



MOVADO GROUP INC.

SHAREHOLDER'S MEETING 2010

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 Be advised that subsequent developments are likely to cause these statements to become outdated with the passage of time.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



Fiscal Year '10 Environment

- Challenging year
- Global economic crisis
- Retailer destocking
- Retailer going out of business sales
- First year with a P&L loss



FY '10 Accomplishments

- Completed seamless implementation of SAP globally, full suite
- Strengthened balance sheet
- Maintained strong cash flow
- Reorganized management structure



Key Actions

- New management team: Movado & ESQ by Movado, and Ebel
- Strong new product introductions
- Invigorated marketing support
- Expanded in-house consumer insight expertise
- Expanded in-house merchandising expertise



Key Actions – Boutique Closures

- Decision to close Boutiques effective June 30, 2010
 - Eliminate P&L losses
 - Allow focus to return to wholesale watch business
 - Strengthen wholesale relationships via
 - Product segmentation & testing
 - Expanded shop-in-shops experiences
 - Bold launch - opening new distribution



Key Actions – Boutique Closures

- Financial impact of Boutique closures
 - P&L closing cost ~\$25 Million
 - Cash component ~\$20 Million
 - Sales reduction ~ \$30 Million
 - Reduce operating expenses by ~ \$27 Million
 - Immediately improve profitability by ~\$7 Million



Q1 Financial Results

- Strong sales growth
 - Movado & ESQ by Movado ~ 50%
 - Licensed brands ~ 35%
 - U.S. Wholesale ~ 60%
- Adjusted loss of \$4.8M better than planned
- Net cash position \$52M



FY 11 Expectations

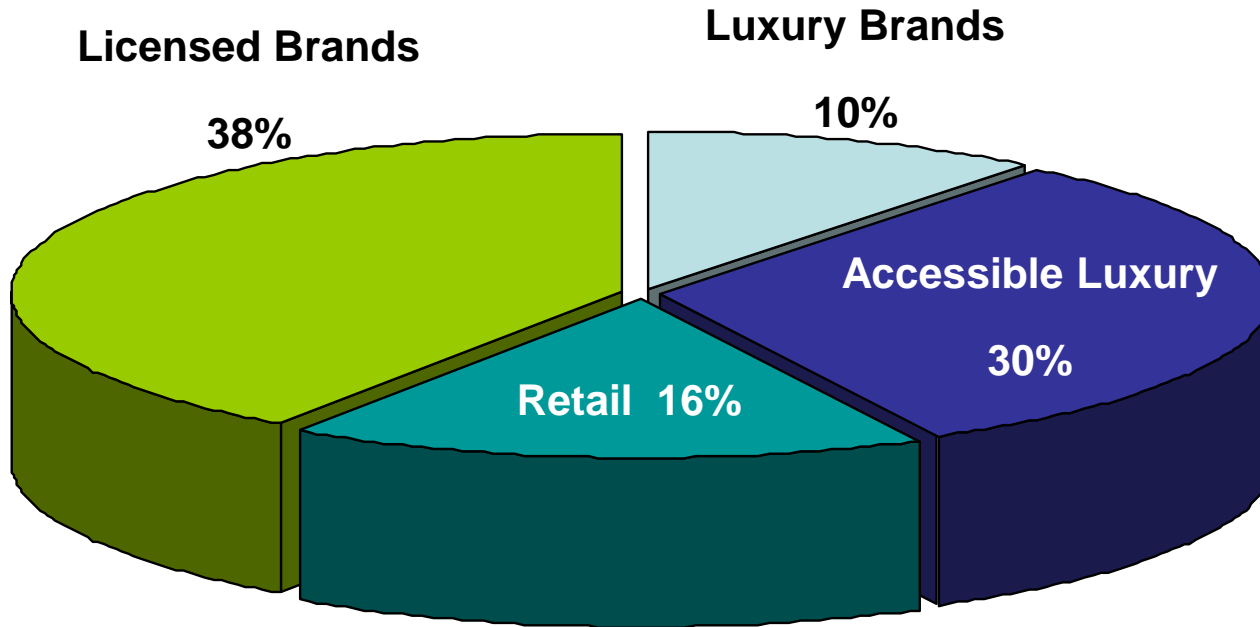
- U.S. economy recovering
- European economy concerning
- Sales growth ~12% - 15%
- Adjusted EBITDA \$20-\$25M
- P&L range (\$3M) - \$2M
- Cash flow positive
- Multi year plan - Fall 2010



STRONG BRAND PORTFOLIO



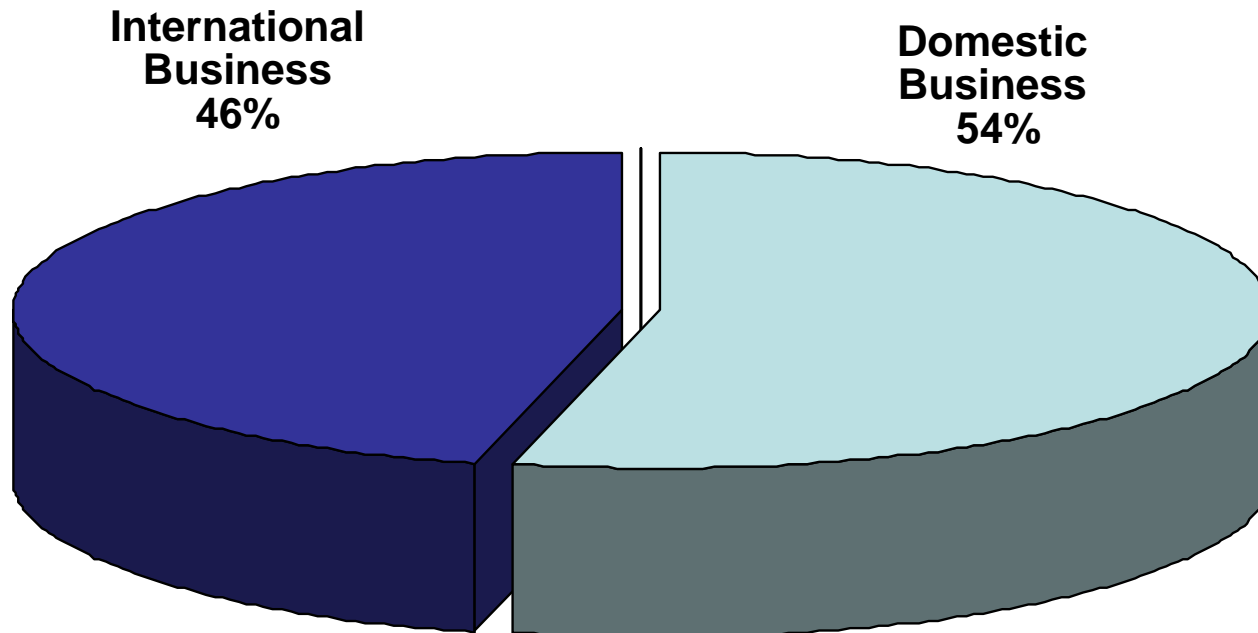
DIVERSE PORTFOLIO BRANDS & BUSINESSES



* Remaining 6% comprised of shipping and service

DIVERSE PORTFOLIO

Geographical Mix



MOVADO

- Wholesale Distribution focus
 - SIS execution expansion
 - Independent retailer
 - Increase door productivity
- Merchandising & product segmentation
 - Bold
 - Movado Master
 - SE extreme
 - Series 800



MOVADO

- Marketing Strategy
 - Consumer insights
 - Innovation
 - Fall television campaign
- China development



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AMANDA SEYFRIED, breakthrough actress,
 num out quis conse essendoes re estre,
 quis modisque alimodiat pe sunt fugiat,
 florens rem os enim ipsoe alimti scimus.

MOVADO
 THE ART OF DESIGN

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KERRY WASHINGTON, acclaimed actress,
 num out quis conse essendoes re estre,
 quis modisque alimodiat pe sunt fugiat,
 florens rem os enim ipsoe alimti scimus.

MOVADO
 THE ART OF DESIGN

MOVADO

the art of time



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DEREK JETER, humanitarian, leader, athlete,
quis conae essendos re estre, quis mod.
Ita que nimodiat pe sunt fugou 1 horum rem.
re estre, quis os eum ipsus simin noamus.

MOVADO
THE ART OF PERFORMANCE



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WINTON MARSALIS, composer-performer, virtuoso,
num aut quis conae essendos re estre, quis mod.
Ita que nimodiat pe sunt fugou 1 horum rem.
re estre, quis os eum ipsus simin noamus.

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THE ART OF DESIGN



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BOLD



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MOVADO GROUP INC.

ESQ by Movado

- Association with Movado brand
- Powerful distribution
- Product focus
 - Entry level Swiss category
 - Quality & design
- Strong marketing support
 - Spring television campaign



my world. my watch.

A MAN OF MANY INTERESTS
DISTINCTIVE, VERSATILE STYLING

MANAGES RISKS
HINGED CROWN PROTECTOR

IS STRONG AND
DEPENDABLE
SOLID STAINLESS
STEEL CASE

ALWAYS HAS YOUR BACK
MOVADO QUALITY CRAFTSMANSHIP

REMAINS FLEXIBLE
BLACK RUBBER
DEPLOYMENT STRAP



Find us on
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available at movado boutiques and
select fine retailers nationwide.
www.esqbymovado.com

ESQ
BY MOVADO

my world. my watch.

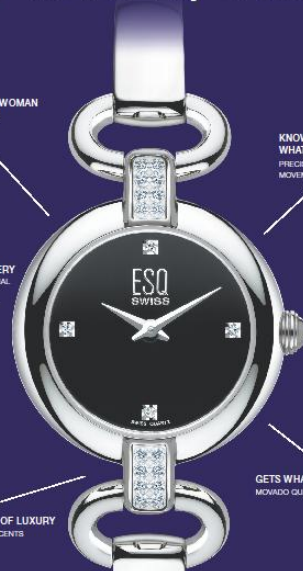
A CONTEMPORARY WOMAN
SLEEK BANGLE STYLING

KNOWS EXACTLY
WHAT SHE WANTS
PRECISE SWISS QUARTZ
MOVEMENT

LOVES A BIT OF MYSTERY
SMOOTH BLACK LACQUERED DIAL

GETS WHAT REALLY MATTERS
MOVADO QUALITY CRAFTSMANSHIP

GRAVES A TOUCH OF LUXURY
GENUINE DIAMOND ACCENTS



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available at movado boutiques and
select fine retailers nationwide.
www.esqbymovado.com

ESQ
BY MOVADO

ESQ
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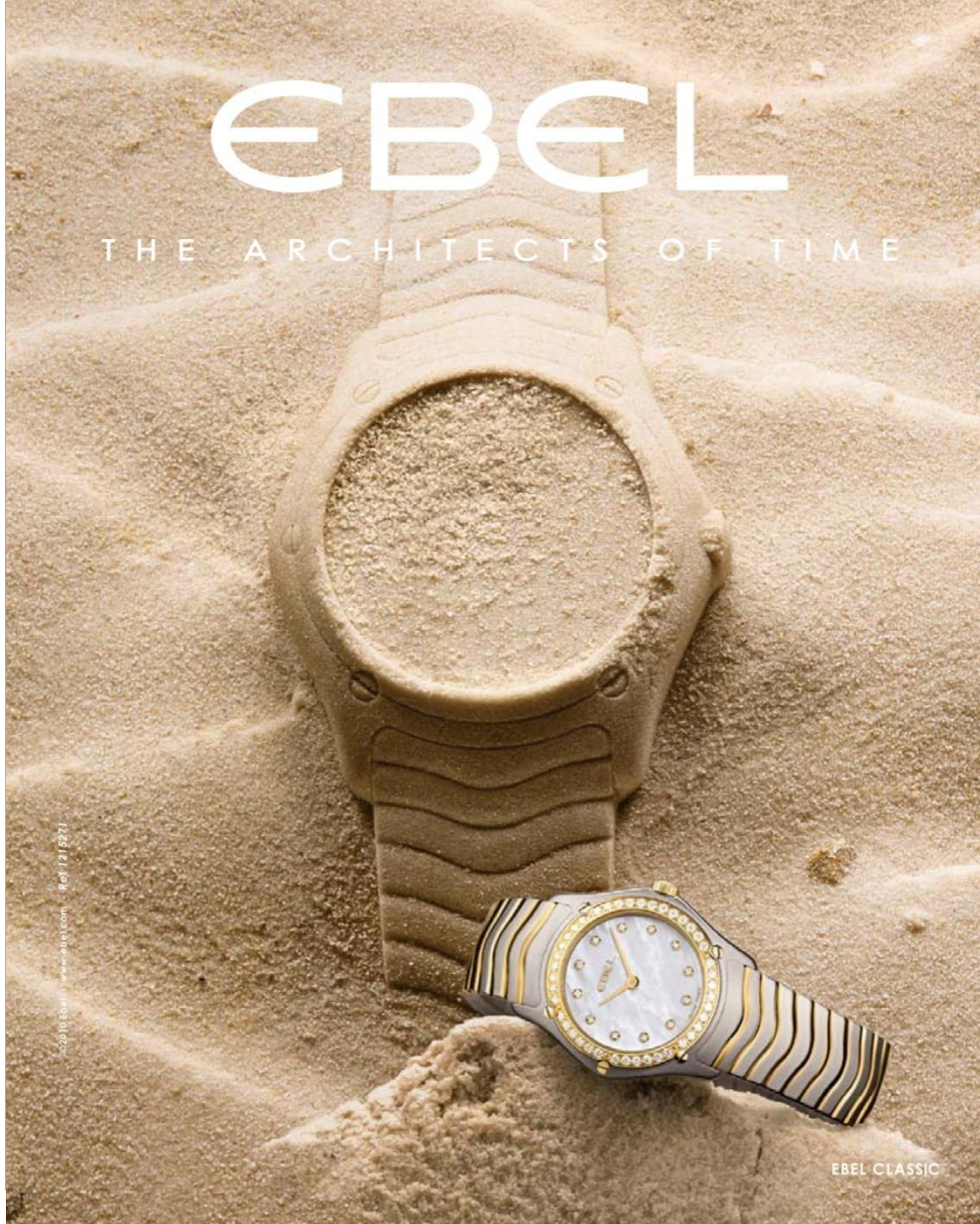
EBEL

- Product positioning
 - Luxury & Value
 - \$1,800 - \$5,000 segment
 - New product introductions
- Marketing support
 - New advertising campaign
- Global distribution
 - U.S., Europe & Middle East



EBEL

THE ARCHITECTS OF TIME



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EBEL CLASSIC

EBEL

advertising campaign



MOVADO GROUP INC.

EBEL

THE ARCHITECTS OF TIME



NEW EBEL CLASSIC SPORT

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EBEL

advertising campaign



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Concord

- Exclusive customer position
- Niche C1 product offering
- Middle East positioning



BOSS
HUGO BOSS

COACH
WATCHES

Juicy Couture®
TIMEPIECES

TOMMY  HILFIGER
WATCHES


LACOSTE



licensed
brands
38%

Licensed Brands

- Powerful portfolio of recognized global brands
- Existing territory growth
 - Focus on growing key markets in U.S., Europe & China
- Continued focus on new product trend & value
- Fashion jewelry expansion



Coach

- Smart product pricing
- \$198 price points
- Boyfriend collection





A

B

C

COACH
Boyfriend watches.
A. Khaki signature strap.
WebID 000000. \$248.
B. White leather strap.
WebID 000000. \$248.
C. Goldtone bracelet.
WebID 000000. \$348.

MACYS.COM Shop when you want! Find just what you want by using the item number, store locator or on-line catalog

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COACH

WATCHES



MOVADO GROUP INC.

Tommy Hilfiger

- Product value proposition
- Windsurf & Avalon product introductions
- Fashion jewelry launch



AMERICAN STORIES MIAMI

TOMMY.COM



NEW YORK
TOKYO
AMSTERDAM
DUBAI

TOMMY  HILFIGER

TOMMY  HILFIGER
WATCHES

advertising
campaign



MOVADO GROUP INC.

Hugo Boss

- Classic elegant collection
- Introducing Boss Orange





BOSS Blue BOSS Watches available through MGJ TWC GmbH Phone: +49 7881 861810 www.hugoboss.com



BOSS
HUGO BOSS
watches

BOSS
HUGO BOSS



MOVADO GROUP INC.

Juicy Couture

- Fashion, materials, fun
- Ceramic materials
- Pedigree collection





Juicy Couture®
TIMEPIECES



Lacoste

- Product value proposition
- Introducing GOA
 - < \$100 price point
- Tokyo collection





LACOSTE



MOVADO GROUP INC.

RETAIL OUTLETS

- Comprises approximately 16% of revenue
- 31 Movado Company Stores
- Profitable U.S. based business
- Allows appropriate product newness levels
- Primary vehicle to sell discontinued product



COMPANY STORES



MOVADO GROUP INC.

Summary

- Strong brand portfolio
 - Owned & Licensed
- Established partnerships with major retailers
- State of the art global systems
- Revitalized merchandising, product development & marketing initiatives
- Focused on improving financial performance





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QUESTIONS