

Movado Group, Inc.

Annual Shareholder Meeting

June 2017



SAFE HARBOR STATEMENT

This presentation contains certain “forward-looking statements” for purposes of the safe harbor provided by 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. Words such as “expects”, “anticipates”, “targets”, “goals”, “projects”, “intends”, “plans”, “believes”, “seeks”, “estimates”, “may”, “will”, “should” and variations of such words and similar expressions are also intended to identify such forward-looking statements. The Company cautions readers that forward-looking statements include, without limitation, those relating to the Company’s future business prospects, projected operating or financial results, revenues, working capital, liquidity, capital needs, plans for future operations, expectations regarding capital expenditures, operating efficiency initiatives and other items, operating expenses, effective tax rates, margins, interest costs, and income as well as assumptions relating to the foregoing. Forward-looking statements are subject to certain risks and uncertainties, some of which cannot be predicted or quantified. Actual results and future events could differ materially from those indicated in the forward-looking statements, due to several important factors herein identified, among others, and other risks and factors identified from time to time in the Company’s reports filed with the SEC including, without limitation, the following: 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, the ability of the Company to successfully implement its business strategies, competitive products and pricing, the impact of “smart” watches and other wearable tech products on the traditional watch market, 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 the company’s major warehouse and distribution centers, the continuation of licensing arrangements with third parties, losses possible from pending or future litigation, 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, information systems failure or breaches of network security, 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, changes to existing laws or regulations, and success of hedging strategies with respect to currency exchange rate fluctuations. All forward-looking statements speak only as of the date of this presentation or, in the case of any document incorporated by reference, the date of that document. All subsequent written and oral forward-looking statements attributable to the Company or any person acting on its behalf are qualified by the cautionary statements in this section. The Company undertakes no obligation to update or publicly release any revisions to forward-looking statements to reflect events, circumstances or changes in expectations after the date of this presentation.



COMPANY OVERVIEW

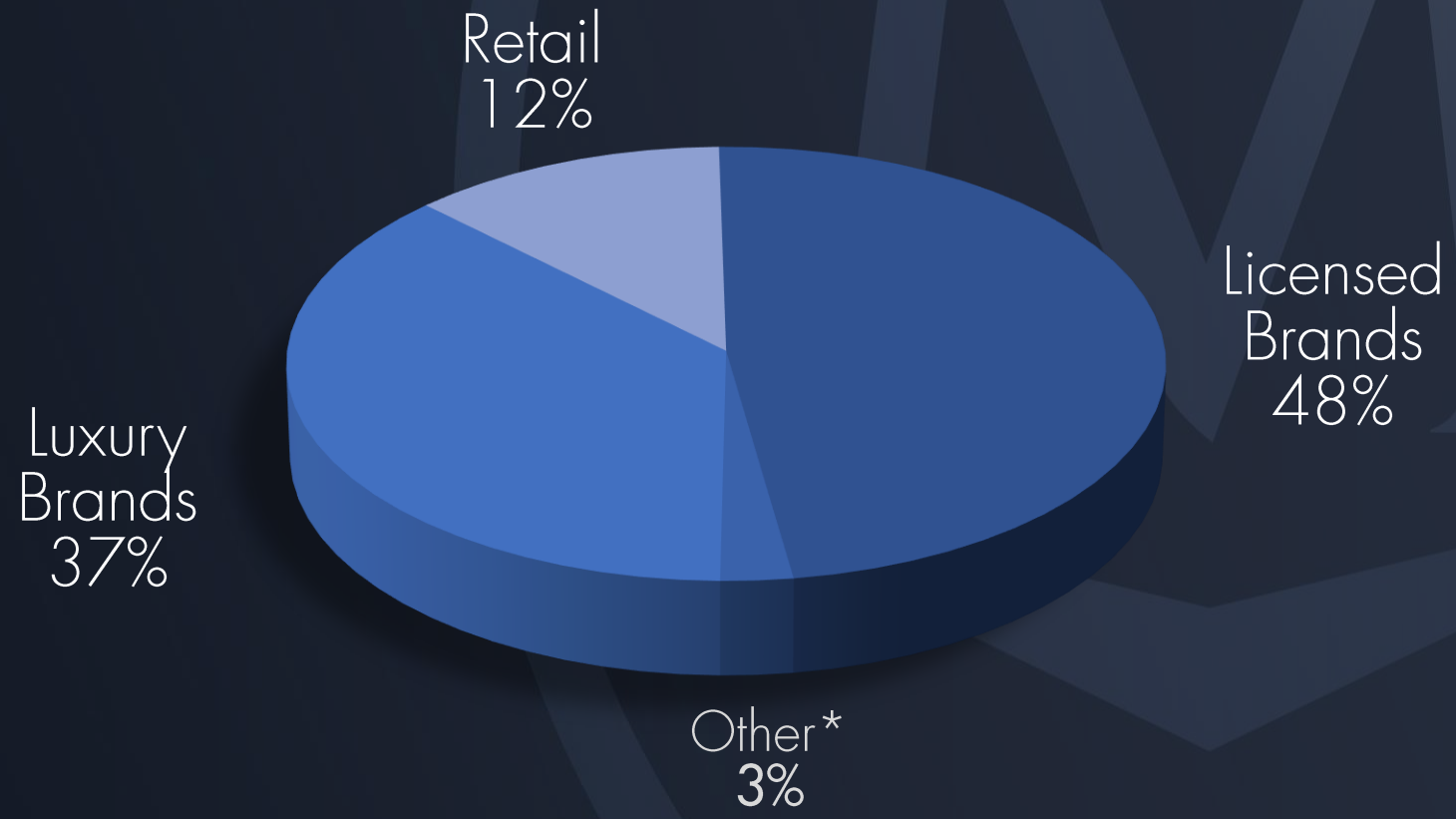
- Compelling portfolio of watch brands
- Diversified across brands, price points and geographies
- World class global infrastructure – systems, talent & processes
- Strong innovation pipeline
- Strong balance sheet and cash flow



DIVERSE BRAND PORTFOLIO

- Presence in all key market segments

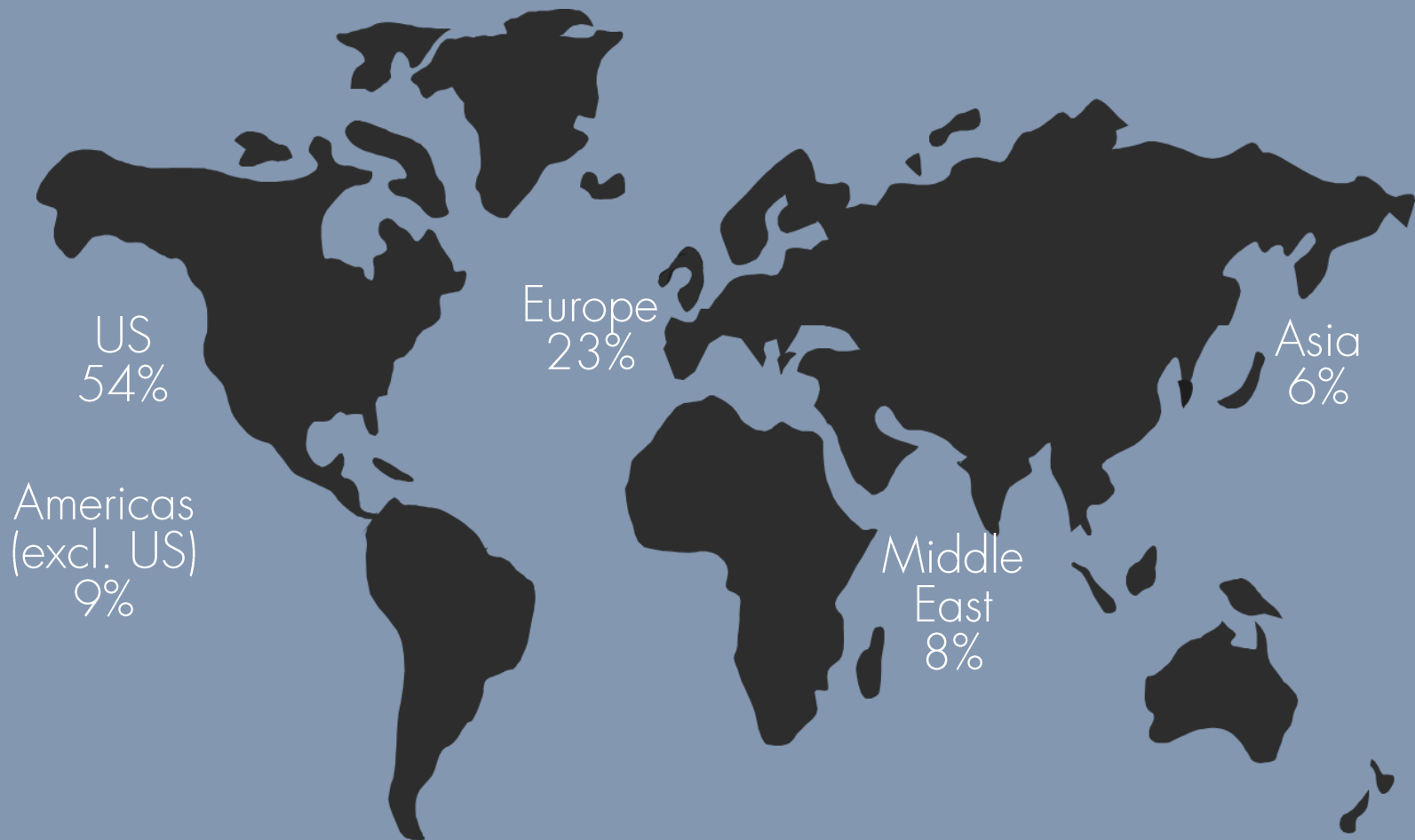
Percent of Total MOV Revenue (FY '17)



* Includes aftersales service and all other.

BROAD GEOGRAPHIC REACH

- Presence and opportunity in all regions (FY '17)



NET SALES * FY12 – FY17

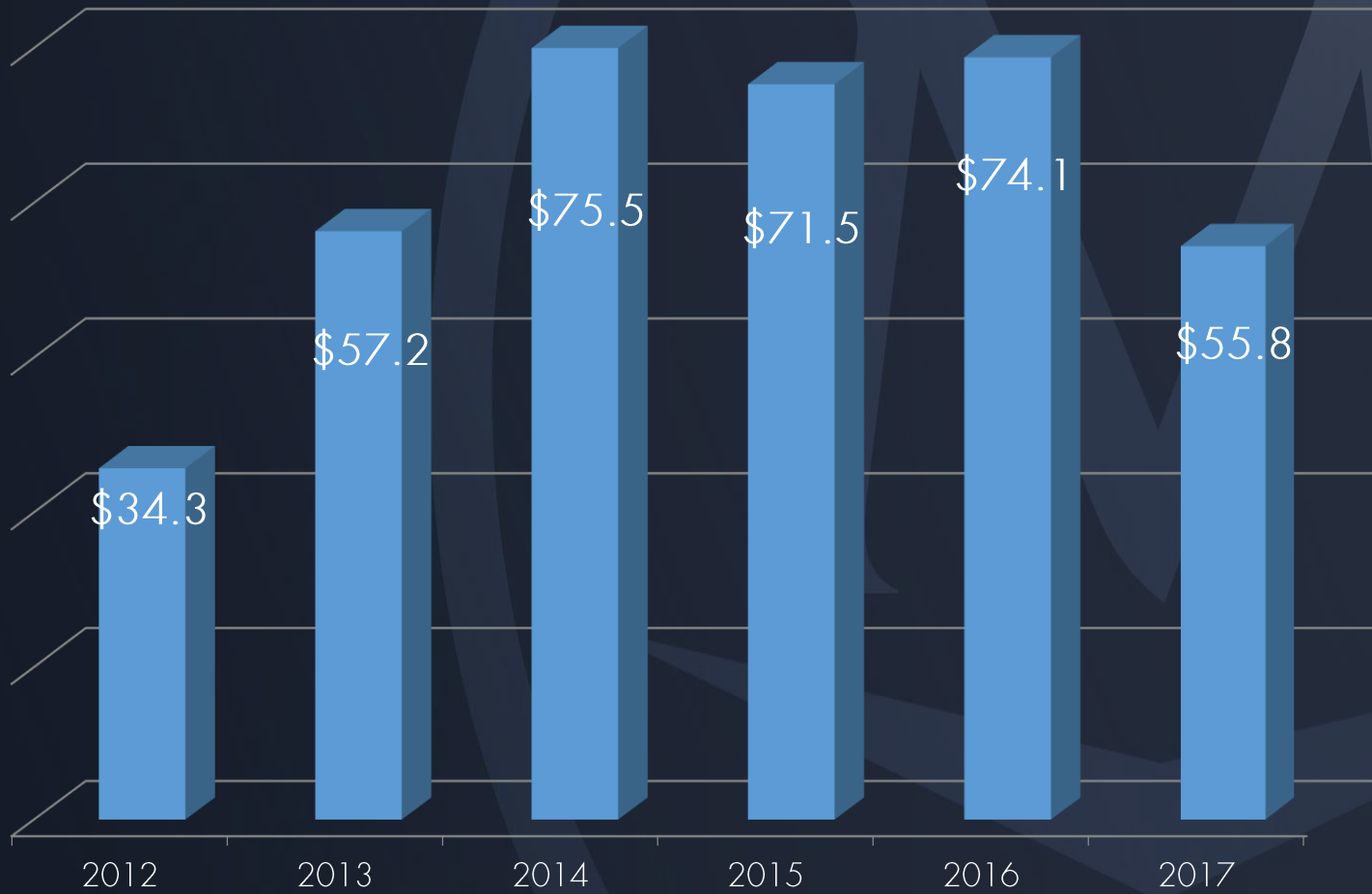
in \$ millions



* Adjusted for unusual items. For all non-GAAP metrics included in this presentation, a definition of such metric, as well as a reconciliation to the most directly comparable GAAP metric, can be found in the Company's earnings release for the respective period at movadogroup.com/investor

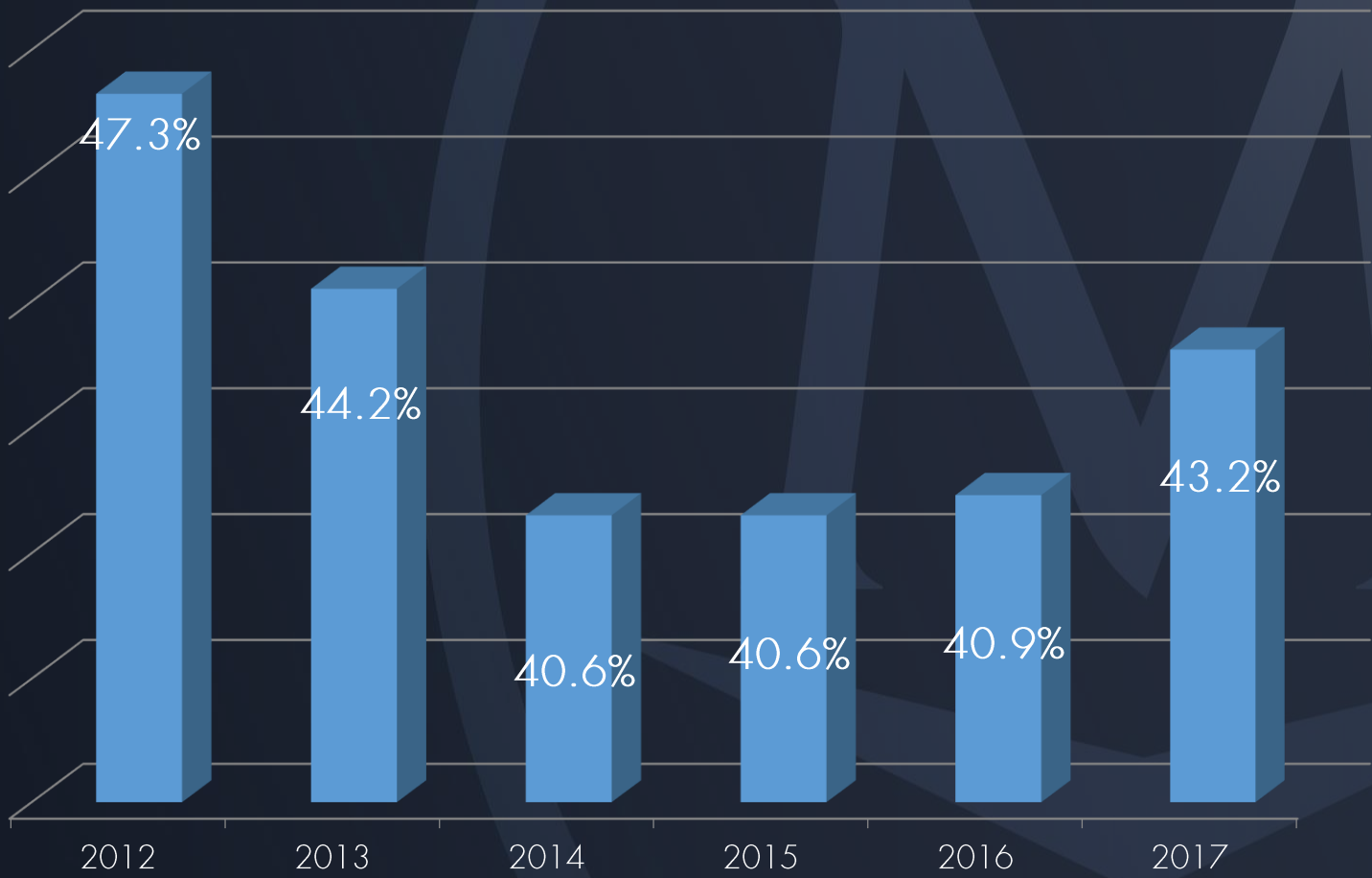
OPERATING PROFIT* FY12 – FY17

in \$ millions



* Adjusted for unusual items.

OPERATING EXPENSE AS A % OF SALES* FY12 – FY17



* Adjusted for unusual items.

FY17 FINANCIAL RESULTS *

- Sales decline -7.1% to \$553M
 - - 6.0% in constant dollars
 - Movado sales -4.9%
 - Licensed brands decline -10.8%
- Operating income -24.7%
 - \$55.8M in FY17
 - 10.1% as % of sales
- Healthy balance sheet
 - \$256M cash
 - \$30M debt outstanding



* Adjusted for unusual items.

FY 2018

MM



OUTLOOK FOR FY 2018

- Challenging retail environment
- Global economy volatility
- Assumes currency rates remain stable
- Focus on global sales and positioning for future profit growth
 - Excellence in execution of initiatives
 - Planned expense reduction
 - Continued focus on sourcing opportunities
 - Invest appropriately to support and build brand awareness and initiatives



SHAREHOLDER RETURN

- Dividend Payments
 - Increased annual dividend payout from \$0.20 per share in FY 2013 to \$0.52 per share this year
- \$50 Million Share Repurchase Program
 - In FY 2017 purchased 157.5k shares for \$3.9 Million
 - At January 31, 2017, the Company had \$46.1 Million remaining on its Share Repurchase Program



CORPORATE PRIORITIES

BRANDS

Realize Each
Brand's Potential

REGIONS

Capture Significant
Market
Opportunities

INNOVATION

Lead With
Innovation

DIGITAL

Connect Directly
With Our
Consumers

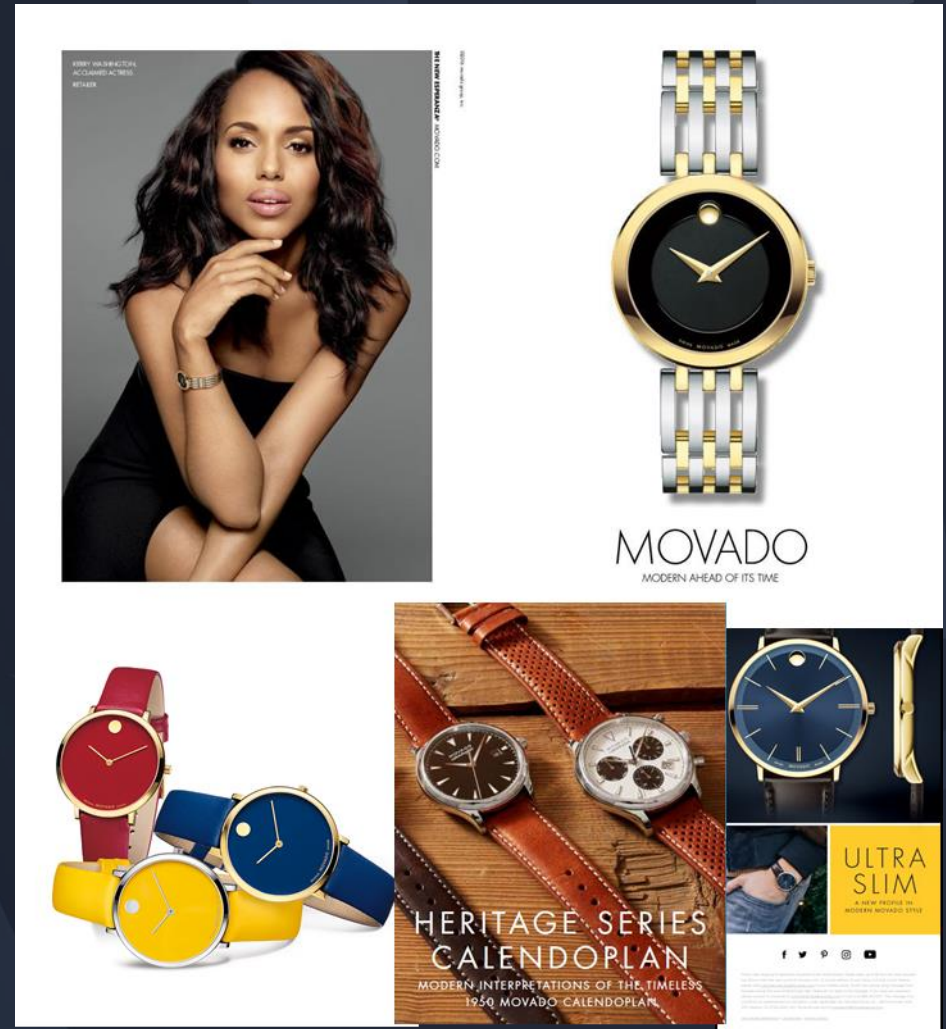


Realizing The Full Potential
Of Our Brands



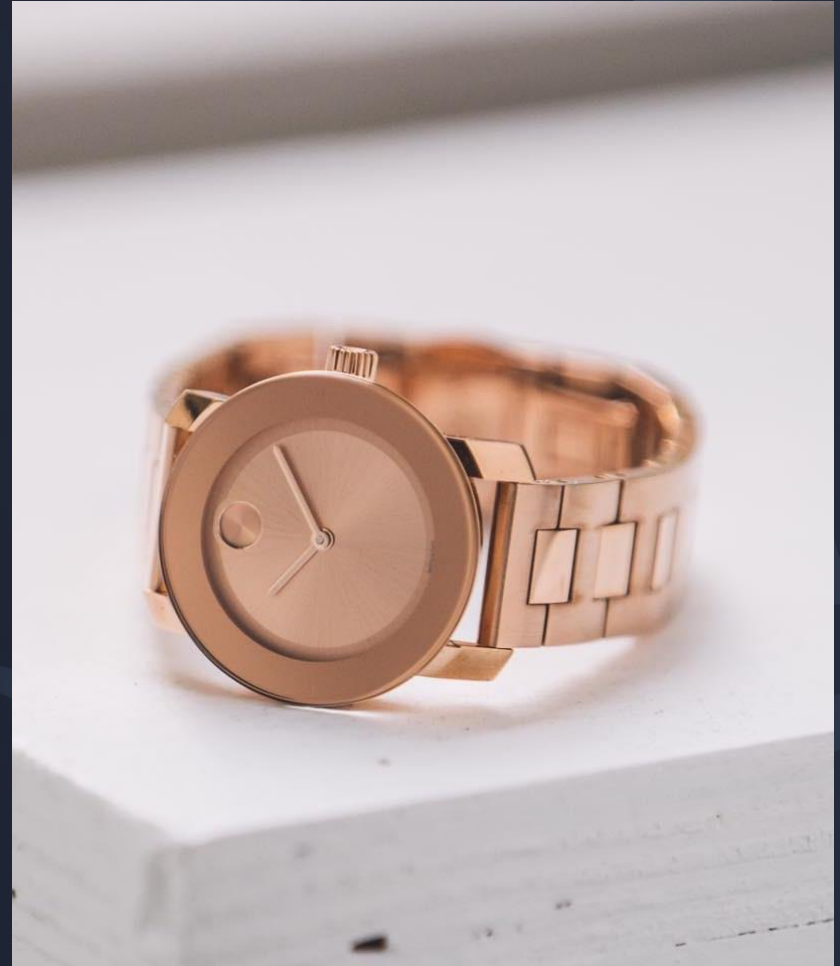
LUXURY STRATEGY - MOVADO

- Build on Movado North America position
- Global market expansion
- Key market focus (UK and China)



MOVADO

- Movado has leading US market share within its segment
- Trend outpaced the market LTM
- Quality distribution
- Expanding brand offering in certain retail doors
- Great new product pipeline



MOVADO CONNECT

Google

android
wear



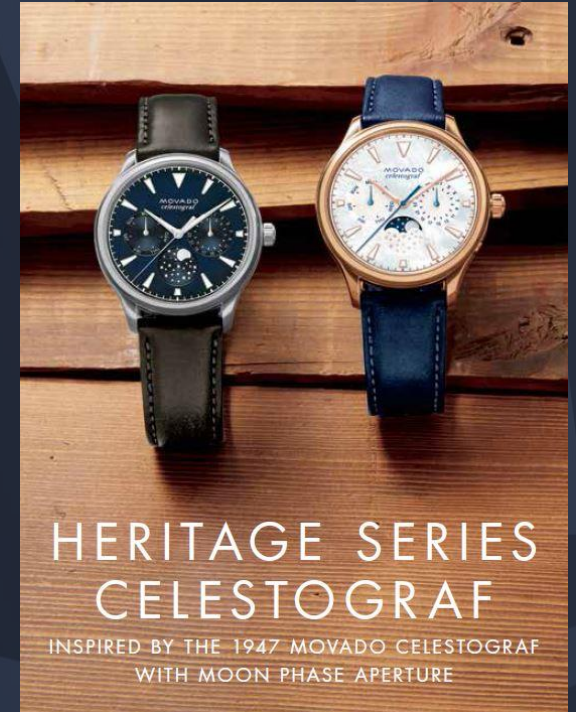
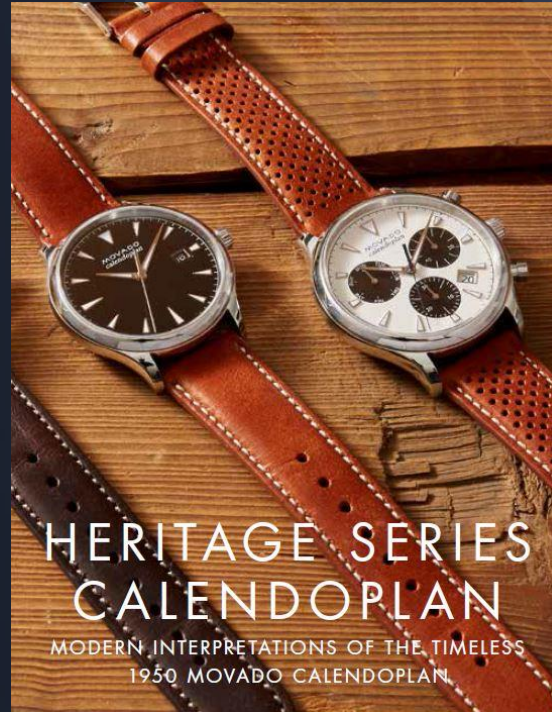
MOVADO ULTRA SLIM



MOVADO HERITAGE

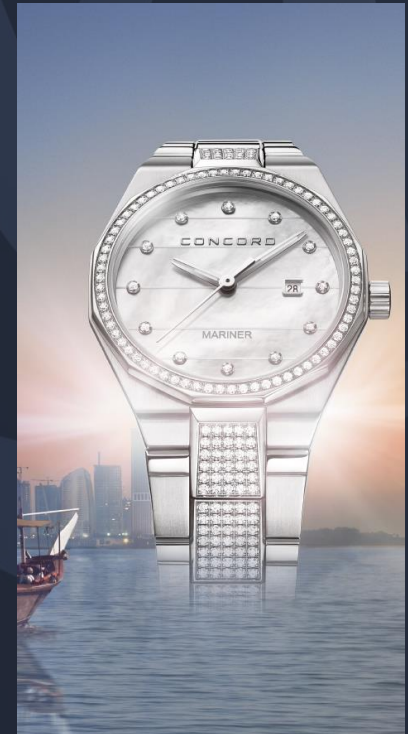
NEW HERITAGE SERIES

INSPIRED BY CELEBRATED DESIGNS FROM
MOVADO'S HISTORY



EBEL AND CONCORD

- Position for profitable growth
- Focus on key markets
- Seize Concord “back to heritage” growth opportunities



LICENSED BRANDS

- Continued growth of existing world class global brands
- Focus on key owned markets
- Continued productivity improvements
- Digital marketing investment
- Launched Rebecca Minkoff in Spring 2017


COACH
NEW YORK

TOMMY  HILFIGER
WATCHES

BOSS
HUGO BOSS
watches

LACOSTE 

SCUDERIA 
FERRARI

REBECCAMINKOFF



22
COACH

Delancey



Bleeker



23
HUGO BOSS

Signature Timepiece
Collection



Companion
Casual Sport



TOMMY HILFIGER

Carly

Dylan



GiGi Slim



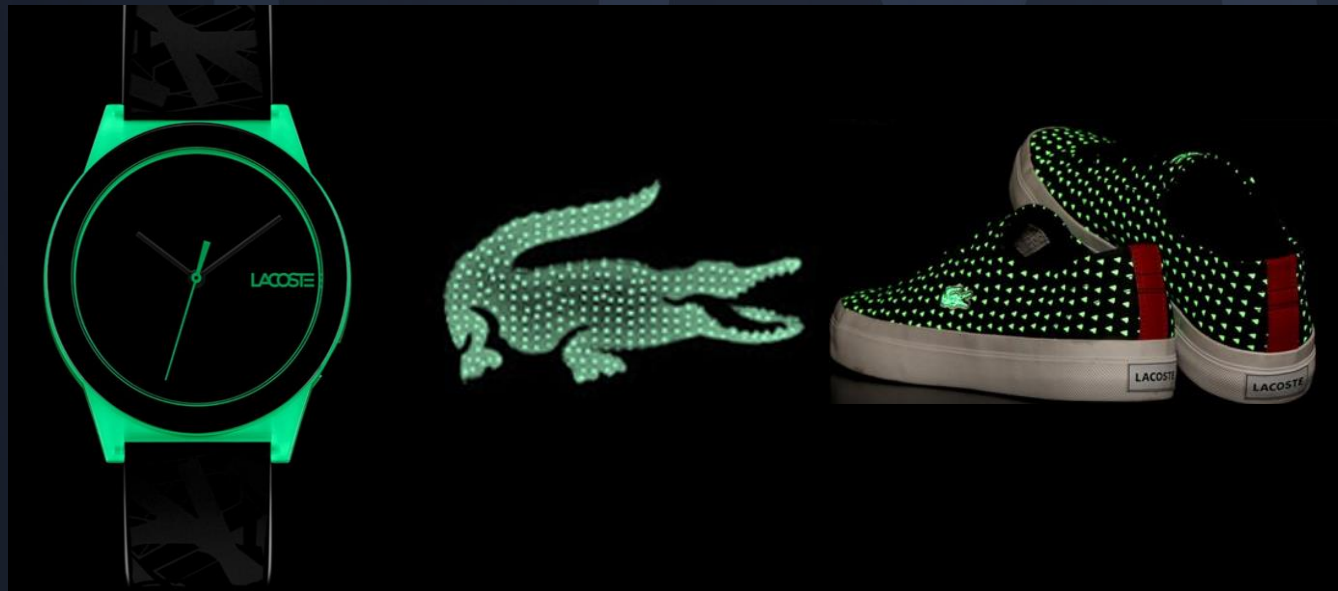
25
LACOSTE

Constance

Moon Slim
Mesh



Lacoste
Motion



26
SCUDERIA FERRARI

Primato



Kers Xtreme



REBECCA MINKOFF

- Leading Millennial designer
- Designs spotted around the world on young women and celebrities
- Distributed in 900+ stores worldwide
- One of the fastest growing fashion brands
- The most digitally innovative brand in the industry



REBECCA MINKOFF

Signature
Guitar Strap



Pyramid
Bracelet



Double
Wrap Strap



Uri
Minkoff



LICENSED BRANDS ULTRA SLIM



LICENSED BRANDS CONNECTED



POS EXCELLENCE

Lacoste 12.12
Window Take Over



Tommy Hilfiger
Pop Up Store



Ferrari Store
Window Take Over



POS EXCELLENCE

Movado and Coach China Concessions



DIGITAL STRATEGY

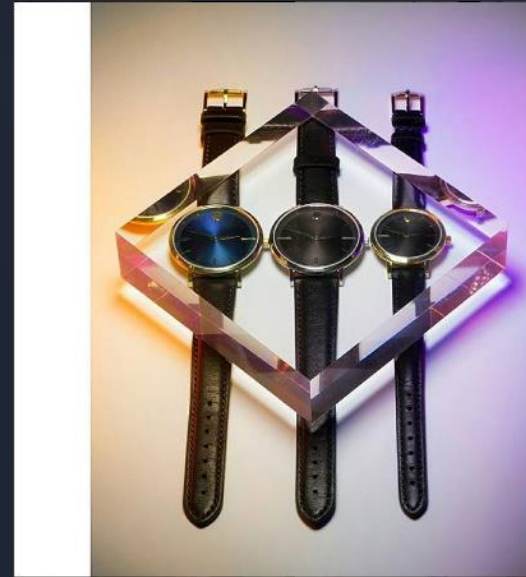


movado

1,037 likes 14w

movado The season for happiness and cheer. #Movado | Regram courtesy of @mr.rutherford
museumtickets Top photo!

♥ Add a comment... ⋮



movado

1,748 likes 5w

movado One of each please #Movado | Regram courtesy of @garrymaclennanphotography
justq.lifestyle Beautiful ✕
amorelli001 Where can I get one ✕
@movado
dentalheights Perfection ✕
jgsalazar93 @movado what's the style on the far left? ✕
stepbackletgo @jgsalazar93 subbing, would also like to know the one on the far left ✕
merve_aydin @ @ @ @ ✕
@drendirenn ✕
papa_e @jenacoryn ✕
keepyourmouthclothes ❤️ ✕
movado Hi @amorelli001, these are from our Ultra Slim collection. You can shop our IG page by clicking the link in

♥ Add a comment... ⋮



movado

10,444 views 3w

movado Tick-tock...so many colors, so little time. #Movado #MovadoBOLD
view all 35 comments
aherrera017 If I have the leather band can I buy a metal band? @movado ✕
fabianjimena Bellos!! ✕
fejorovi Definitivamente menos es más. Mi reloj favorito en cualquier ocasión... ✕
jocelynorozcoflorez @danimunerah ✕
annadapt I have 10 of various materials, colors and tones. I really need a Movado with a red face/dial. Is there one in existence??? ✕
sm0ove_2 @amandamarlex ✕
niinaaa03 @cassssssieeee the one with that brown leather strap doe #wouldlookgreatforweddingseason #xmas2017 #startthelistnow @ @ @ @

♥ Add a comment... ⋮



movado

954 likes 7w

movado Accessory envy #Movado | Photo courtesy of @alwaysjudging
papa_e @jenacoryn ✕
vovally See direct please ✕

♥ Add a comment... ⋮

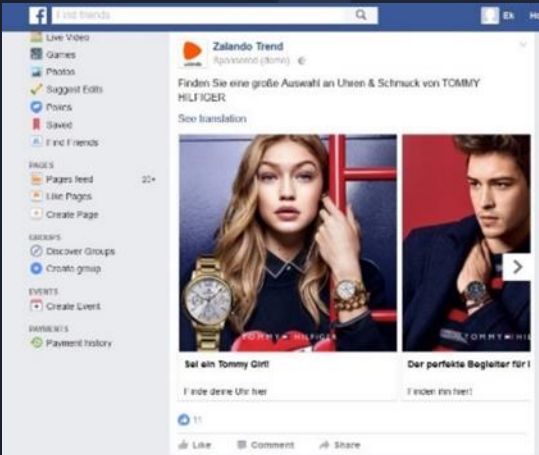


DIGITAL STRATEGY

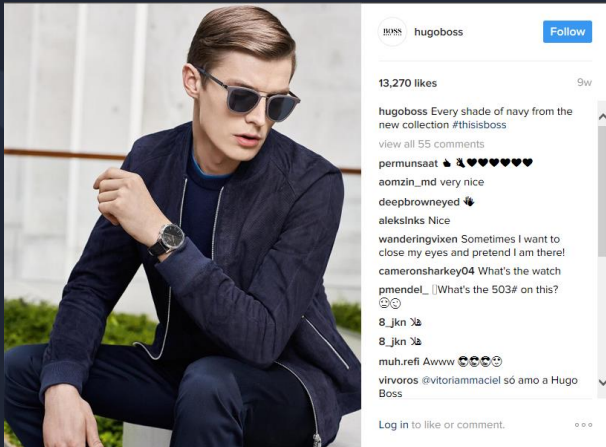
Coach

Tommy x GiGi

Lacoste



Hugo Boss

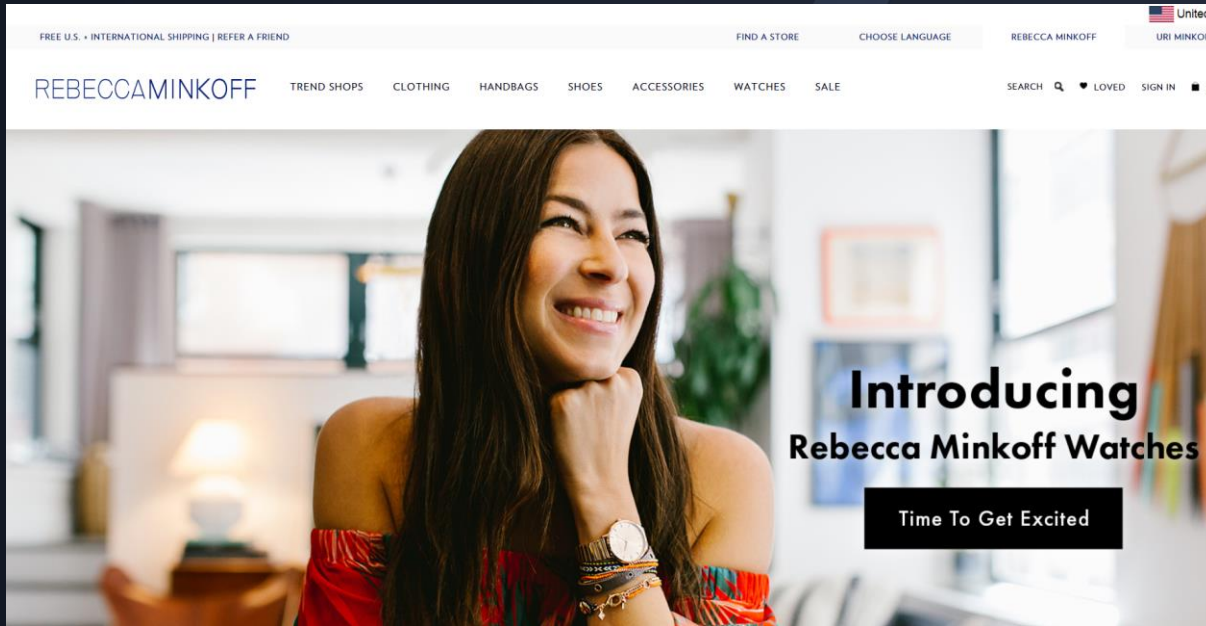


Ferrari



DIGITAL STRATEGY

Rebecca Minkoff



Off-The-Cuff

Switch it up at a moment's notice.
Introducing our new, super
customizable watch collection.



OUTLET RETAIL STORES STRATEGY

- Continue growth in sales and profits
- Selectively expanding
 - Premier outlet centers
 - Reflect brand image
- Primary channel for end of life product management
- FY17 traffic of 2.3M customers



SUMMARY

MOV is a globally diversified company
with continued great growth potential

- Compelling brand portfolio across all major segments
- Global reach with expansion opportunity
- Driving superior new product designs
- World class global infrastructure – systems, talent and processes
- Strong financial performance, balance sheet and cash flow
- Positioned to deliver sustainable, profitable growth



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