

Movado Group, Inc.

Shareholder Meeting

June 19, 2014



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COMPANY OVERVIEW

- Compelling portfolio of watch brands
- Diversified across brands, price points and geographies
- Strong infrastructure – systems, talent & processes
- Initiatives driving consistent increases in financial results
- Strong balance sheet and cash flow



DIVERSE BRAND PORTFOLIO

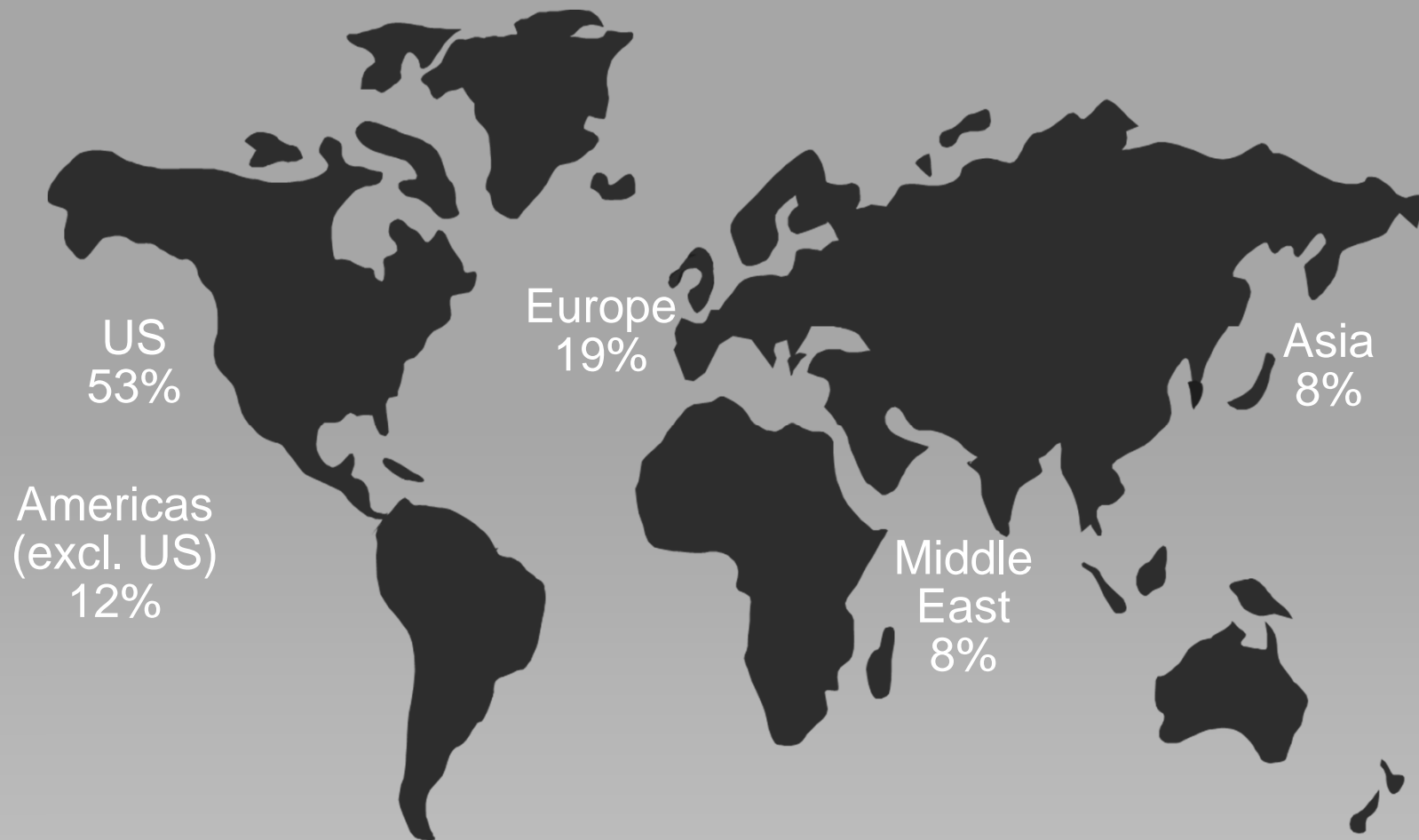
Presence in all key market segments

Percent of Total MOV Revenue (FY '14)



BROAD GEOGRAPHIC REACH

Presence and opportunity in all regions (FY '14)



DEMONSTRATED SUCCESS

- 14.6% compounded growth over last 4 years
 - +21% in both Movado and Licensed Brands
- Operating profit growth to \$75.5 Million
 - Achieved record 13% as % of sales
- Leveraged world class operating infrastructure
 - Achieved record low 40% as % of sales
- Developing & delivering innovative consumer desired product
- Investing in sales and market share growth
 - Via reduced gross margin investment
- Growing EPS to >\$2.00, and stock price to new levels

KEY ORGANIC GROWTH DRIVERS

- New product innovation - strong price/value equation
- Comprehensive omni-channel marketing
- Increased SKU productivity
- Stronger retailer metrics
- Selective geographic customer and POS expansion



FY14 FINANCIAL RESULTS *

- Strong sales growth +13%
 - Movado brand growth +17%
 - Licensed brands growth +19%
- Operating income growth +32%
 - \$75.5M in FY14
 - 13% as % of sales
- Healthy balance sheet
 - \$190M cash and short term investments
 - No debt outstanding



* Adjusted for nonrecurring items.

YTD Q1 FY15 FINANCIAL RESULTS *

- Continuing positive momentum of past 17 quarters
- Strong sales growth ~10% increase over last year
 - Licensed Brands +19%
- Operating income increased > 9% over last year
- Net income of \$10.9M compared to \$10.0M last year
- EPS \$0.29 vs. \$0.28 last year



* Prior year period adjusted for nonrecurring items.

Brand and Business Strategy

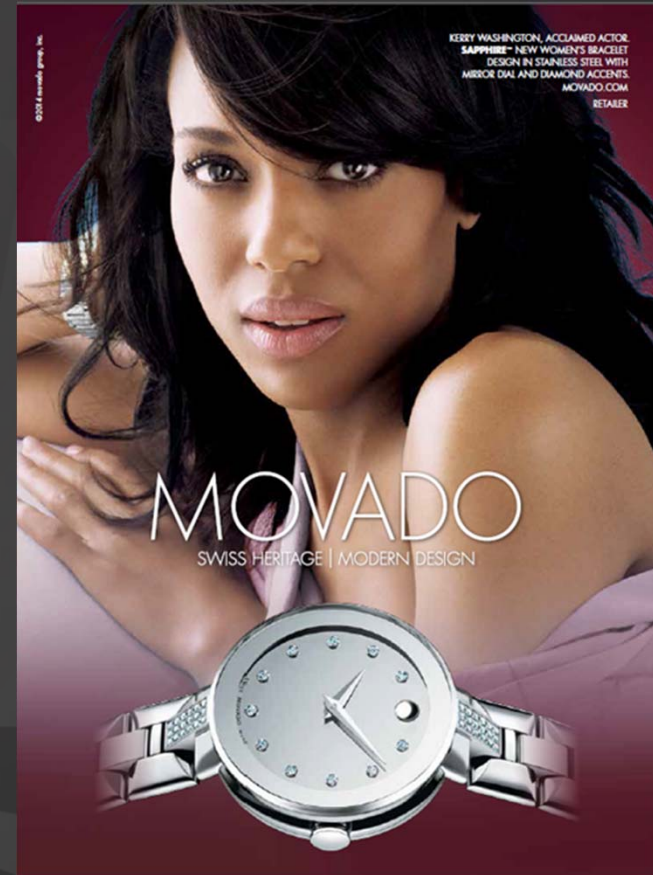


Luxury Strategy - MOVADO

- Build on Movado North America momentum
- Global market expansion
- Key account customer focus (Europe, Middle East and South America)

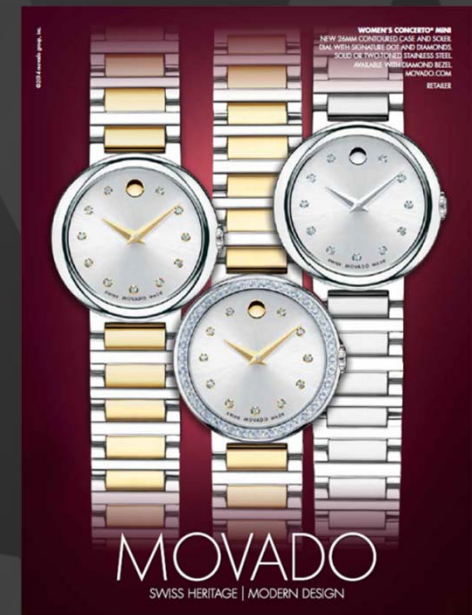
ESQ Reallocation Strategy

- Increased productivity opportunity



MOVADO

- Movado has leading US market share within its segment
- Strong sales growth
- Quality distribution
- Expanding brand offering in certain retail doors
- Great new product pipeline



DYNAMIC ADVERTISING



© 2014 Movado Group, Inc.

MOVADO TC™ ULTRA-THIN CASE
DESIGN IN STAINLESS STEEL WITH
MODERN BLACK DIAL
MOVADO.COM
RETAILER

SWISS MOVADO MADE

MOVADO

MODERN AHEAD OF ITS TIME



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WYNTON MARSALIS,
COMPOSER, PERFORMER, VIETNAMESE
MOVADO TC™ ULTRA-THIN CASE DESIGN IN
STAINLESS STEEL WITH MODERN BLACK DIAL
MOVADO.COM
RETAILER

MOVADO

SWISS HERITAGE | MODERN DESIGN

SWISS MOVADO MADE



© 2014 Movado Group, Inc.

SE™ PILOT STAINLESS STEEL CHRONOGRAPH
WITH 42MM CASE, BILAYER BLACK DIAL,
SIGNATURE DOT MOTIF BRACELET
MOVADO.COM
RETAILER

MOVADO

MODERN AHEAD OF ITS TIME



DYNAMIC ADVERTISING



©2014 Movado Group, Inc.

THE BOLD TITANIUMS
TIME REVEALS A NEW MASCULINITY.
MOVADO BOLD® BRACELET CHRONOGRAPH
WITH 42MM TITANIUM CASE.
BLACK DIAL/ORANGE ACCENTS.
MOVADO.COM

MOVADO
MODERN AHEAD OF ITS TIME



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INTRODUCING THE BOLD DIAMONDS
TIME REFLECTS A SPARK OF BRILLIANCE.
35MM MOVADO BOLD® BRACELET
WATCH IN STAINLESS STEEL
WITH 90 DIAMOND BEZEL.
MOVADO.COM

SAKS FIFTH AVENUE,
SELECT LOCATIONS

MOVADO
MODERN AHEAD OF ITS TIME



INFLUENTIAL EDITORIAL

SHOP *it!* WATCHES

A Little Something

Teeny faces are to timepieces what the pixie is to haircuts—sweet and delicate yet eternally modern. Pair one of these petite beauties with itsy-bitsy jewelry and a skinny cropped pantsuit. —M.F.

CHANEL
Diamond, roseau, and 18K gold, \$13,500, at Chanel Fine Jewelry.

MARC BY MARC JACOBS
Gold tone with leather strap, \$750, marcjacobs.com.

MOVADO
Diamond and stainless steel, \$995, movado.com.

DIOR TIMEPIECES
Diamond and stainless steel with sapphire, \$3,700, at Dior.

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JOEL STANS

"This gold and diamond necklace made in India has a short-of-glass effect that's both historic and beautiful."

"My mom gave me this Loree Rodkin ring for my 18th birthday. It has a guthrie, yet it's feminine. That mix of hard and delicate is so appealing."

"The vintage Movado golf watch [below] belonged to my grandfather; the other is from the Movado Bold collection. Both have a timeless quality."

"The vintage gold watch with rose gold-tone watch, \$850, movado.com."

"For me jewelry is a way of keeping memories alive."

"The star chief in Arpa's collection is a gift from dad and my collection."

"When I was younger, I'd visit flea markets and rummage through piles for costume jewelry. There's big fun among my best finds."

GLAMOUR
Lily Collins
Leader of the New Hollywood Gift Pack
The Top 10 Summer Dos & Don'ts
The Little Relationship Change That Makes Everything Better

268 InStyle / JUNE 2013

Healthy & Sexy Issue

Women's Health

FLAT ABS!
FIRM BUTT!
TONED LEGS!

MORE MONEY, LESS STRESS
Avoid These Sneaky Cash Suckers

Hot New Sex Positions (Think Outside the Bed!)

Kerry Washington
Shares Her Energy-Boosting, Body-Sculpting Secrets

Plus Perfect Party Dresses

Turn On Your Love

At The Answer for Chelsea Charly...
The best seat in the house...
The best seat in the house...
The best seat in the house...



EBEL and CONCORD

- Position for profitable growth
- Focus on key markets
- Seize Concord “back to heritage” growth opportunities

EBEL

CONCORD



EBEL ONDE



THE NEW EBEL WAVE

- Maintains the most important elements
 - Integration of case and bracelet
 - High quality finishing and details
 - Soft, fluid lines
 - Flexibility and comfort
- Redesigned for today's modern chic woman & man
 - Elegant but with an assertive, strong identity
 - Sleek yet bold



EBEL WAVE



EBEL

THE WAVE REIMAGINED.
UNDENIABLY EBEL.



CONCORD SARATOGA

CONCORD SARATOGA GENT
QUARTZ | 40MM | BLACK PVD STEEL
REF. 0320247
WWW.CONCORD.CH

CONCORD

CALGARY : CALGARY JEWELLERY LTD | DUBAI : AHMED SEDDIQI & SONS
HONG KONG : GRAND SHANGHAI | MEXICO : BERBER JOYEROS
SINGAPORE : COSTINA WATCH



CONCORD MARINER

CONCORD MARINER GENT
AUTOMATIC | 40MM STAINLESS STEEL
REF. 0320267
WWW.CONCORD.CH

CONCORD

CALGARY : CALGARY JEWELLERY LTD | DUBAI : AHMED SEDDIQI & SONS
HONG KONG : GRAND SHANGAI | MONTERREY : EMWA
MEXICO : BERGER JOYEROS | SINGAPORE : CORTINA WATCH



LICENSED BRANDS

- Continued growth of existing world class global brands
- Focus on key owned markets
- Greater investment in Retailer shop in shops
- Continued enhancement in productivity improvements
- Digital Marketing Investment



COACH



HUGO BOSS



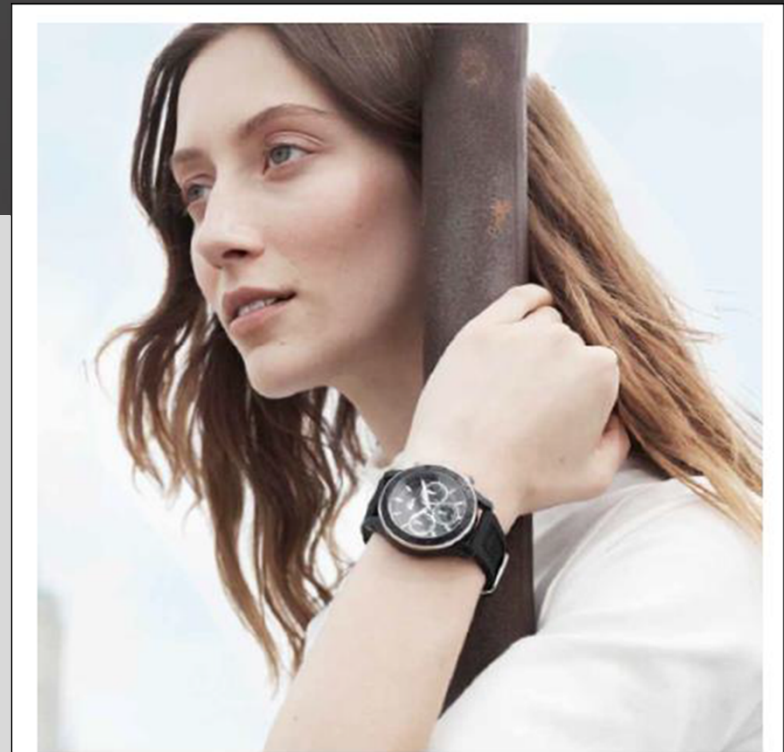
TOMMY HILFIGER



LACOSTE



LACOSTE 
LIFE IS A BEAUTIFUL SPORT



LACOSTE 
LIFE IS A BEAUTIFUL SPORT



JUICY COUTURE



JUICYCOUTURE.COM



Juicy Couture
TIMEPIECES



SCUDERIA FERRARI



- Iconic sports car manufacturer and racing team
- Worldwide licensing agreement
- Watches inspired by Ferrari Formula 1 cars and Ferrari Road cars
- Up to 1,500 Euros
- Launched in FY14



SCUDERIA FERRARI



OUTLET RETAIL STORES STRATEGY

- Continue growth in sales and profits
- Selectively expanding
 - Premier outlet centers
 - Reflect brand image
- Primary channel for end of lifestyle product management
- FY14 traffic of 2.2M customers



FY14 – FY17 Strategic Plan



STRATEGIC PLAN FOUNDATION

- Compelling portfolio of watch brands
- Diversified across brands, price points and geographies
- Strong infrastructure – systems, talent & processes
- Sales growth initiatives
- Sales growth investments

Core Pillars of Growth FY14-FY17

- Continued globalization of the Movado brand
- Market growth and business expansion in our Licensed Brand division
- Greater direct International distribution
- Continued leveraging of our strong global infrastructure
- Consistent cash flow from operations generation slightly greater than profitability



GROWTH INITIATIVES

- Coach repositioning as fashion watches
 - 25%+ retail sales increases
- Ferrari global launch
 - First full year of operations
- Movado expansion
 - Focus on globalizing brand
 - Conversion of ESQ linear and product merchandising

GROWTH INITIATIVES

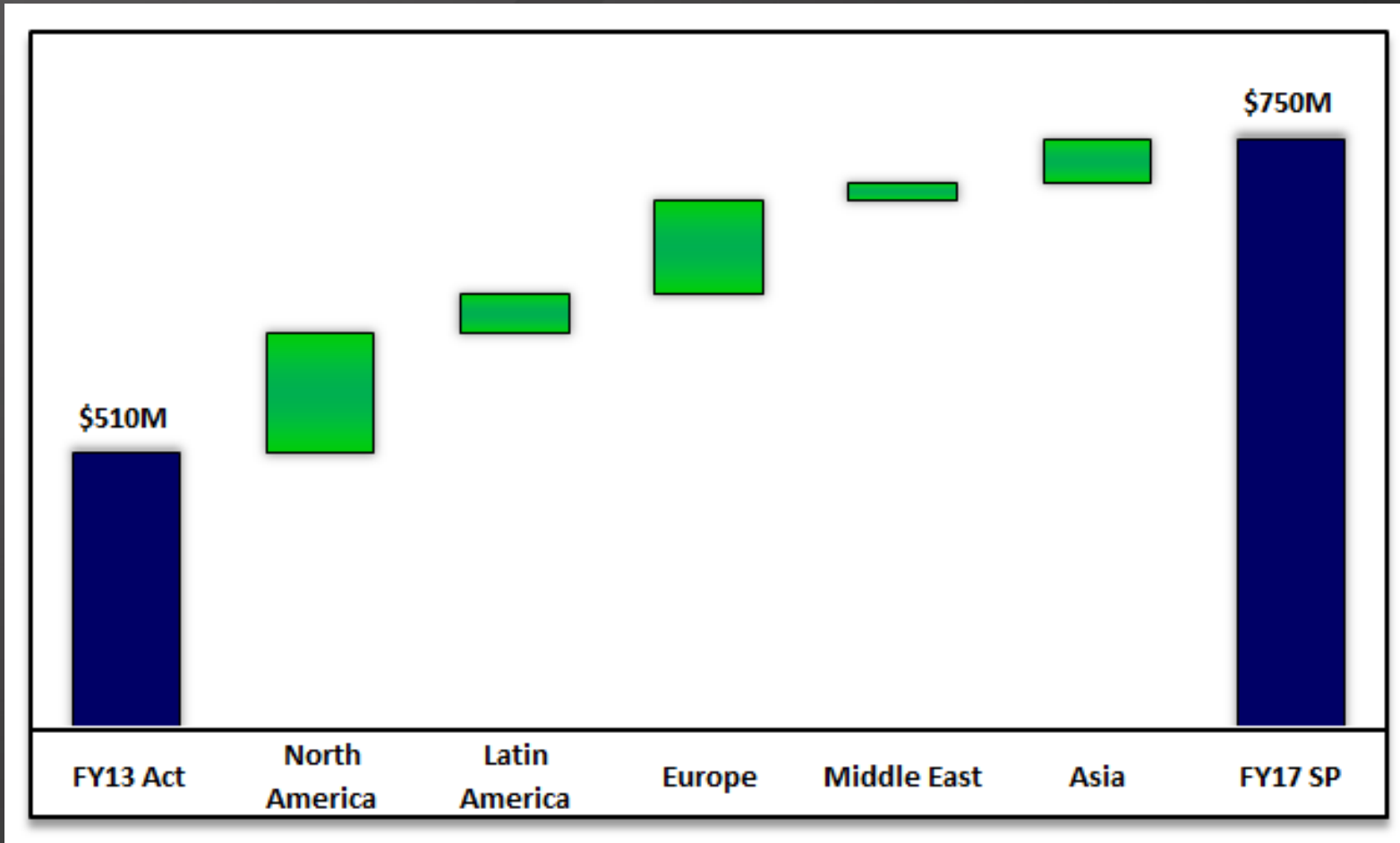
- Ongoing strong annual growth in Tommy, Hugo Boss & Lacoste
- Positioning EBEL & Concord for future profitable growth
- Retail outlet stores continuing sales growth and expansion
 - At very strong gross margins

FY14 – FY17 Strategic Plan

- Grow sales annually ~10%
 - FY14 above 10% due to Ferrari launch
- Grow Operating Profit ~20% per annum
- FY14 delivered 13% and 32%
- FY17 expectations
 - Sales at ~\$750 Million (FY13 \$510M)
 - Operating Profit doubling to ~\$115 Million; growing to 15% of sales
- EPS planned to slightly exceed \$3 per share



Geographic Sales Growth



FY15 Guidance*

	<u>FY14 Actual</u>	<u>FY15 Guidance</u>	<u>% Change</u>
Sales (\$000)	\$578,055	\$640,000	10.7%
Operating Income	75,505	90,000	19.2%
Net Income	<u>\$53,591</u>	<u>\$63,500</u>	<u>18.5%</u>
EPS	<u>\$2.07</u>	<u>\$2.44</u>	<u>17.9%</u>



* All periods are adjusted for nonrecurring items.

SUMMARY

MOV is a globally diversified company with continued great growth potential

- Strong brand portfolio across all major segments
- Global reach with expansion opportunity
- Driving superior new product designs
- Consistent positive financial performance
- Globally integrated operations
- Positioned to deliver sustainable, profitable growth



Movado Group, Inc.

