

Movado Group, Inc.

MAY 24, 2012












SAFE HARBOR STATEMENT

This presentation contains certain forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. These statements are based on current expectations, estimates, forecasts and projections about the Company, its future performance, the industry in which the Company operates and management's assumptions. 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, trends in consumer debt levels and bad debt write-offs, general uncertainty related to possible terrorist attacks, natural disasters, the stability of the European Union and defaults on or downgrades of sovereign debt and the impact of any of those events on consumer spending, changes in consumer preferences and popularity of particular designs, new product development and introduction, competitive products and pricing, seasonality, availability of alternative sources of supply in the case of the loss of any significant supplier or any supplier's inability to fulfill the Company's orders, the loss of or curtailed sales to significant customers, the Company's dependence on key employees and officers, the ability to successfully integrate the operations of acquired businesses without disruption to other business activities, the continuation of licensing arrangements with third parties, the ability to secure and protect trademarks, patents and other intellectual property rights, the ability to lease new stores on suitable terms in desired markets and to complete construction on a timely basis, the ability of the Company to successfully manage its expenses on a continuing basis, the continued availability to the Company of financing and credit on favorable terms, business disruptions, disease, general risks associated with doing business outside the United States including, without limitation, import duties, tariffs, quotas, political and economic stability and success of hedging strategies with respect to currency exchange rate fluctuations and the other factors discussed in the Company's Annual Report on Form 10-K and other filings with the Securities and Exchange Commission. 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.

DIVERSE BRAND PORTFOLIO

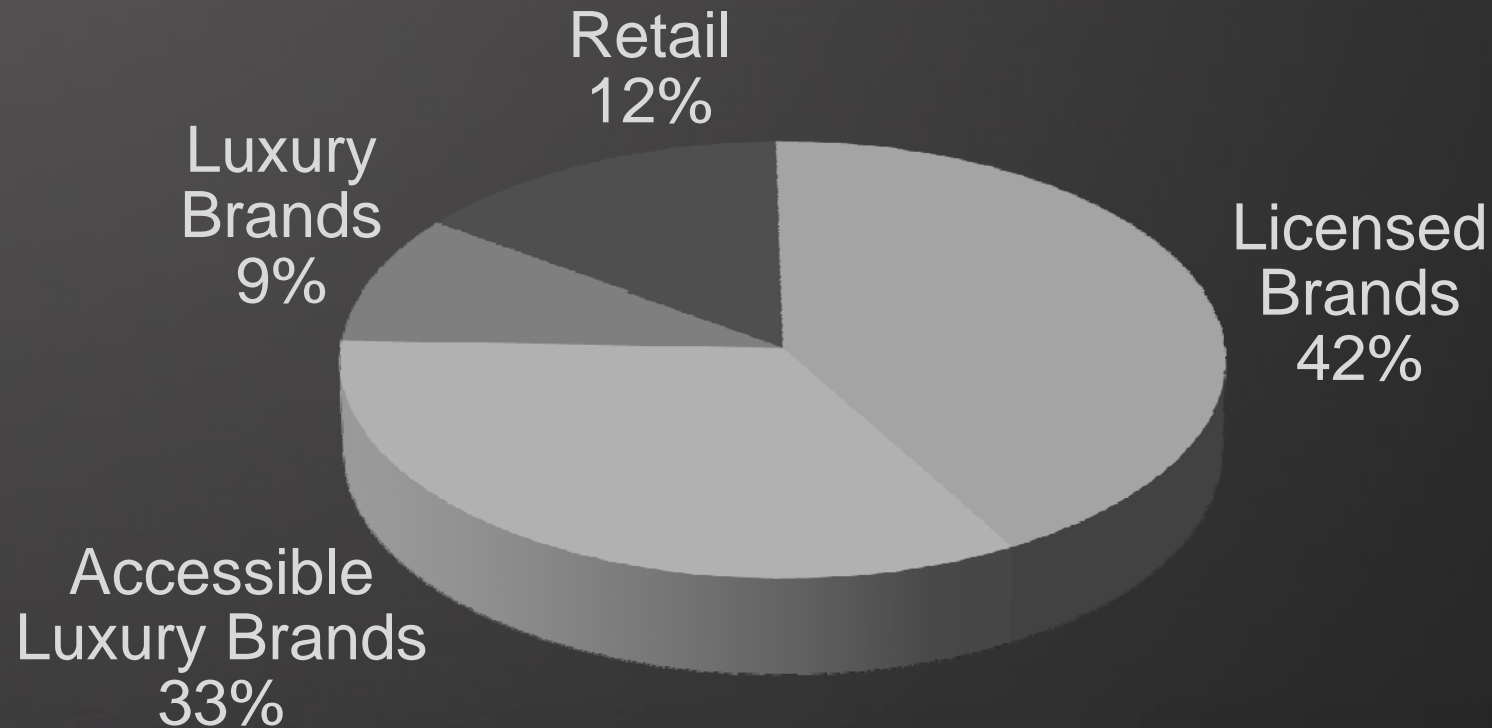
Presence in all key market segments

	Category Positioning	FY12 Net Sales		Year Created/ Launched	Exclusive/ Worldwide Rights?
		\$MM	% of Total		
OWNED	 Luxury (\$1,500 - \$9,999)	~\$43MM	~9%	1908	Owned
	 Luxury (\$1,500 - \$9,999)			1911	Owned
	 Premium (\$500 - \$1,499)	~\$151MM	~33%	1881	Owned
	 Moderate (\$100 - \$499)			1993	Owned
LICENSED	 Moderate (\$100 - \$499)	~\$197MM	~42%	1999	Yes
	 Moderate (\$100 - \$499)			2006	Yes
	 Moderate (\$100 - \$499)			2007	Yes
	 Moderate (\$100 - \$499)			2007	Yes
	 Fashion (\$55 - \$99)			2001	Yes

DIVERSE BRAND PORTFOLIO

Presence in all key market segments

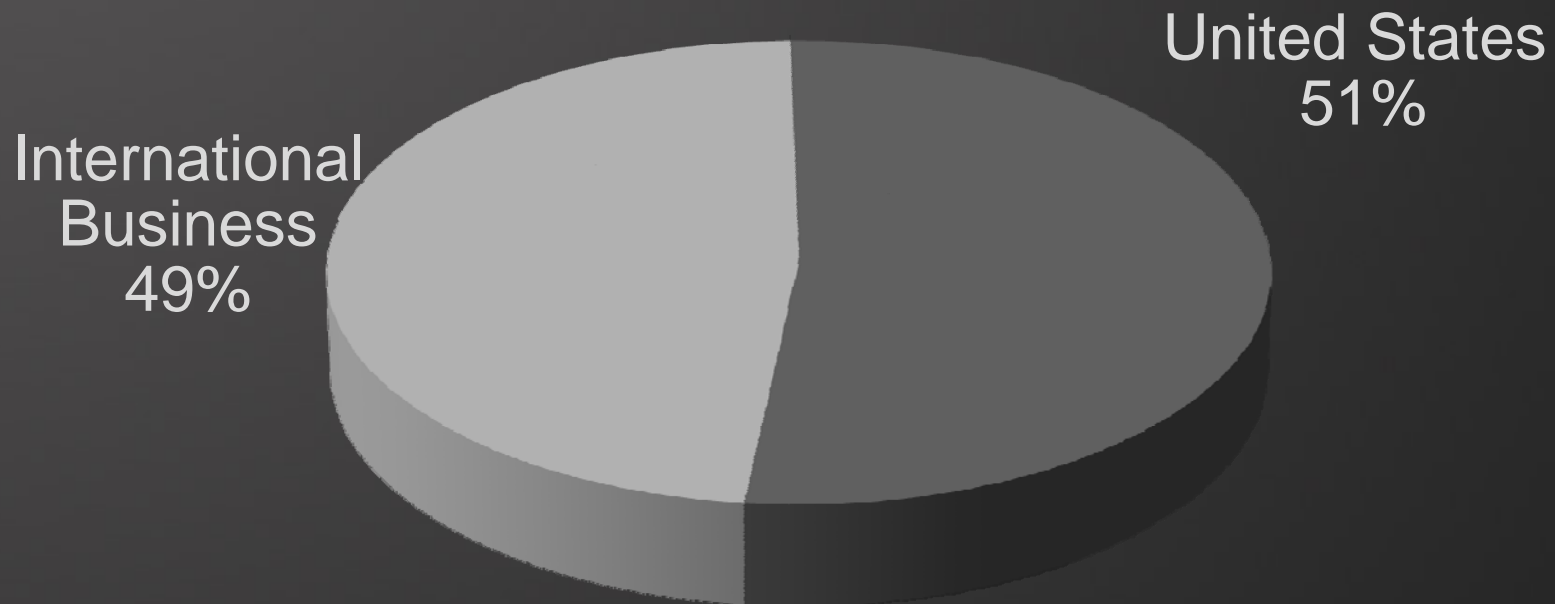
Percent of Total MOV Revenue (FY '12)



BROAD GEOGRAPHIC REACH

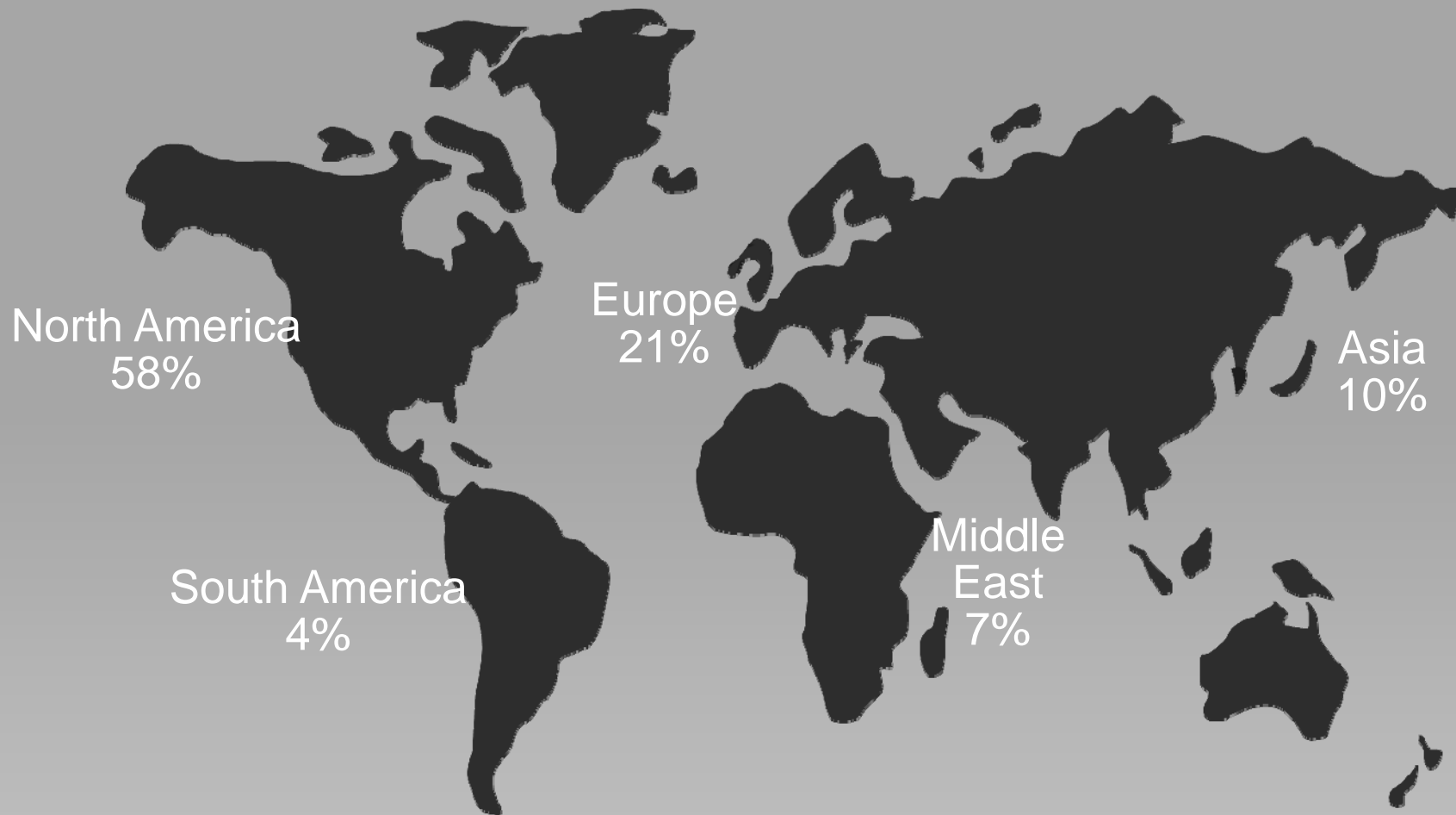
Balance between United States and International

Percent of Total MOV Revenue (FY '12)



BROAD GEOGRAPHIC REACH

Presence and opportunity in all regions (FY '12)



FOCUSED STRATEGY

- Unleash Movado Brand potential
- Realize the ESQ Movado potential
- Continue momentum of Licensed Brands
- Reposition EBEL for growth
- Capture the growth opportunity in China, Brazil

KEY ACCOMPLISHMENTS

- Implemented SAP globally
- Improved distribution
- Developed strong new product pipeline
- Continued investments and focus in China
- Closed Boutiques, focused on wholesale
- Delivering consistent, positive financial results
- Issued special dividend

FY12 FINANCIAL RESULTS*

- Consistent positive results for past 8 quarters
- Strong sales growth incr. 22% over last year
 - Movado brand growth +29%
 - Licensed brand growth +28%
- Operating income of \$34.3m vs. operating income of \$10.8m last year
- Further strengthened balance sheet
 - \$182m cash
 - No debt outstanding
- Reinstated quarterly dividend

* Adjusted for nonrecurring items

Q1 FY13 PRELIMINARY FINANCIAL RESULTS

- Built on momentum of past 2 years
- Strong sales growth – ~15% increase over Q1 last year
- Operating income – ~\$6m increase to range of \$7.8m to \$8.4m
- Net income – ~\$6.1m to \$6.6m
- EPS to range from \$0.24 to \$0.26

FY13 INCREASED GUIDANCE

- Sales increase – ~ 9% to \$505m – \$510m
- Operating income – ~ 25% increase to \$43.5m - \$44.5m
- Net income – ~ 25% increase to \$29.0m - \$29.7m
- EBITDA – ~ 20% increase to \$55m - \$56m
- EPS – ~ \$1.15 per diluted share
- 30% Effective Tax Rate
- Quarterly dividend - \$0.05

MOV FINANCIAL PERFORMANCE

	<u>FY11</u>	<u>FY12</u>	<u>FY13 GUIDANCE</u>
Sales (\$000)	\$382,190	\$465,079	\$510,000
Operating Income	10,789	34,274	44,500
Net Income	5,539	23,127	29,700
EPS	0.22	0.92	1.15

All numbers are adjusted for nonrecurring items and shown at a 30% tax rate

ACCESSIBLE LUXURY BRANDS

- Movado has leading US market share
- Strong sales growth
- Quality distribution
- New distribution via Movado BOLD
- Great new product pipeline
- Revitalized ESQ Movado
- International growth potential



LICENSED BRANDS

- World class leading brands
- Strong sales growth
- Excellent global network
- Launching new businesses
 - Ferrari license
 - Tommy Hilfiger jewelry



EST. 1941

BOSS
HUGO BOSS

watches

Juicy Couture[®]
TIMEPIECES

TOMMY  HILFIGER
WATCHES

LACOSTE

LUXURY BRANDS

- Launching new and exciting EBEL collections 2H FY13
- Supported with all new marketing campaign
- Future expansion opportunities for Concord



CONCORD

OUTLET STORES

- Capitalizing on strong growth of outlet centers
- Selectively expanding
 - ~35 stores
 - Premier outlet centers
 - Reflect brand image
- Primary channel for discontinued product



SUMMARY

MOV is a globally diversified company with 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





APPENDIX

MOV BRAND OVERVIEWS

MOVADO



RICH BRAND DNA

STRONG HERITAGE



ICONIC DESIGN



POWERFUL ASSOCIATIONS



EXCITING SPONSORSHIPS



CLEAR STRATEGY

PRODUCT
SEGMENTATION
& INNOVATION

BRAND
DIFFERENTIATION

CHANNEL
RELATIONSHIPS

360 BRAND
EXPERIENCE



COMPELLING NEW PRODUCTS

Classic Pillar



COMPELLING NEW PRODUCTS

Sport Pillar



COMPELLING NEW PRODUCTS

For Her Pillar



COMPELLING NEW PRODUCTS

Trend Pillar | MOVADO BOLD



DYNAMIC ADVERTISING

SAPPHIRE FOR MEN
chronograph, black aluminum bezel,
black dial, 3 retrograde counters,
movado.com



SWISS MOVADO MADE

MOVADO
MODERN AHEAD OF ITS TIME

INTRODUCING CERENA™ FOR HER
36MM, WHITE CERAMIC/STAINLESS
STEEL, DIAMOND MARKERS,
MOVADO.COM,
RETAILER



SWISS MOVADO MADE

MOVADO
MODERN AHEAD OF ITS TIME

DYNAMIC ADVERTISING



BOLD
Time takes off. Lightweight aluminum construction. Chronograph. movado.com

SWISS MOVADO QUARTZ

MOVADO
MODERN AHEAD OF ITS TIME

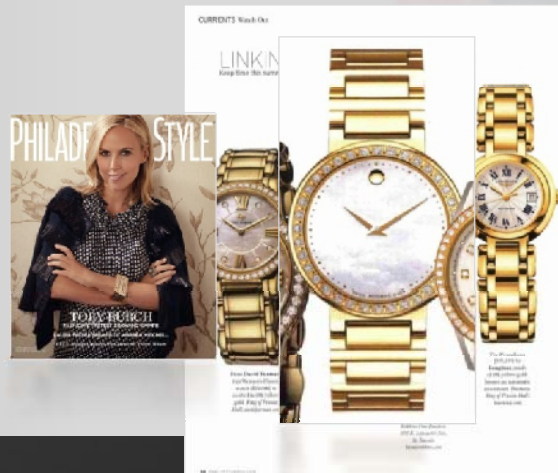


BOLD
Time takes off. Lightweight aluminum construction. Chronograph. movado.com

MOVADO 10 ATM

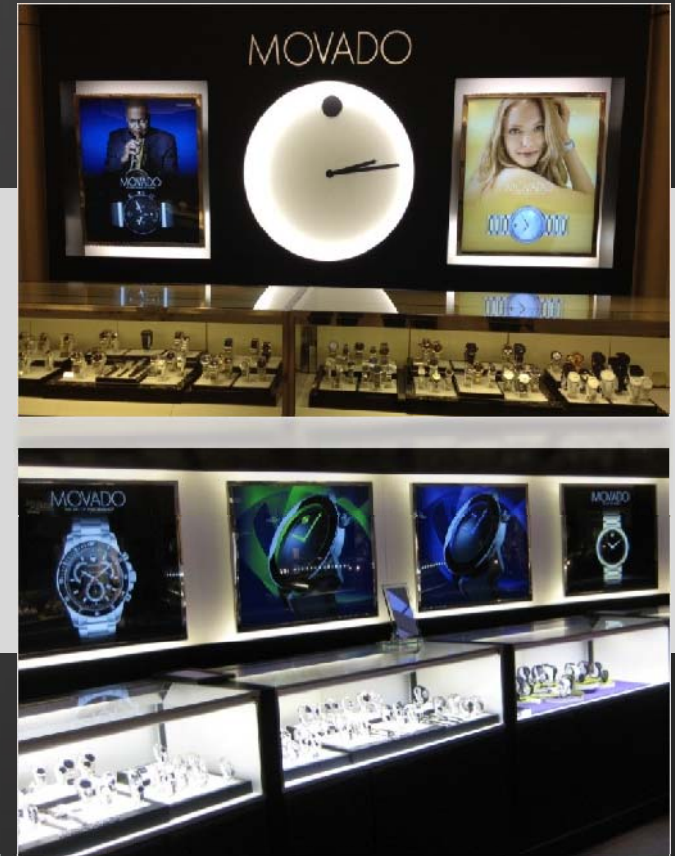
MOVADO
MODERN AHEAD OF ITS TIME

INFLUENTIAL EDITORIAL




360 EXPERIENCE

Shop-in-shops



360 EXPERIENCE

Digital



Movado
Jewelry/Watches

- Wall
- Info
- Welcome**
- Future Legends
- GQ + TGF CONTEST
- Photos
- Links
- Notes
- Videos
- Events

148,856
like this

1,936
talking about this



HOME PAGE TODAY'S PAPER VIDEO MOST POPULAR TUESDAYS TOPICS

MOVADO
NEW! SAPPHIRE SYNERGY
SHOP.MOVADO.COM

The New York Times

Monday, January 30, 2012 Last Update: 4:51 PM ET

BECOME A DIGITAL SUBSCRIBER



MOVADO

GIFT IDEA: A
STYLE THAT
SPARKLES



MOVADO

+ BROWSE MOVADO COLLECTIONS

MOVADO COLLECTIONS
INSPIRED BY MOVADO
WORLD OF MOVADO
FIND A WATCH

DATRON
NEW QUARTZ
CHRONOGRAPH

LEVERAGING CHANNEL RELATIONSHIPS



NEW BRAND POSITIONING

ESQ
MOVADO

POWERED BY MOVADO

swiss engineering

modern design

great value

LICENSED BRANDS



EST. 1941

BOSS
HUGO BOSS

watches

Juicy Couture[®]

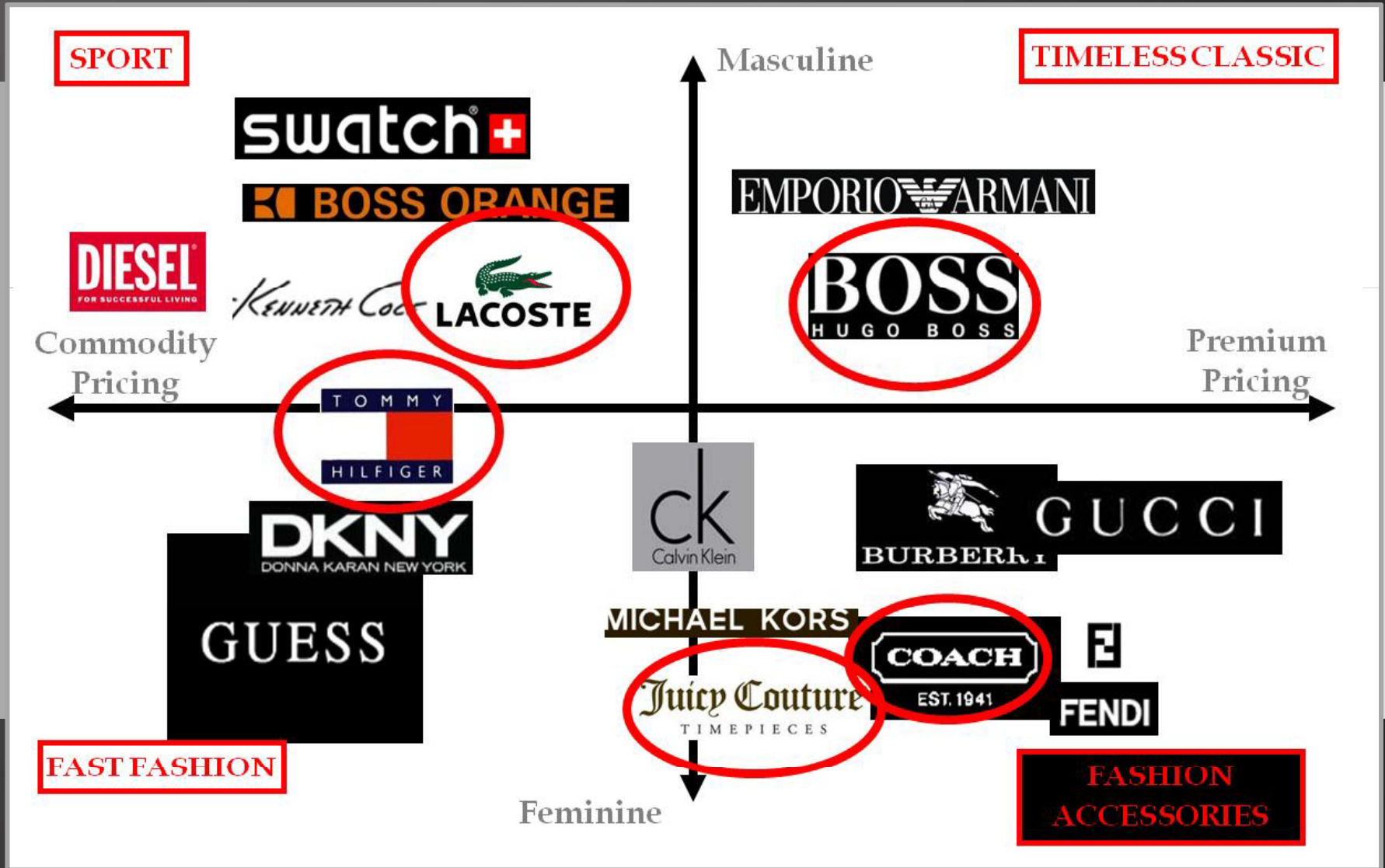
TIMEPIECES

TOMMY  HILFIGER

WATCHES

LACOSTE

STRONG PORTFOLIO



GOOD MOMENTUM

- Strong portfolio – brand and geography
- Significant growth trend
- Focus on key/owned markets
- Growing international scope
 - Brands
 - Organizations
 - Markets

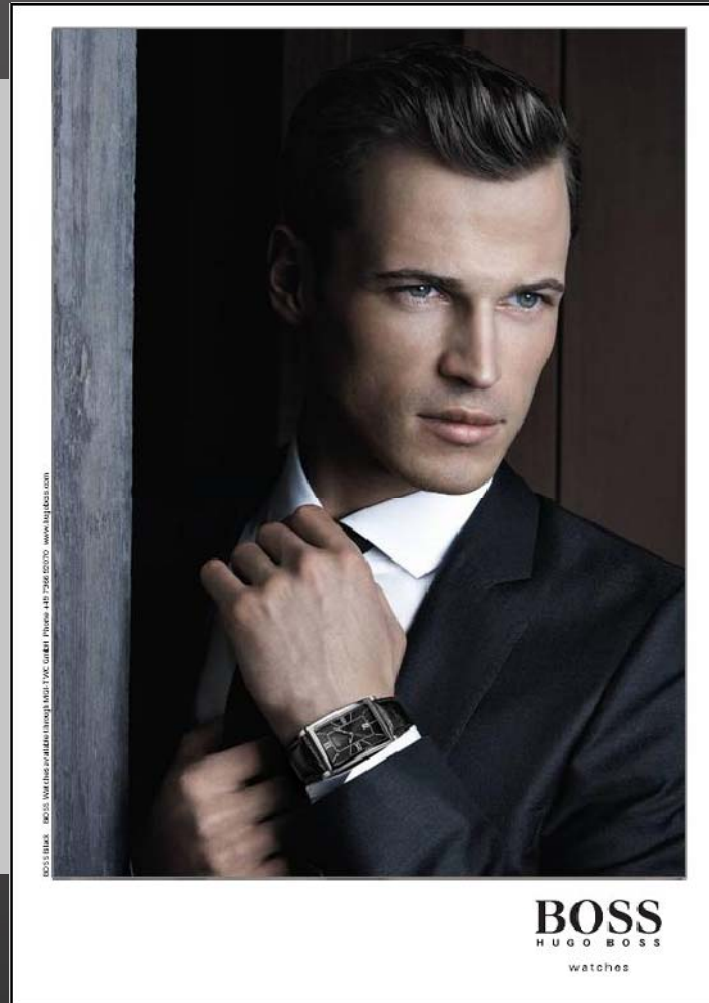


COACH Marketing



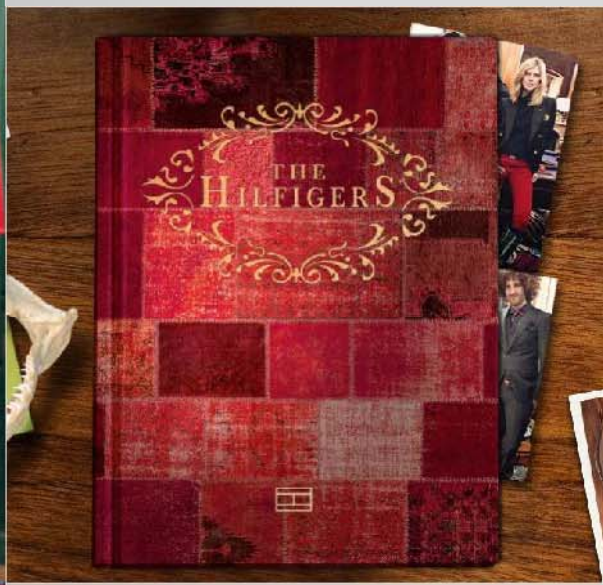
HUGO BOSS

Marketing



TOMMY HILFIGER

Marketing



LACOSTE

Marketing

Spring/Summer '11



Fall/Winter '11



JUICY COUTURE

Marketing



NEW LICENSE - 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
- Launches in FY14

EBEL

RICH BRAND DNA

FEMININE

LUXURY

ELEGANT

SENSUAL

INNOVATIVE

CRAFTSMANSHIP

EBEL STRATEGIC VISION

A bold, new approach to luxury



EBEL CONSUMER TARGET

- 25+
- Young mindset
- Active, stylish
- Influencers & leaders
- Confident, independent thinkers
- Fashion-driven, not fashion victim



SUCCESSFUL COMPANY STORES

- Capitalize on strong growth of outlet centers
 - ~35 stores
 - Premier outlet centers
 - Reflect brand image
- Primary channel for discontinued product



CHINA OPPORTUNITY

- Fastest growing luxury market
- Foundation established with direct subsidiary
- POS increasing over 60% in next 3 years
- Leveraging Movado and Licensed Brands
- Licensed partners expansion priority





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