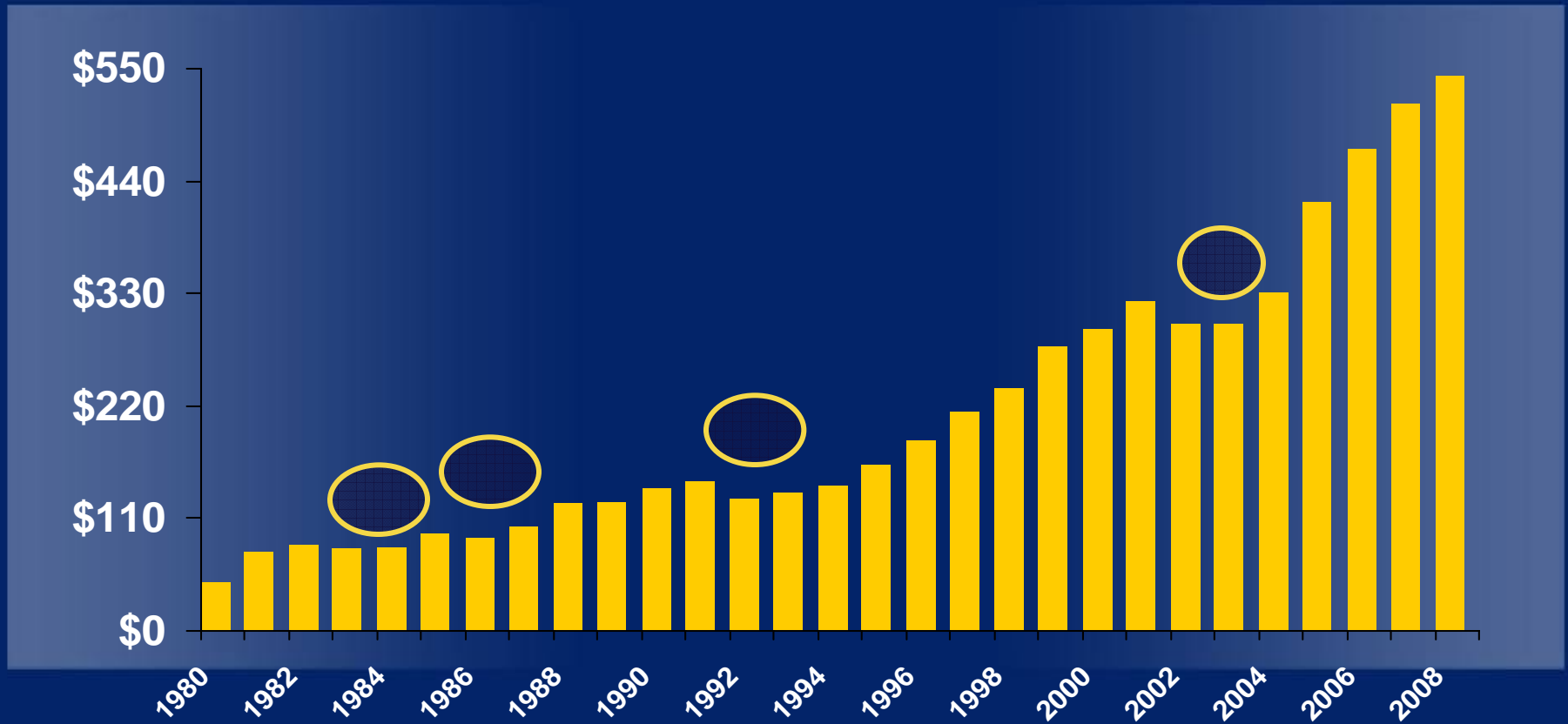
Adjusted figures



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# HISTORICAL NET SALES

\$ in MILLIONS



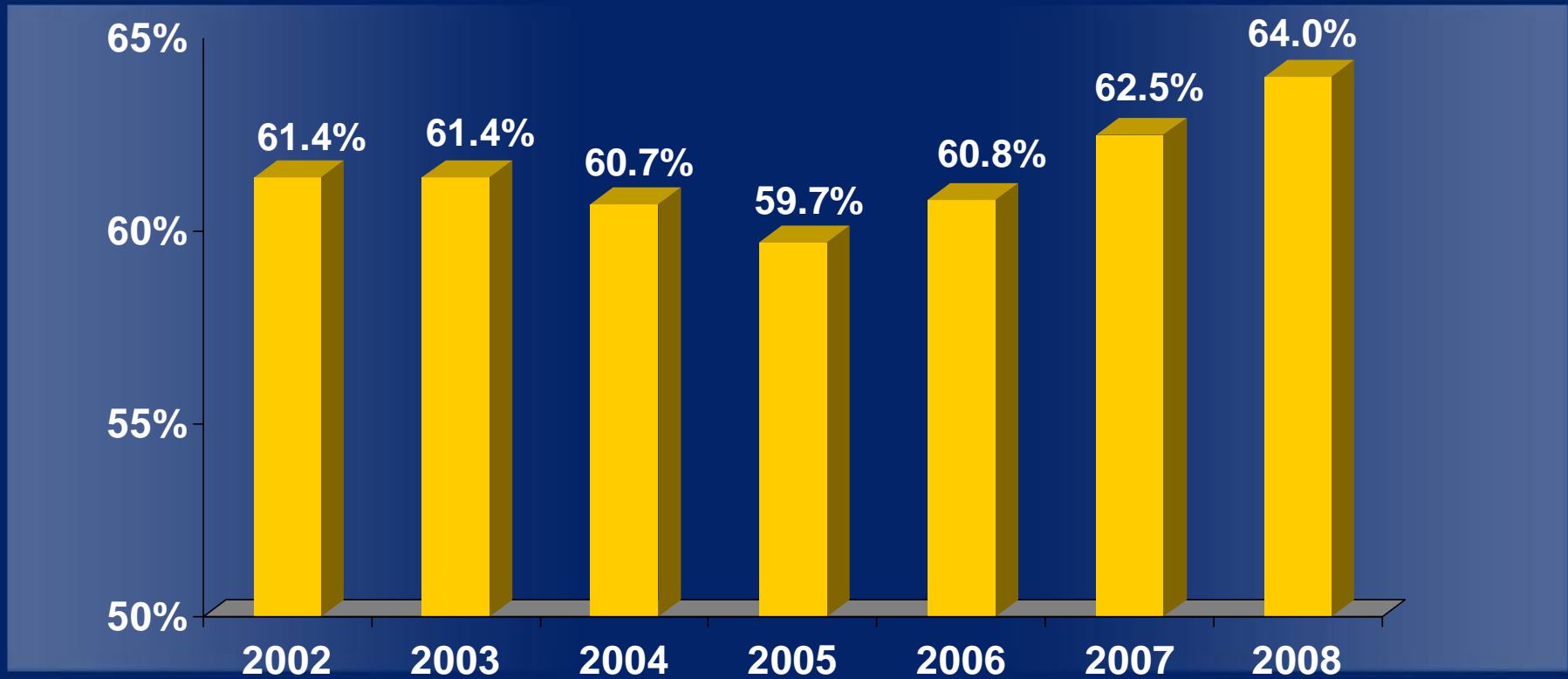
Adjusted figures

 **Recession**



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# GROSS PROFIT %



Adjusted figures



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# OPERATING PROFIT

\$ in MILLIONS

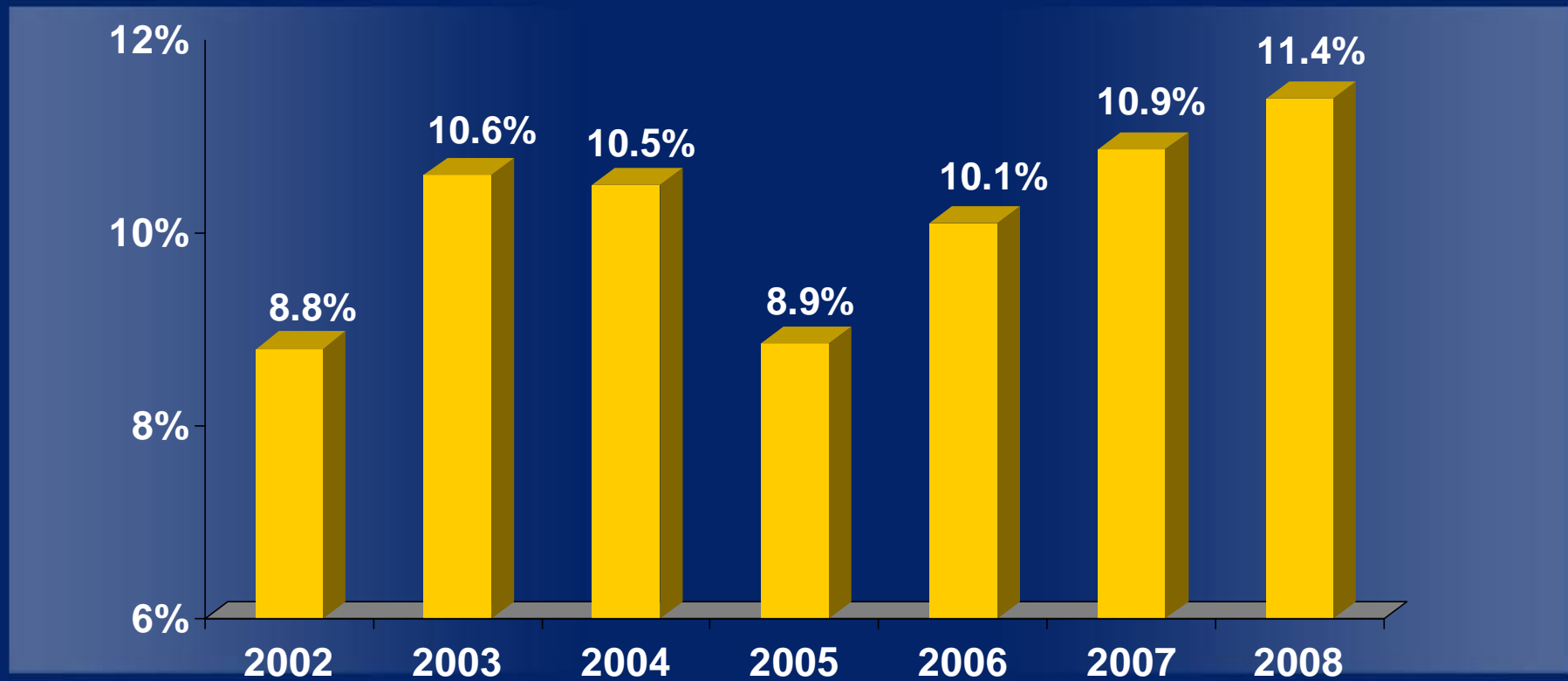


Adjusted figures



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# OPERATING PROFIT %



Adjusted figures



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# DILUTED EARNINGS PER SHARE PERFORMANCE



Adjusted figures



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# SHAREHOLDERS EQUITY FINANCIAL STRENGTH

\$ in MILLIONS



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# CASH FLOW FROM OPERATIONS

\$ in MILLIONS

**\$150+ MILLION  
Generated Over Past  
2 Years**



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# SHARE REPURCHASE PROGRAM

- One million share repurchase authorization in place
- Completed previous one million share repurchase program in April 2008
- Combined repurchases total 1.5 million shares at a cost of \$29.7 million



# DIVIDEND GROWTH PER SHARE



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