



MOVADO GROUP INC.

SHAREHOLDER'S MEETING 2011

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 similar expressions. Similarly, statements that describe the Company's business strategy, outlook, objectives, plans, intentions or goals are also forward-looking statements. Such forward-looking statements involve known and unknown risks, uncertainties and other factors that could cause the Company's actual results, performance or achievements 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 consumers' disposable income, 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 Be advised that subsequent developments are likely to cause these statements to become outdated with the passage of time. The Company undertakes no obligation to update or revise any forward looking statements



Agenda

- Current Situation
- Key Initiatives
- Questions



Fiscal Year '11 Environment

- Rebounding economies
- Retailers stability and focus on productivity
- Strong Holiday Season watch business
- Healthy progress for MGI



FY '11 Accomplishments

- Resumed positive sales growth
- Returned to profitability (adjusted)
- Further strengthened balance sheet
 - \$40 million cash generation
 - >\$100 million net cash
- Reinstated quarterly dividend



Key Actions

- Closed Boutiques, focus on wholesale business
- Discontinuing Ebel high end movement manufacturing
- Inventory charge for discontinued gold product



Key Actions

- Strengthen wholesale relationships via
 - Product segmentation & testing
 - Expanded shop-in-shops experiences
 - Bold launch - opening new distribution
- Movado brand growth +22%
- Licensed brand growth +21%



Key Actions

- Announced three-year growth plan FY'12 to FY'14
 - Sales growth 10% to 13%
 - Sales \$520M - \$540M
 - Operating Margin ~ 12%
 - EPS range \$1.40 - \$1.50
 - Net cash > \$150M



FY 12 Expectations

- U.S. and European economies stable
- Asia robust yet small % business
- Sales growth ~11% - 13%
- Adjusted EBITDA \$31.5 - \$33.5M
- P&L range \$15M - \$16.5M
- Continued positive cash flow generation
- In line with multi year plan



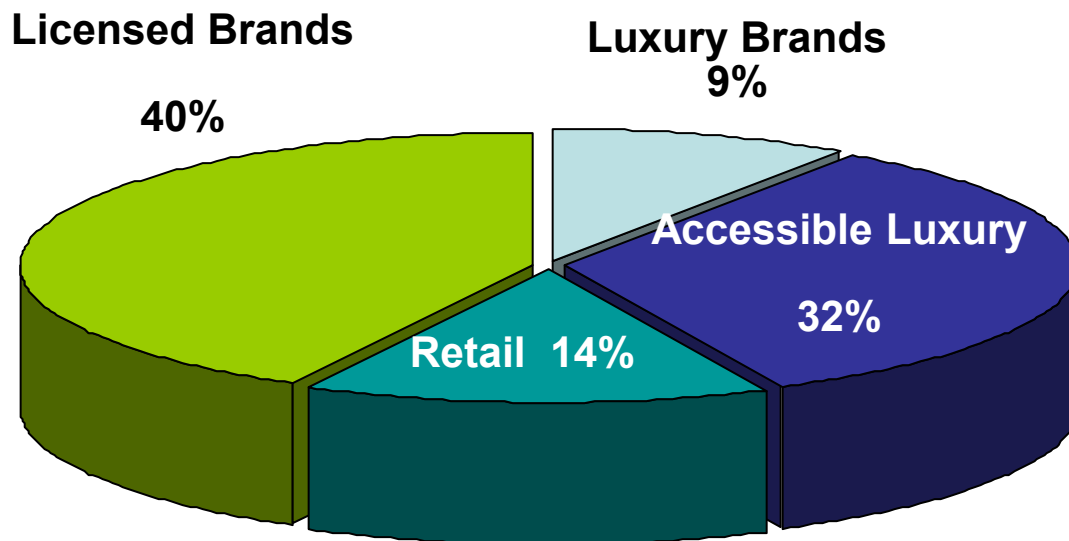
Q1 Financial Results

- Strong sales growth
 - Movado +41% with +53% prior year
 - Licensed brands +26% with +36% prior year
- Profitable quarter despite smallest quarter
- Net cash position \$109M



Diverse Portfolio

BRANDS & BUSINESSES



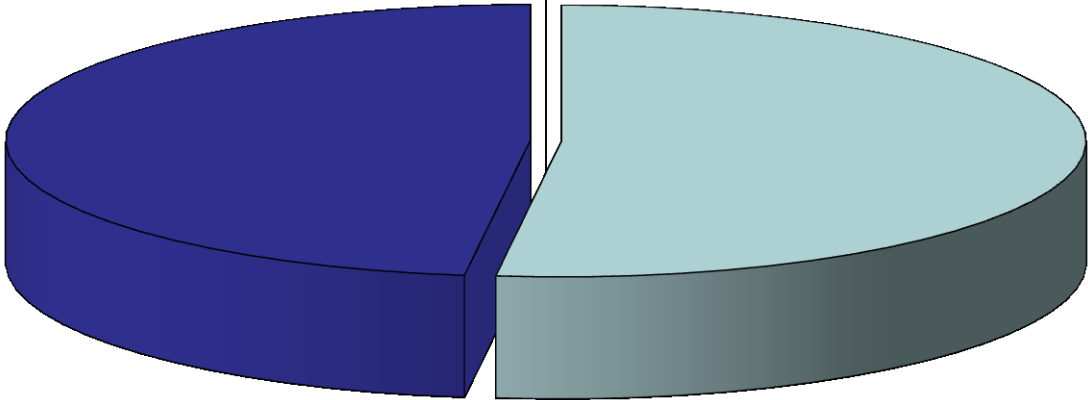
* Remaining 5% comprised of shipping and service

Diverse Portfolio

GEOGRAPHICAL MIX

**International
Business
48%**

**Domestic
Business
52%**



Strong Brand Portfolio

MOVADO
THE ART OF DESIGN

ESQ
BY MOVADO



EBEL
THE ARCHITECTS OF TIME

CONCORD

COACH
WATCHES

BOSS
HUGO BOSS

Juicy Couture®
TIMEPIECES

TOMMY HILFIGER
WATCHES


LACOSTE

MOVADO

- Brand Differentiation
- Product Innovation
- Enhanced Distribution
- Product/Retailer Segmentation
- 360 Marketing Strategy
- China Development



MOVADO

Point Of Difference

Iconic, Modern Design
Accessibly Priced for
Men and Women



MOVADO

SAPPHIRE
SYNERGY



SE
EXTREM



CONCERTO



MOVADO GROUP INC.

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AMANDA SEYFRIED, breakthrough actress,
new concert, movado rockefeller center
and select fine retailers nationwide.
movado.com

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THE ART OF DESIGN

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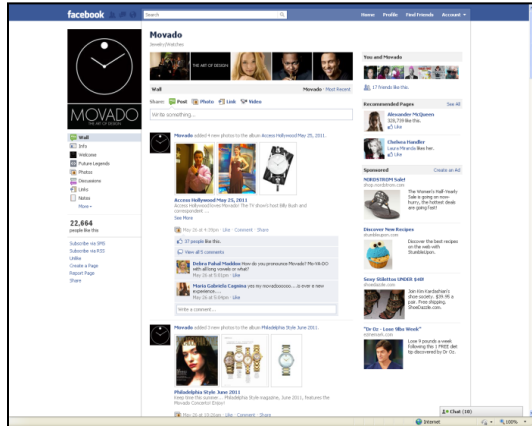
KERRY WASHINGTON, acclaimed actress,
new out of town episode re-estire,
que modifia e immediat pie sunt ligat.
bona ree et cum ipse sicut romus.

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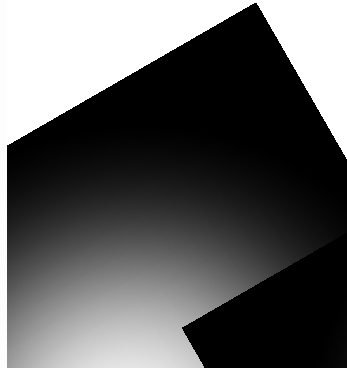
Digital Strategy



In-Store Experience



MOVADO BOLD



MOVADO BOLD



MOVADO PR Coverage

CURRENTS Watch Out

LINKING IT ALL TOGETHER

Keep time this summer with a simple, stunning gold-bracelet watch. BY ROBERTA NIXON

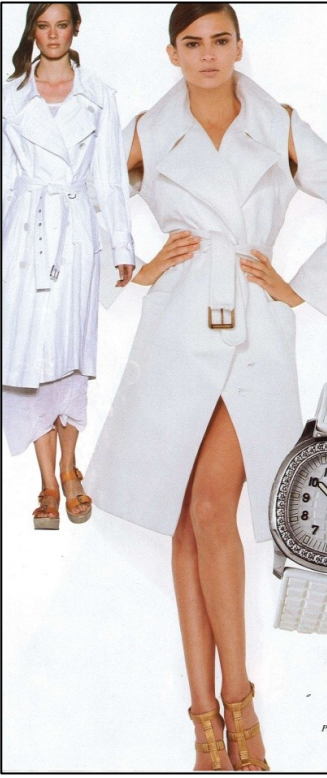


Featuring an 18k yellow-gold-plated stainless steel case, this **Movado Concerto** (\$2,485) is ringed with diamond accents and has a mother-of-pearl Museum dial. *Primo Jewelers, 1507 Parker Ave., King of Prussia Mall, davidjerman.com*

From David Yurman, this Women's Classic watch (\$2,000) is crafted in 18k yellow gold. *King of Prussia Mall, davidjerman.com*

Tag Heuer's Carrera (\$4,700) showcases a mesh of pearl and diamond dial atop a steel and 18k gold bracelet. *Benet Rabkin Fine Jewelers, 355 E. Lancaster Ave., St. Davids, benetrabkin.com*

The **PrimaLuna** (\$10,500) by Longines, made of 18k yellow gold, houses an automatic movement. *Benet Rabkin Fine Jewelers, 355 E. Lancaster Ave., St. Davids, benetrabkin.com*



From top: **Radu True Chronograph Jubilee** ceramic with diamonds (\$2,300), *shopmovado.com*; **Nixon ceramic** (\$2,000), *nixon.com*; **Chanel 12 Matelée** (\$4,700), *800-855-0005*; **Movado Bold** (\$495), *888-4-MOVADO*. Left: **Pink Philippe** stainless steel and diamond Ladies Aquanaut Luna (\$15,400), *212-218-1240*

Photography Michael Beauplet (Yves Saint Laurent); Gisel Flores (watches)

Samsung Galaxy Tab 10.1 tablet, \$500, Best Buy stores
 Jerry O'Connell stashes his cash in this Coach leather Hudson wallet. (\$148, *coach.com*)
 Avoy splashes #and rosewood Cotton T-Shirt (\$9, *sephora.com*)
 O'Connell
 Ryan Phillippe gets his game on with Sony Ericsson's Xperia smartphone with PlayStation. (\$200, *wireless.com*)
 Phillippe
 Movado Bold large black Chronograph watch, \$495, *movado.com*
 Jack Spade checkered The Sutter shirt, \$195, *zappos.com*
 CANA BURTON, HANNAH DELLY & SIZANNE MARCHESE



BRADLEY COOPER
The *Hangover Part II* actor is a fan of Jack Spade duds.

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ESQ by Movado

- Movado association built credibility
- Swiss quality and great design at an incredible price
- Stronger retail metrics
- Assortment evolution



ESQ by Movado



BEACON

SPORT
CLASSIC



FILMORE



QUEST



BRACER



EBEL

Current Focus

- Priority markets & customers
- New product introductions
- \$2,000 - \$5,000 segment
- Improved sell-through
- Inventory reduction

EBEL



EBEL



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FY '13

- Breakthrough new products
- Innovative marketing
- Strengthened distribution
- Critical mass

EBEL



BOSS
HUGO BOSS

COACH
WATCHES

Juicy Couture[®]
TIMEPIECES

TOMMY  HILFIGER
WATCHES


LACOSTE



**Licensed
Brands**

Licensed Brands

- Strong portfolio – brand and geography
- Continue to gain market share
- Focus on key/owned markets
- New products
- Growing international scope
- New initiatives (e.g. jewelry)



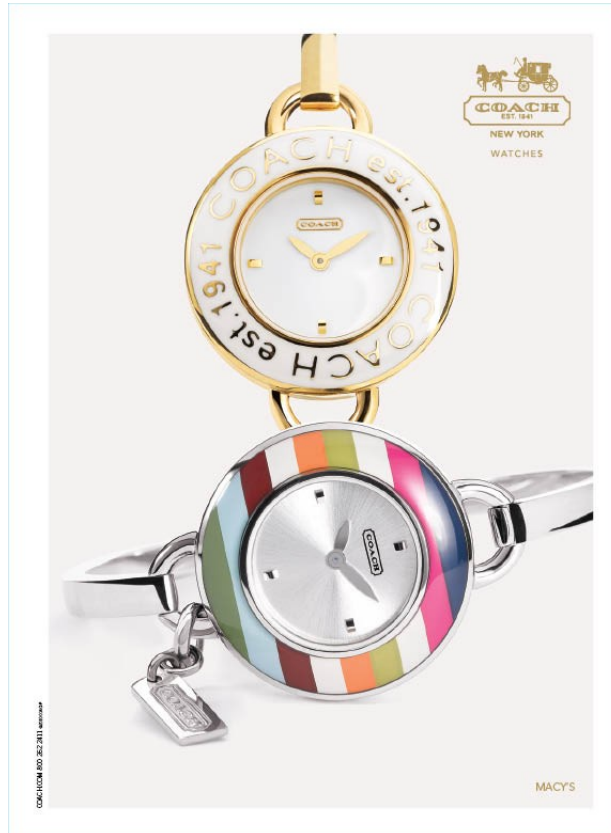
Licensed Brands

Coach

- Boyfriend collection success
- Innovative Product and Marketing
- Expanded distribution
- China Expansion



Coach



Tommy Hilfiger

- Global Brand
- Broad Distribution
- Strong Value Proposition
- Halo Advertising
- Jewelry Launch



Tommy Hilfiger



MOVADO GROUP INC.

Hugo Boss

- Two strong brands
 - Boss Black
 - Boss Orange
- Fashion segmentation
- Expansion in U.S., Europe and China



Hugo Boss



BOSS
HUGO BOSS
watches

BOSS
HUGO BOSS



MOVADO GROUP INC.

Juicy Couture

- Fashion, Fun Positioning
- Color and Material Trends
- Key price point drivers

Juicy Couture



Juicy Couture



Juicy Couture



MOVADO GROUP INC.

Lacoste

- Multi-product lifestyle brand
- Affordable, casual luxury
- Innovative POS programs
- Global expansion



Lacoste



Summary

- Strong brand portfolio
 - Owned & Licensed
- Established partnerships with major retailers
- Revitalized merchandising and product development initiatives
- Exceptional financial strength
- Well positioned to deliver our Strategic Plan objectives
 - Sustainable profitable growth





MOVADO GROUP INC.

QUESTIONS