

A SHORT HISTORY OF THE MONDAINE GROUP

Management, ownership, and business focus

Distinct management roles defined: COO André Bernheim, born 1958, and CEO Ronnie Bernheim, born 1950.

Company founder Erwin Bernheim (born 1925) left the Mondaine Group in 2003, his sons each assuming 50% ownership of the group companies.

Focus on proprietary brands, (Mondaine, M-Watch), licensed brands (Bally, Camel Active), private labels, promotional watches, and outsourcing services for third parties. Expansion of Retail arm (direct sales to retailers in Germany and Switzerland). Modernization of infrastructure, construction of Zurich headquarters, total restructuring of production and logistics, new and fully-integrated IT systems, and personnel reorganization across all companies.

Geographic focus on key markets (by brand). Selective penetration of new markets. Very close relationship with retailers, outlet and department stores in partnership with distributors.

Strategic partnership with private label customers and international promotional watch buyers.

2000 -2005

Mondaine brand expanded in key countries/regions (Europe, USA, Japan)

M-Watch brand enters third decade continuing close partnership with Migros.

Major advertising campaigns for “Camel Active” in key countries, repositioning efforts take hold.

Licensed brand Bally focuses on Far East, expansion plans for 2005/06.

Restructuring pays off along with integration of communication technologies and logistical locations Biberist (production, distribution center, repair, and replacement parts service) and Hong Kong. New Mondaine facility in Zurich receives two additional galleries.

Just-in-time production method (JIT) optimized, big customers like Migros supplied factory direct, shortened purchasing cycles increase inventory turnover, heightening ability to react to market fluctuations.

Greater focus on M-Watch in Swiss market to speed up celebrations of the six-millionth M-Watch sold in Switzerland.

Intensification of direct business in Germany eliminating importers and wholesalers. Innovative “Outsourcing” production concept (private label) with logistical functions proves a success and is adopted by third-party firms, including the integrated Mondaine software, warehouse and international distribution centers, and repair/replacement parts service. The Hong Kong subsidiary is integrated more closely into the developmental and logistical process.

Mondaine is awarded “2003 Innovation in Logistics Award” by Swiss Logistics Association for its efficient production management system (JIT).

Starting in 2004, the offices and showrooms in Basel occupy the 28th floor of the “Messturm” trade fair tower, with Mondaine maintaining a presence at the trade fair with a Meeting Point in Hall 1.1/D61.

1951 – 2005**Anniversaries**

1951 – 2001:	Mondaine Watch Ltd. celebrates 50 th anniversary
1954 – 2004:	50 th anniversary of Mondaine brand
1965 – 2005:	40 th anniversary of proprietary production at Biberist
1975 – 2005:	30 th anniversary of partnership with Migros
1983 – 2003:	20 th anniversary of M-Watch brand
1993 – 2003:	10 th anniversary of Camel Trophy license

1951-2000 Milestones in Company History**1950s**

“Frank & Bernheim” company established as an importer and distributor of watches in Brazil

Mondaine becomes registered trademark

Mondaine acquires Neuchâtel SA, a small manufacturer of lever watches (400 per year); Constructa Watch Ltd. established for production of pin lever watches.

1960s

“Remonta & Bernheim” founded

Factory built in Biberist, Solothurn Canton, Switzerland for the manufacture of lever watches

1970s

Pioneering development of digital watches (LED) in collaboration with Hughes Aircraft

Development of world’s first LCD digital watches in collaboration with Brown Boveri and Hoffman la Roche

Launch of world’s first consumer-programmable LCD watches with microprocessors

Introduction of first solar quartz watch with both analog and digital displays

1980s

Establishment of Mondaine International Service Organization, an after-sales service network dubbed ‘MISO’

Development of the M-Watch in just 28 days; joint launch with Migros

New shaped glass casing for waterproof watches

M-Watch world innovation: waterproof plastic watch without a metal pressure bezel

Two million M-Watches sold in Switzerland by the end of the decade

Exclusive licensing agreement with Swiss Rail (SBB)

Establishment of Mondaine Swiss Watch (Far East) Ltd in Hong Kong (sales and marketing)

1990s

5,000,000th M-Watch sold in Switzerland

Mondaine brand launched in Swiss stores

Development of world’s first post-consumer recycling watch, recipient of World Ecology Award

Recipient of German Design Plus award for innovative design and ecological concept

Recognized by Sir Terence Conran at London Design Museum

Global licensor of Camel Trophy Adventure Watches since 1993

Oscar winner H.R. Giger, renowned metal sculptor Bernhard Luginbühl, and star architect Mario Botta collaborate in designing exclusive watches for Mondaine

Mondaine tells time on Zurich train station “meeting point” clock

Prominent museums (MoMA, SFMoMA, Guggenheim Bilbao) carry Mondaine Design Line



Expansion of Mondaine International Service Organization (MISO) repair unit
Licensing agreement with Bally for luxury watches
Line of Jean-Michel Cousteau watches launched at Lucerne IMAX (Keiko Project)
Official timekeeper of Tour de Suisse, 1992-1994
Official timekeeper of CSI equestrian event in Zurich, 1997-2000