



# Movado Group, Inc.

October 2, 2012



**TAG**® TELSEY  
ADVISORY  
GROUP

3<sup>rd</sup> ANNUAL FALL

**CONSUMER  
CONFERENCE**

# 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 disposable income of consumers in the United States and the other significant markets (including Europe) where the Company's products are sold, uncertainty regarding such economic and business conditions, 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, potential effects of economic and currency instability in Europe and countries using the Euro as their functional currency, 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. 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. The Company assumes no duty to update its forward looking statements and this release shall not be construed to indicate the assumption by the Company of any duty to update its guidance in the future.*

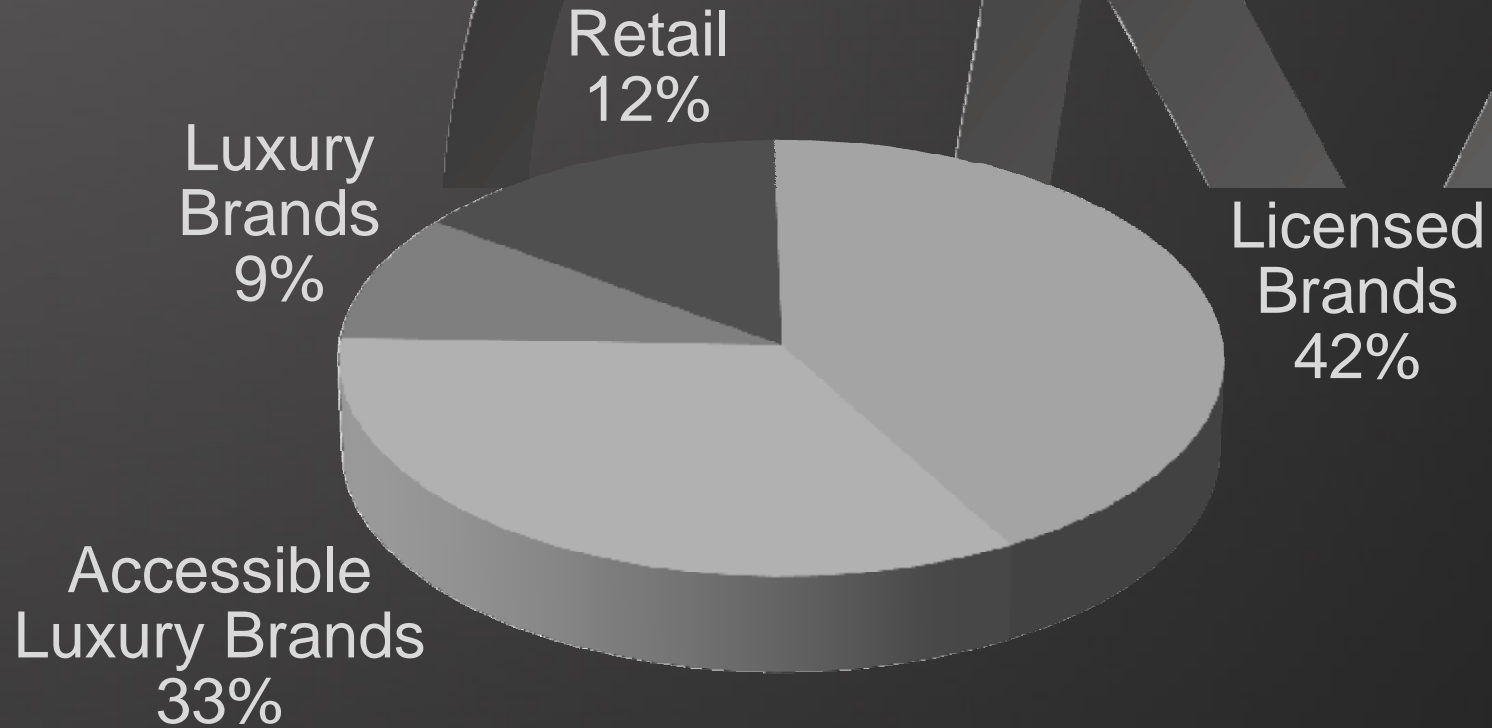
# OVERVIEW

- Compelling portfolio of watch brands
- Diversified across brands, price points and geographies
- Infrastructure in place to support expansion
- Initiatives driving strong financial performance
- Significant opportunity for future growth
- Strong balance sheet and cash flow

# DIVERSE BRAND PORTFOLIO

Presence in all key market segments

Percent of Total MOV Revenue (FY '12)



# DIVERSE BRAND PORTFOLIO

Presence in all key market segments

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

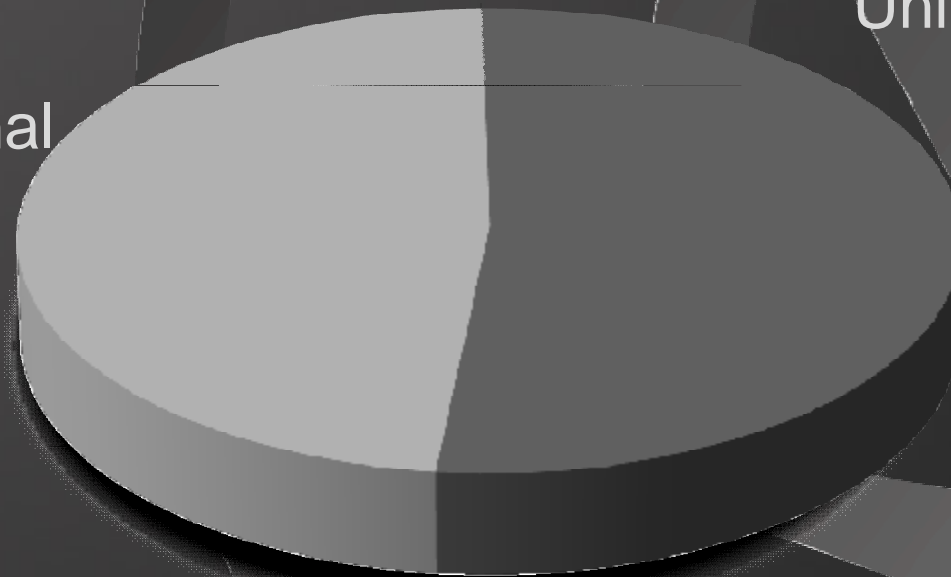
# BROAD GEOGRAPHIC REACH

Balance between United States and International

Percent of Total MOV Revenue (FY '12)

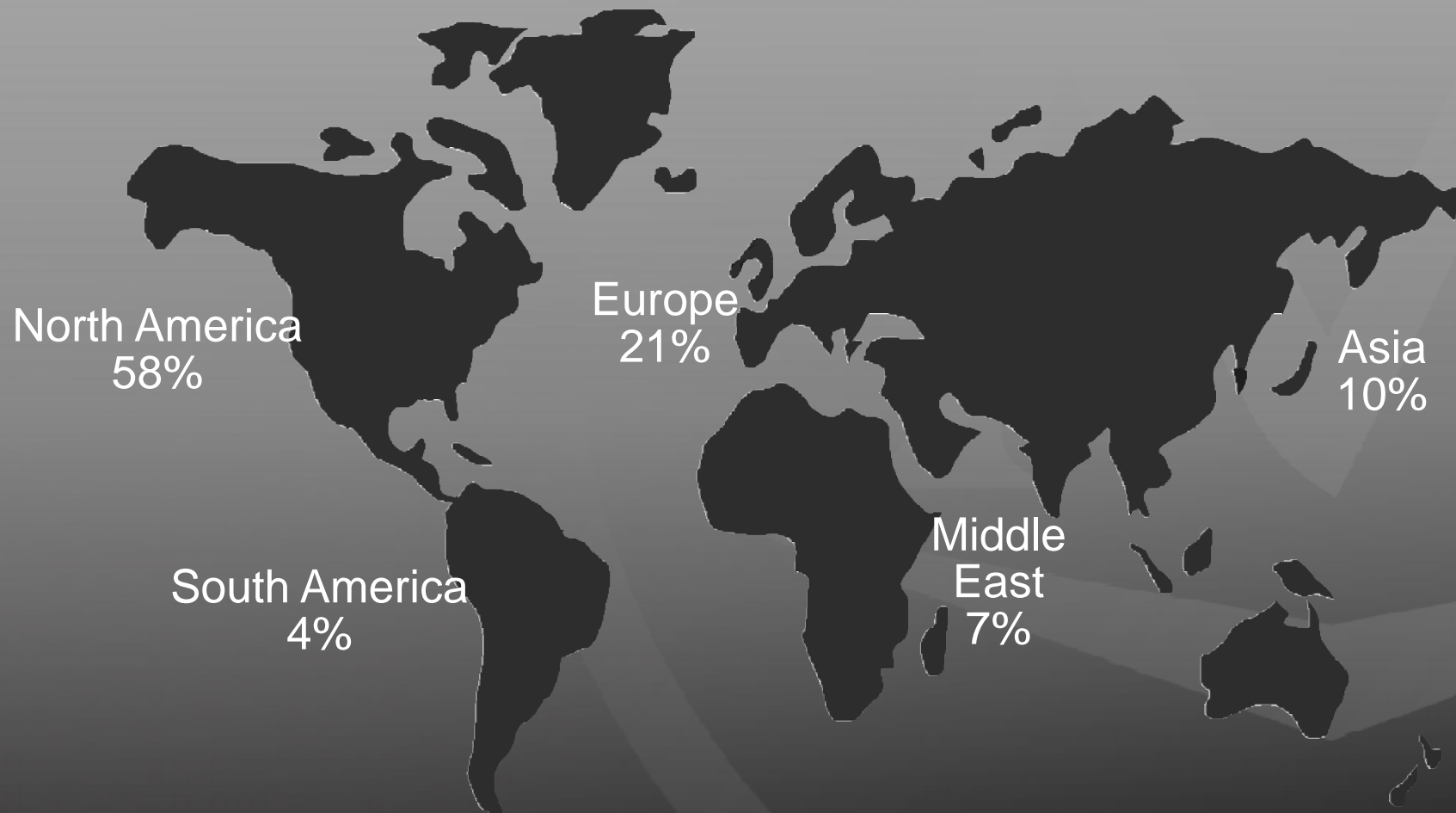
International  
49%

United States  
51%



# 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\*

- 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

# 1<sup>st</sup> Half FY13 FINANCIAL RESULTS

- Built on momentum of past 2 years; consistent positive results for past 10 quarters
- Strong sales growth >9% increase over last year
- Operating income of \$19.2m compared to \$6.6m last year
- Net income of \$14.7m compared to \$4.9m last year
- EPS \$0.58 vs. \$0.19 last year

# MOV FINANCIAL PERFORMANCE

	<b>FY11</b>	<b>FY12</b>	<b>FY13 GUIDANCE</b>
Sales (\$000)	\$382,190	\$465,079	\$510,000
Operating Income	10,789	34,274	50,000
Net Income	5,981	24,824	36,000
EPS	0.24	0.99	1.40

Guidance is reiterated from the August 28, 2012 earnings release.  
All numbers are adjusted for nonrecurring items and shown at a 25% 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



# 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



# DYNAMIC ADVERTISING



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**THE BOLD MIRAS**  
TIME REVEALS A NEW SENSATION.  
JEWEL MOVADO BOLD® MIRAS  
WATCH. SPARKLES WITH ROSE  
GOLD-TONE DIAL ACCENTS.  
MOVADO.COM

MOVADO  
MODERN AHEAD OF ITS TIME



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**THE BOLD TITANIUM**  
TIME REVEALS A NEW ACCENT.  
MOVADO BOLD® TITANIUM WATCH  
WITH 4MM STARBUCKLE  
GRAY BALANCE ACCENTS.  
MOVADO.COM AND  
SELECT RETAILERS. WATCHMORE

MOVADO  
MODERN AHEAD OF ITS TIME

# INFLUENTIAL EDITORIAL



# 360 EXPERIENCE

## Banner Ads



## Tablet Formats



RETAILER LOGO HERE



TREAT HIM TO A DISTINCTIVE MOVADO FROM [NAME OF JEWELER]

RECOGNIZED BY ITS SIGNATURE ITALY-INSPIRED DESIGN, MOVADO'S NEW! SAPPHIRE SYNERGY WATCHES ARE NOW ON SALE! SHOP MOVADO.COM FOR MORE DETAILS.

COME SEE ALL OUR BRILLIANT MOVADO WATCHES FOR FATHER'S DAY

RETAILER LOGO/INFO GOES HERE

RETAILER LOGO HERE



THE NEW MOVADO CERAMIC & STEEL WATCH DESIGN, AVAILABLE NOW AT [NAME OF JEWELER]

CELEBRATING MOTHER'S DAY, MOVADO'S NEW! CERENA WATCHES ARE NOW ON SALE! SHOP MOVADO.COM FOR MORE DETAILS.

COME SEE CERENA AND ALL OUR BRILLIANT MOVADO MOTHER'S DAY GIFT IDEAS TODAY!

RETAILER LOGO/INFO GOES HERE



## E-mail Blasts

## Social Media

ESQ MOVADO

esq  
MOVADO

powered by  
MOVADO

modern design

great value

swiss engineering

# ESQ Movado New Products



# ESQ Movado New Products

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Movado

FUSION  
Quartzo, sinopere  
at: [mivtopera.com](http://mivtopera.com)  
[movado.com](http://movado.com)



esq  
MOVADO



# 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*<sup>®</sup>  
TIMEPIECES

TOMMY  HILFIGER  
WATCHES

**LACOSTE**

*SCUDERIA  
FERRARI*

# COACH



COACH.COM



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# HUGO BOSS

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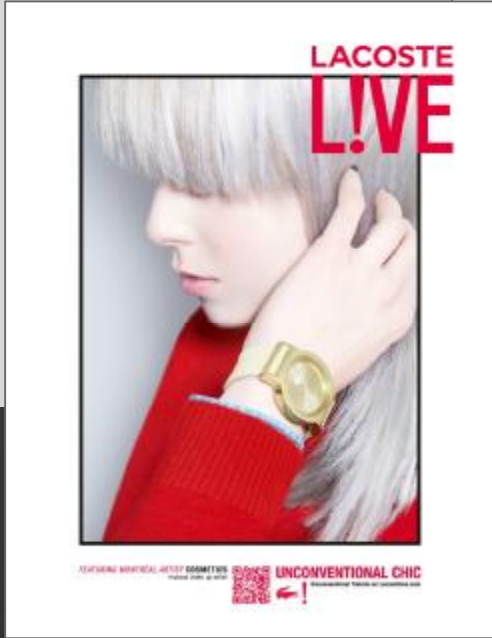


# TOMMY HILFIGER

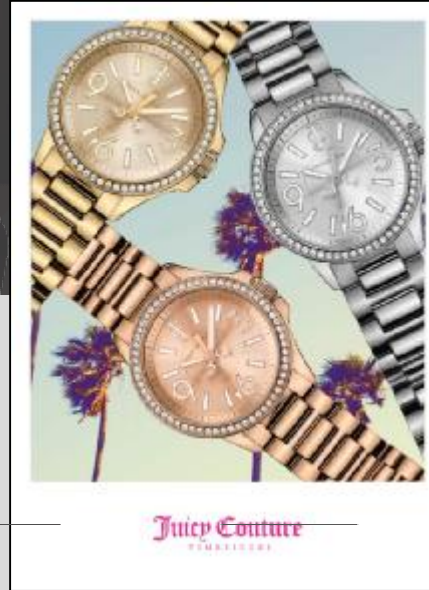
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# LACOSTE



# JUICY COUTURE





# 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

# LUXURY BRANDS

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

The EBEL logo is displayed in a dark rectangular box with a white border. The letters 'E', 'B', and 'L' are rendered in a gold color, while the 'E' and 'L' are also shown in white. The 'B' is white. The letters are in a stylized, serif font.

EBEL

CONCORD

# EBEL ONDE



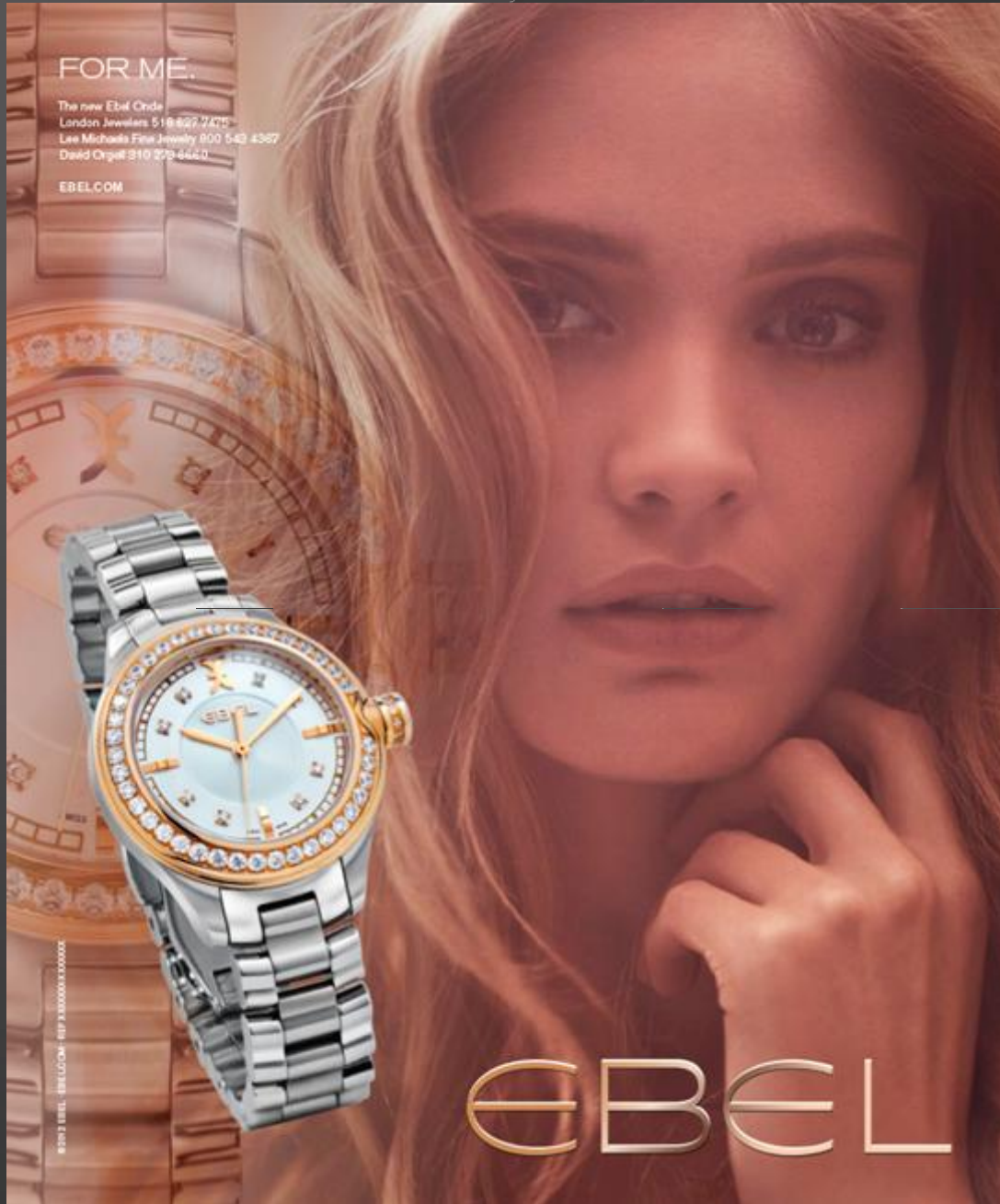
# EBEL X-1



FOR ME.

The new Ebel Orde  
London Jewellers 518 897 7475  
Lee Michaels Fine Jewelry 800 543 4367  
David Orloff 310 273 6440

EBEL.COM



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FOR ME.

The new X-1  
London Jewellers 515 827 7475  
Lee Michaels Fine Jewelry 800 543 4367  
David Orgel 310 273 8880

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EBEL



# 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





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TAG Conference

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