



MOVADO GROUP INC.

SHAREHOLDER'S MEETING 2009

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 Be advised that developments subsequent to this press release are likely to cause these statements to become outdated with the passage of time.



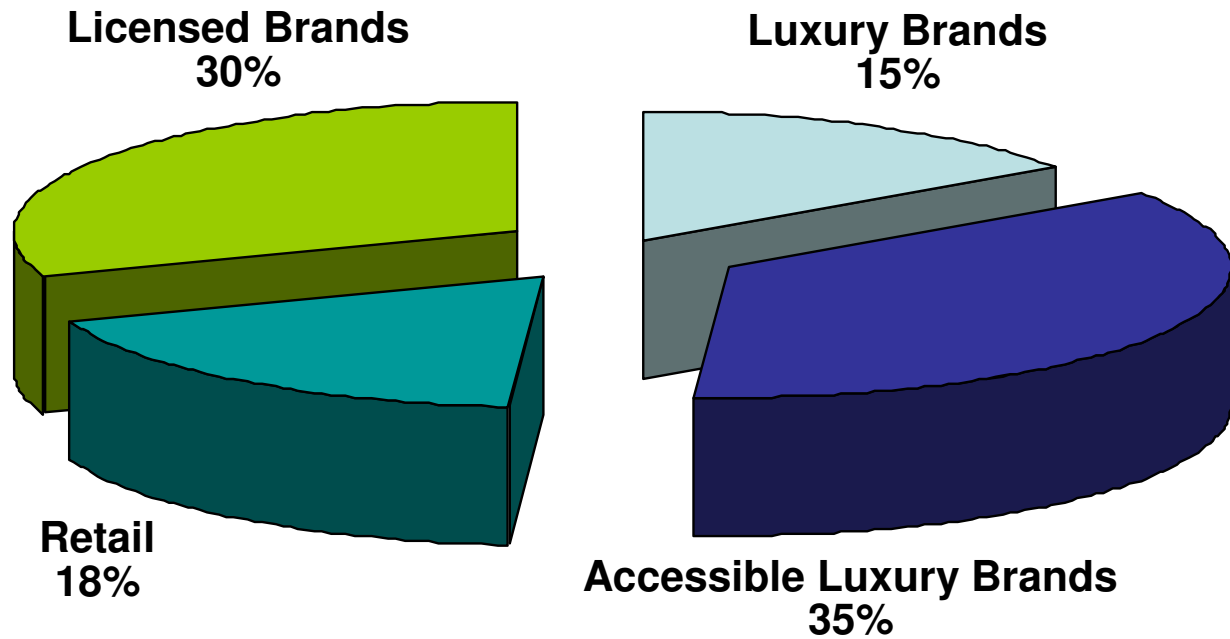
MOVADO GROUP INC.

CORE STRENGTHS

- Exceptional Portfolio of Brands
- Deep Market Knowledge & Strong Customer Relationships
- Importance of MGI Brands to Major Customers' Watch Business
- Breadth and Depth of Management Team
- Strong Culture of Success



DIVERSE PORTFOLIO BRANDS & BUSINESSES



* Remaining 2% comprised of shipping and service



LEADING BRANDS IN A \$15 BILLION MARKET

MGI Brands

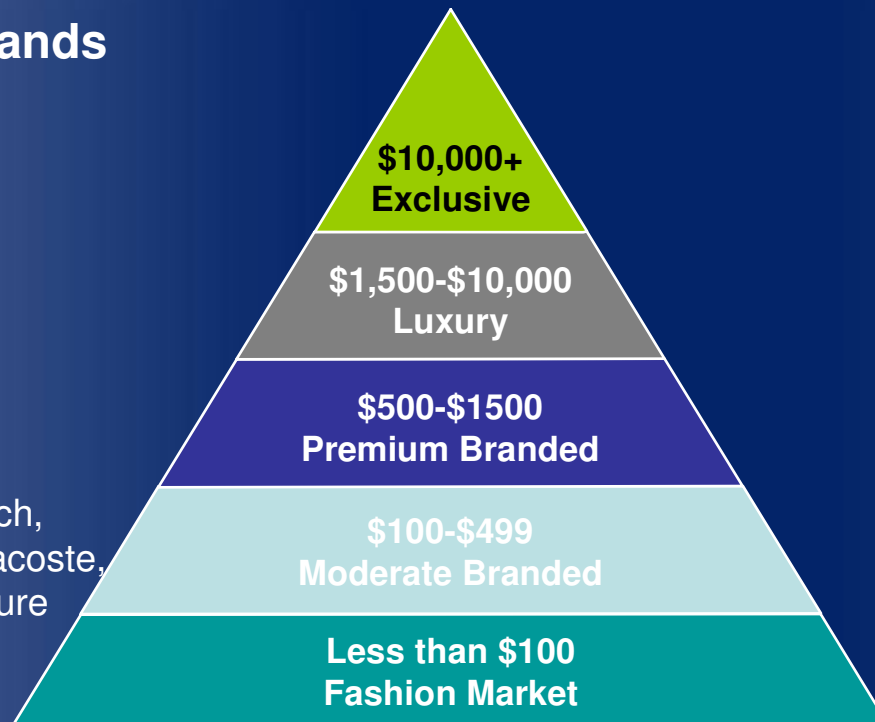
Concord

Ebel

Movado

ESQ, Coach,
Hugo Boss, Lacoste,
Juicy Couture

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.

GREAT BRANDS
IN EVERY SEGMENT



MOVADO GROUP INC.



MOVADO
the art of time



MOVADO GROUP INC.




MOVADO
 the art of time



MOVADO GROUP INC.

TOM BRADY, strength athlete, m.p.

the art of performance
 special edition toni back automatic chronograph
 exhibition caseback; outer ring engraved
 with toni's name; "12" on rotor; only 500 pieces
 available at movado boutiques and select
 fine jewelry retailers. www.movado.com



MOVADO
 SERIES 800

DEREK JETER, baseball player, athlete

the art of performance
 introducing the subzero® chronograph
 classic sport styling; rotating bezel
 screw-down crown; water resistant to 200ft.
 available at movado boutiques and select
 fine jewelry retailers. www.movado.com



MOVADO
 SERIES 800

MOVADO

SERIES 800

advertising
 campaign



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GISELE WEARS
THE EBEL BRASILIA



EBEL

THE ARCHITECTS OF TIME

For more information call XXXXXXXXXXXX or visit www.ebel.com

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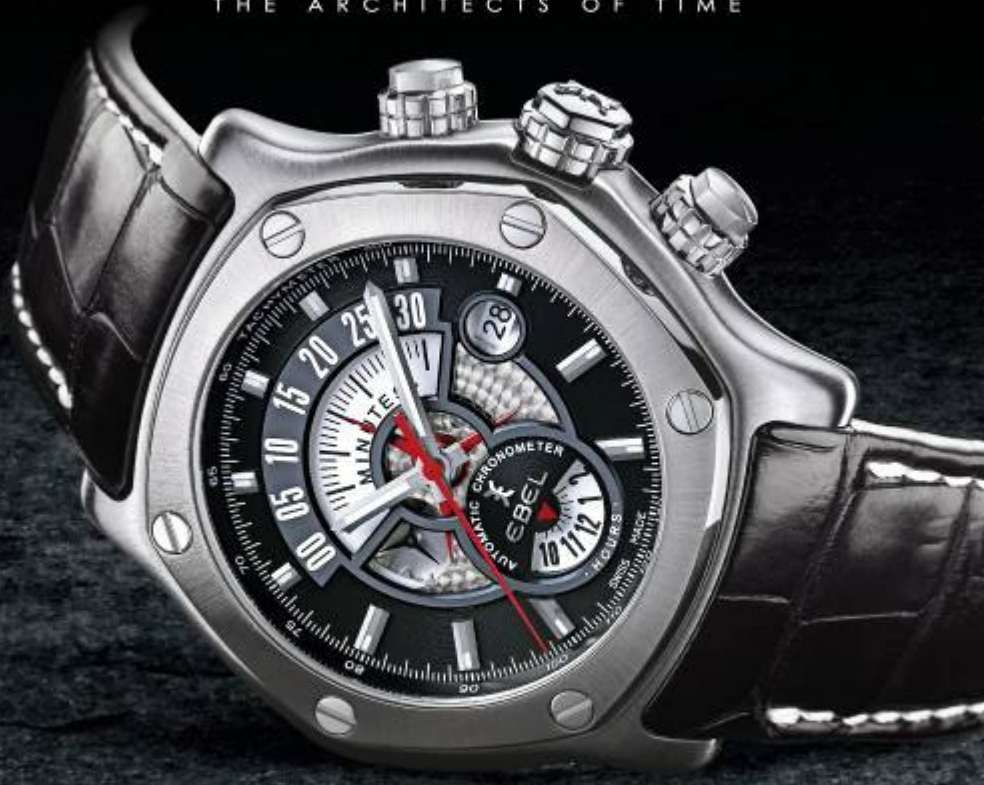
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EBEL

THE ARCHITECTS OF TIME



1911 TEKTON

Ebel 1911 Tekton - Automatic Chronograph with unique functions display, multi-level bezel, stainless steel, hand-stitched alligator strap.

THE ULTIMATE IN ENGINEERED DESIGN

A prestigious chronograph of sophisticated design, engineered with architectural vision.
From a bold new collection powered exclusively by COSC-certified Ebel manufacture movements.
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TOURBILLON. RECONSTRUCTED.

C1

WHAT OTHER FLYBACK CHRONOGRAPH HAS A VERTICAL TOURBILLON DISPLAYED IN AN EXTERNAL BRANNCASE? WHAT OTHER WATCH FEATURES AN "ECCENTRIC" SMALL SECONDS INDICATION THAT BREAKS FREE FROM THE DIAL TO APPEAR ON THE TOURBILLON CARRIAGE? WHAT OTHER WATCH MAKES SUCH A MONUMENTAL STATEMENT WHILE BEING SO EASY TO WEAR, THANKS TO LUB-FREE STRAP ATTACHMENTS?

CONCORD
OTHERS WILL FOLLOW

GENEVA | CHIMENDO | PARIS | CHRONOPASSION | NEW YORK, LAS VEGAS | TOURNEAU
LOS ANGELES | WESTIME | DUBAI | BEOBIO | SINGAPORE | BOSTON | MOSCOW | BASTILLON
HONG KONG | ORIENTAL | GO TO WWW.CONCORD.CH FOR OTHER SELECTED RETAILERS WORLDWIDE

CONCORD

advertising
campaign



MOVADO GROUP INC.



ESQ
BY MOVADO

ESQ
BY MOVADO



MOVADO GROUP INC.

BOSS
HUGO BOSS

COACH
WATCHES

Juicy Couture®
TIMEPIECES

TOMMY  HILFIGER
WATCHES


LACOSTE



licensed
brands
30%

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COACH
LEATHERWARE
EST. 1941
WATCHES

COACH

WATCHES



MOVADO GROUP INC.

AMERICAN STORIES LOS ANGELES



TOMMY HILFIGER

TOMMY HILFIGER
WATCHES

advertising
campaign



MOVADO GROUP INC.



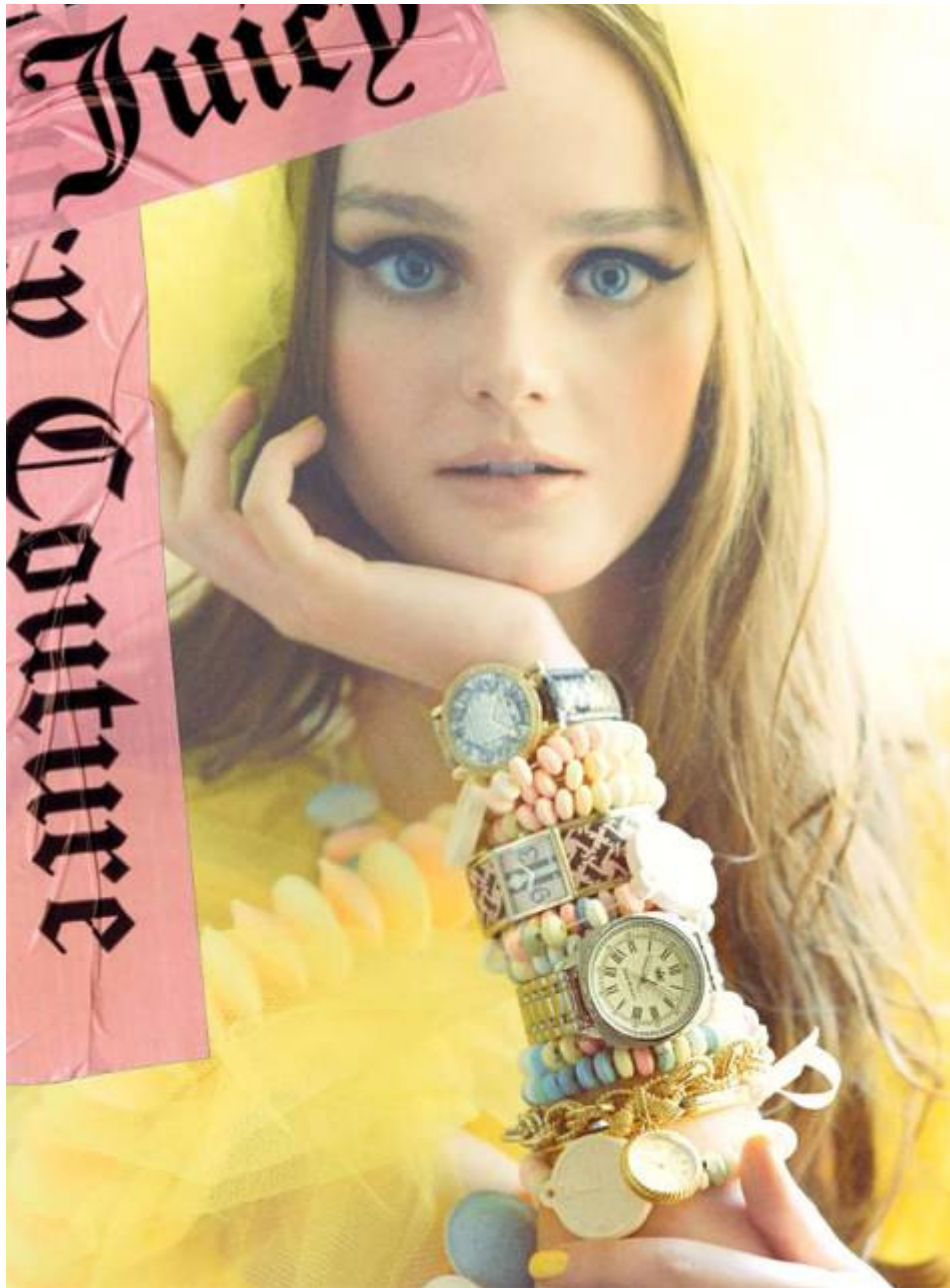
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BOSS
HUGO BOSS
watches

BOSS
HUGO BOSS



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Juicy Couture®
TIMEPIECES



MOVADO GROUP INC.



LACOSTE



MOVADO GROUP INC.

RETAIL SEGMENT

- Comprises 18% of revenue
- Profitable U.S. based business
- 2 components:
 - Movado Boutiques (27)
 - Investment stage
 - Movado Company Stores (31)
 - Established profit contributor

MOVADO
BOUTIQUES



MOVADO GROUP INC.

MOVADO



MOVADO

BOUTIQUES



MOVADO GROUP INC.

COMPANY STORES



MOVADO GROUP INC.

ECONOMIC ENVIRONMENT

MOVADO
BOUTIQUES



MOVADO GROUP INC.

GLOBAL ECONOMIC IMPACT

- Global Financial Crisis
- Stock Market declines: 40% - 50%
- Global exports down: 40% - 60%
- Businesses declaring bankruptcies and disappearing
- U.S. real estate market declines: 35%
- U.S. unemployment grew from 4% to 9% in just 6 months
- U.S. consumer confidence at record lows
- Retailers drastically reducing inventories and purchases



ECONOMIC IMPACT ON MOVADO GROUP

- Full Year FY 2009 impact
 - Sales declined 18%
 - Generated a slight profit of \$0.09 per share after charges
 - Increased inventory levels by \$24 million
- 1st Quarter FY2010 impact
 - Sales declined 33%
 - Incurred a loss of \$0.37 per share
- U.S. business and higher price points most impacted
- Licensed businesses and China least impacted



MOVADO GROUP ACTIONS

- Maximizing brands strength and positioning in marketplace
 - Introducing price sensitive new products
 - Re-branding ESQ to ESQ by Movado
 - Providing exceptional value for consumer
- Completed expense reduction plan
 - Generating saving between \$50-\$60 million
 - August 2008 cost reductions
 - January 2009 cost reductions
 - Restructuring costs \$11 million



MOVADO GROUP ACTIONS

- Implemented global, standardized business processes and SAP system
- Renegotiated new longer term bank borrowing agreements



MOVADO GROUP FOCUS

- Brand health and opportunities
 - Introducing price sensitive new products
 - Re-branding ESQ to ESQ by Movado
 - Renew Ebel's focus on women watches
 - China direct market subsidiary
- Reducing expenses to align with new sales level
- Preserving cash
- Reducing inventory levels



MOVADO GROUP EXPECTATIONS FY2010

- Global economy starts to stabilize in 2nd half of year
- Improve brand SOM and retailers' productivity
- Realize annualized savings of \$50 to \$60 million from expense reduction initiatives
- Stabilize SAP and achieve new process benefits



MOVADO GROUP EXPECTATIONS FY2010

- MGI remains profitable
 - Expect economic declines in 1st half
 - Anticipate high single digit sales decline
 - Expect to generate \$12 million in profits ~ \$0.50 EPS
- Return to being free cash flow generator
 - Focus on inventory reductions
 - Lower capital expenditures



NET SALES

\$ in MILLIONS



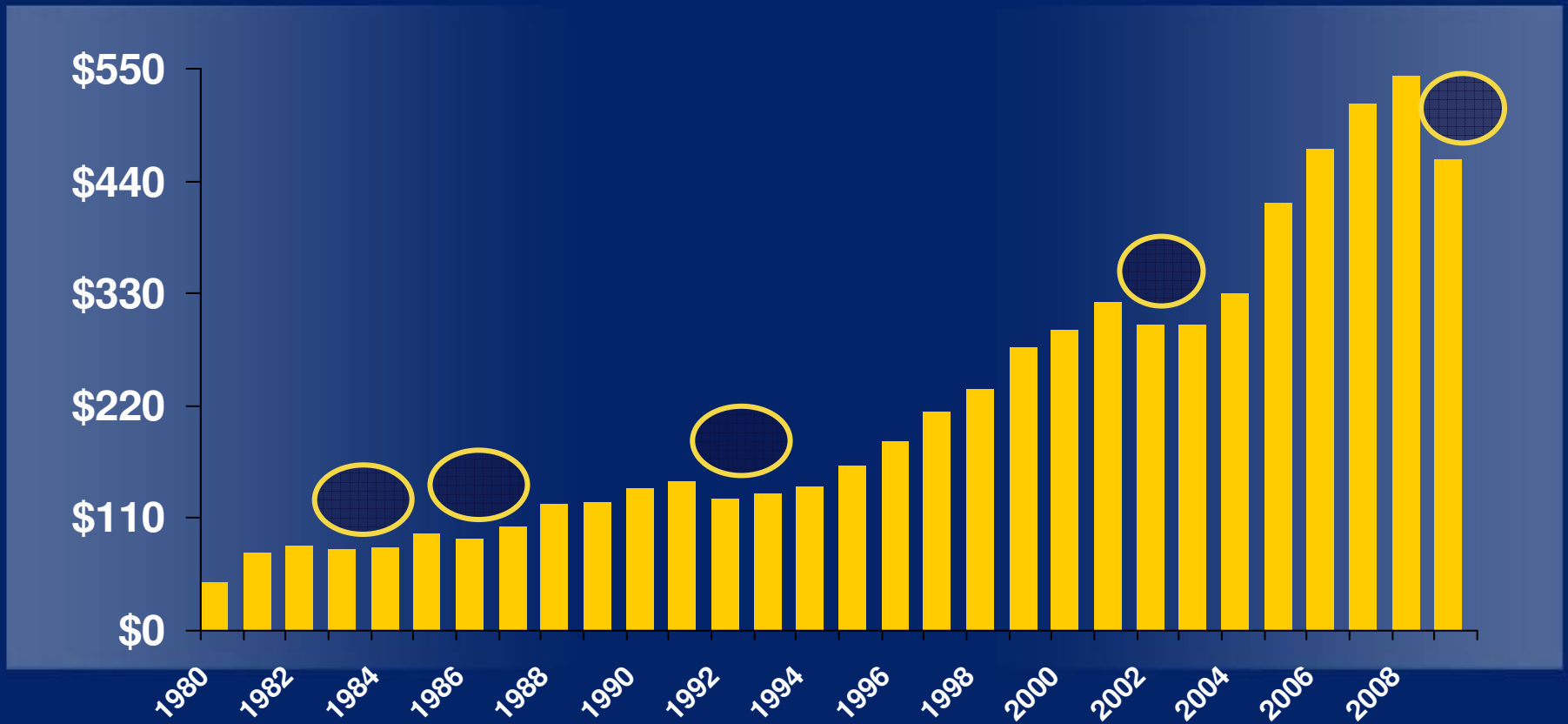
Adjusted figures



MOVADO GROUP INC.

HISTORICAL NET SALES

\$ in MILLIONS



Adjusted figures

 **Recession**



MOVADO GROUP INC.

EBITDA

\$ in MILLIONS



Adjusted figures



MOVADO GROUP INC.

DILUTED EPS PERFORMANCE



Adjusted figures



MOVADO GROUP INC.

SHAREHOLDERS EQUITY FINANCIAL STRENGTH

\$ in MILLIONS



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QUESTIONS