

MORELLATOGROUP

COMPANY PROFILE 2023

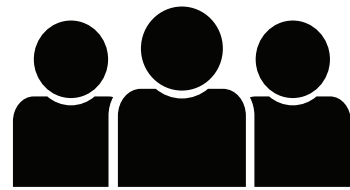
SECTIONS

2	WHO WE ARE
4	FORECAST
5	GOVERNANCE
6	VALUES & MISSION
7	RETAIL & BRANDS
8	RETAIL
12	WHOLESALE
13	BRAND PORTFOLIO
21	MANUFACTURING
22	SUSTAINABILITY

WHO WE ARE



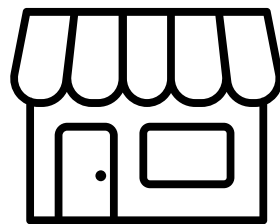
750 mln
consolidated
turnover



4.500
worldwide
employees



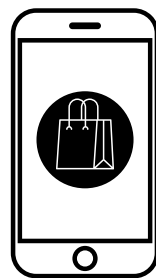
18
brands



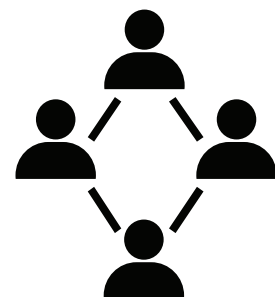
640
stores
in Europe



50
Countries



6
e-commerce
websites



6.000
worldwide
dealers



Cristina de' Stefani Carraro

Massimo Carraro

Marco Carraro

«Led by the tradition and family roots of our company, with passion and constant research for quality and innovation, we carry forward our mission shared by a team of over 4,000 people: to create beautiful things and offer an unforgettable experience to all our customers.»

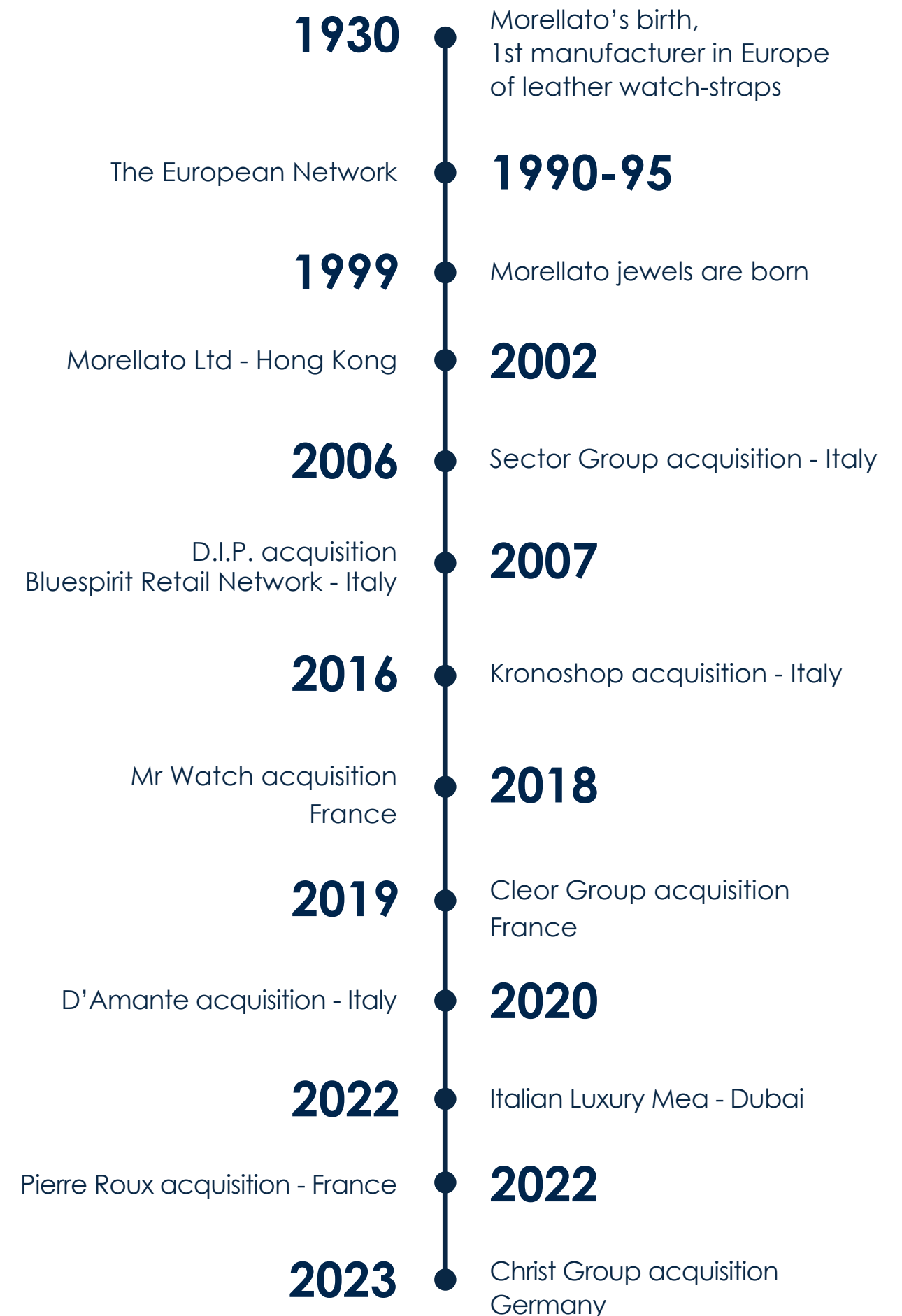
Massimo Carraro, President

WHO WE ARE

A **solid and dynamic entrepreneurial reality**, capable of **innovating** and always looking to the **future**.

- **Top brands portfolio**: strong and unique DNA in premium jewelry and watches
- European leader in **multi-brand** watch and jewelry **retail**: unique **omnichannel platform**
- Headquarters in **Italy** and foreign branches in **Europe**, **Middle East** and **Far East**

The milestones:



2023 FORECAST

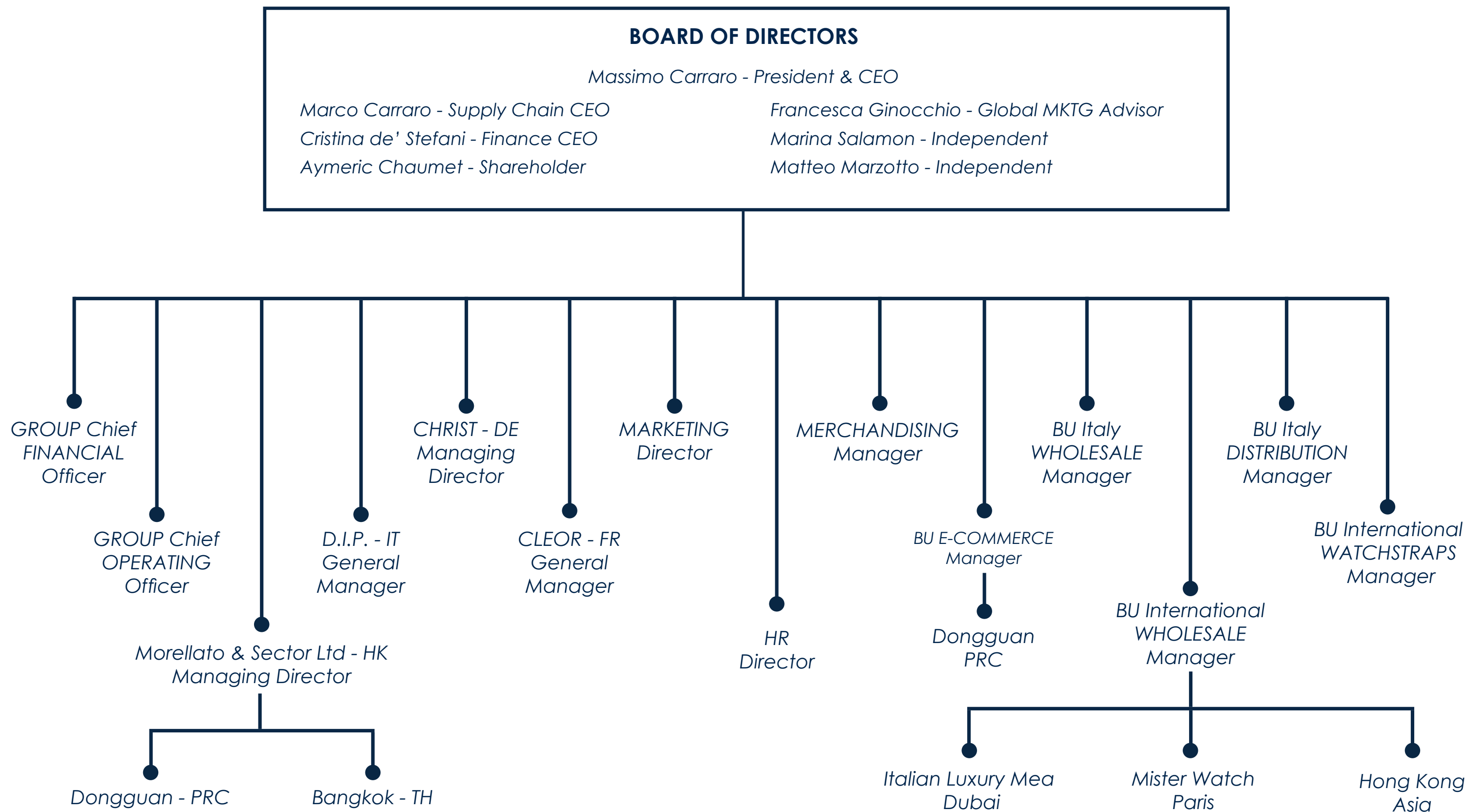
750 Mln consolidated turnover

- Main markets: **Germany, Italy and France**
- Worldwide distribution: **50 markets**
- **20% E-commerce platforms**

EBITDA (IAS): 157 Mln €



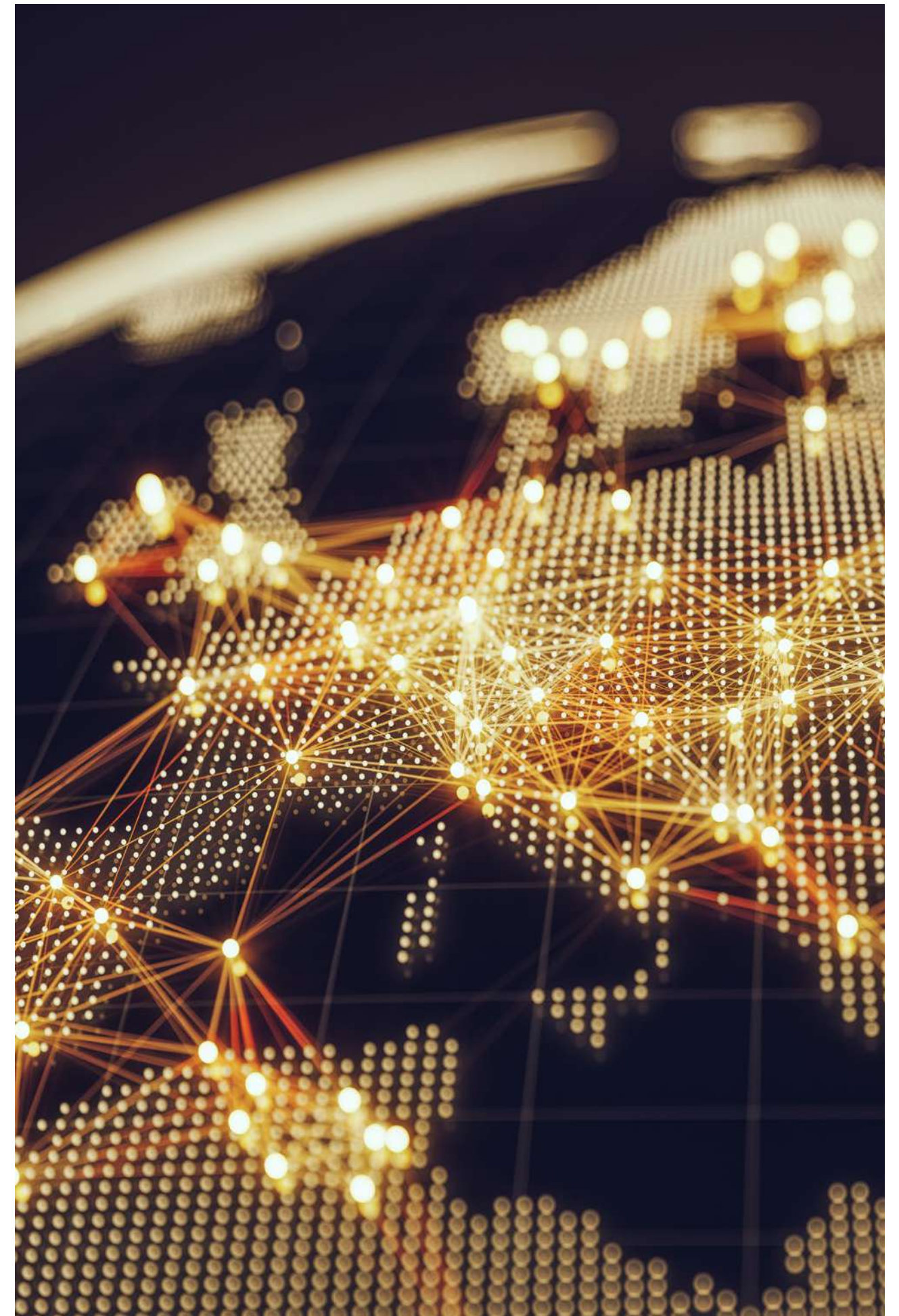
GOVERNANCE AND TOP MANAGEMENT



VALUES & MISSION

Interpreting the **great tradition of Italian manufacturing**, of precious jewelry and watchmaking, to be a point of reference for the contemporary consumer.

- Passion
- Tenacity
- Vision
- Innovation
- Sustainability and people esteem



RETAIL & BRANDS

Unique business model in Europe in the jewelry and watch market with a **complete integration of the supply chain**, from production to the final consumer, through retail and wholesale distribution.

- Conception & Design
- Direct purchase of raw materials and quality control: diamonds and precious stones from mines, gold and silver, etc.
- In-house production of watches, jewelry, packaging and POS materials
- International distribution
- Internal logistics platform
- Direct online and offline retail network
- After sales services
- Marketing & Brand Management



RETAIL



**270 stores
in Italy**



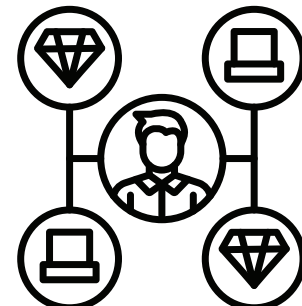
**200 stores
in Germany**



**170 stores
in France**



Prime locations



**Omnichannel:
European Leader**

- Presence in the **prime locations** of the **main European cities**

- **Italy, Bluespirit** and **D'Amante** chains:
270 direct stores | 2 e-commerce websites

- **Germany** and **Austria, Christ Group** signs:
200 direct stores | 2 e-commerce websites

- **Francia, Cleor Group** signs:
170 direct stores | 1 e-commerce website

- **Omnichannel European Leader:**
unique digital presence in multi-brand watch and jewelry retail

CHRIST GROUP GERMANY

- **CHRIST, BRINCKMANN & LANGE, VALMANO:** 3 prestigious retail signs (offline and online)
- **European leader** for the **multichannel services**
- Top locations in the **main shopping streets**
- Top brand of **precious jewelry** in Germany:
Christ is a well-known jewelry brand for 80% of German consumers (2022 market research)
- Perfect mix of owned, licensed and distributed brands



BLUESPIRIT AND D'AMANTE ITALY

- **Bluespirit, D'Amante**: 2 brands of **precious jewelry** from the Italian goldsmith tradition
- **Omnichannel** and product customization services
- Widespread presence throughout the country with stores in the **best shopping centres**
- **Swiss Made and Mid-range watches** environment



CLEOR GROUP FRANCE

- **Cleor, Noémie, Pierre Roux:** 3 brands expression of precious jewelry
- **Bijoutier créateur:** internal jewelry laboratory for bespoke products
- Presence in the most prestigious shopping centers of the main shopping areas



WHOLESALE DISTRIBUTION WORLDWIDE

- **Consolidated presence** in **Europe and Middle East** with access to the main department stores and traditional jewellers
- **Strong partnerships** with the most important **distributors and retailers**
- **Mister Watch**: the **French** wholesale **key player**
- **Italian Luxury Mea**: our **branch** in the **Dubai** Design Distric
- Well-established commercial presence in the APAC region through the **Hong Kong branch**
- Direct sales management in the **main e-commerce platforms** through the **Dongguan, PRC branch**
- Outstanding positioning in **Travel retail** with dedicated business unit



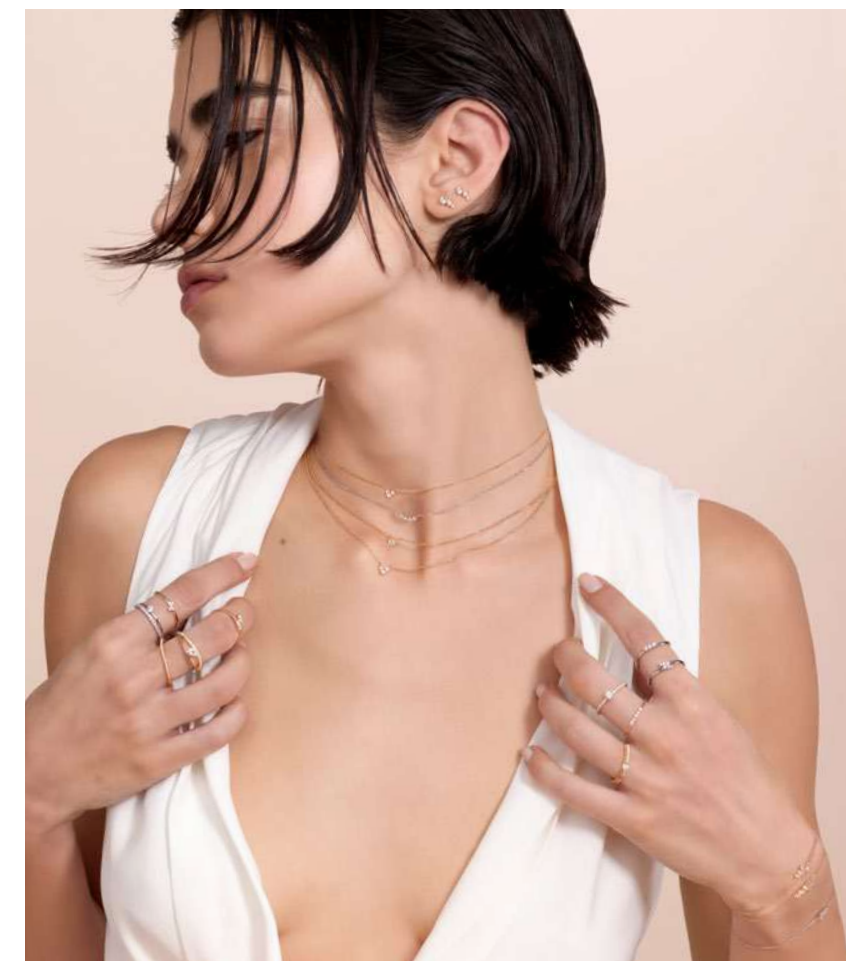
PROPERTY BRANDS - JEWELS -



- Over 90 years of **tradition, experience and know-how**
- **Value and preciousness:** focus on the **sterling silver collections**
- Feminine, luxurious and elegant
- Italian design, quality, contemporary style and sustainability



- The **100% sustainable** jewels
- **Lab-grown diamonds and gemstones** with IGI (International Gemological Institute) certification
- **Recycled gold** with RJC (Responsible Jewellery Council) certification
- 2 family: "Classic" and "Contemporary"



SUSTAINABLE LUXURY
SUSTAINABLE DIAMONDS AND PRECIOUS STONES, 100% RECYCLED GOLD

PROPERTY BRANDS - JEWELS -



- The brand of **precious jewelry**
- Interpreter of the **Italian goldsmith tradition**
- 18-karat gold, diamonds, precious stones, silver



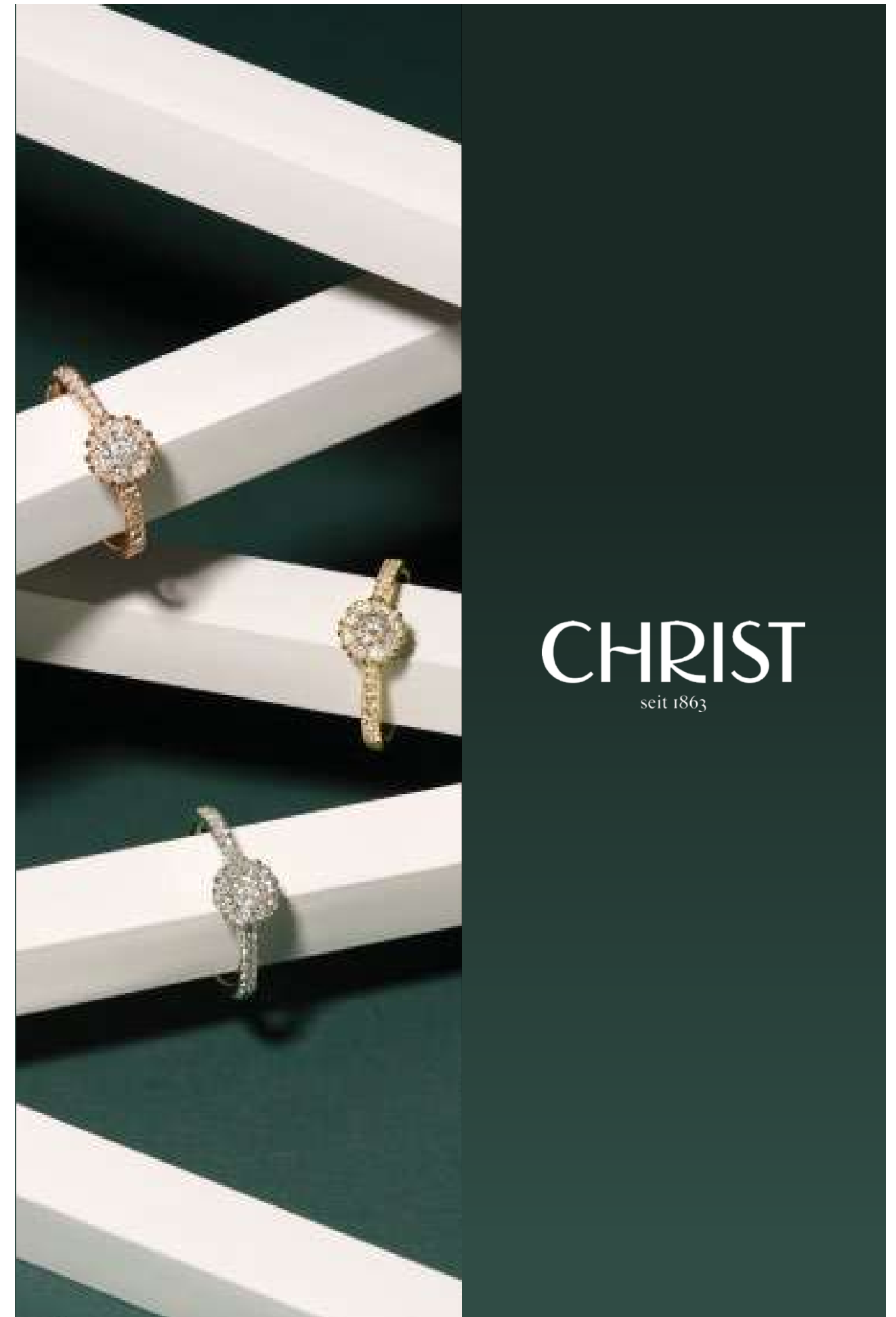
- **Elegance, refinement** and **preciousness**
- Tradition and innovation
- Jewelry suitable for all occasions



PROPERTY BRANDS - JEWELS -

CHRIST
seit 1863

- Since 1863 synonymous with **precious jewellery**, **traditional craftsmanship** and **quality**
- Exclusive collections in **gold, diamonds and silver**
- **160 years of know-how** blend with contemporary design and latest trends



PROPERTY BRANDS - JEWELS -

CLEOR
VIVEZ ♦ BRILLEZ ♦ AIMEZ

- **Precious and affordable jewelry**
- Quality, trend and best quality-price value
- The Brand philosophy is enclosed in 3 key words: Live, Shine, Love



Noëlie

- Aimed at a young and feminine clientele
- Fashionable and designer jewelry
- Sensual and elegant proposal



PROPERTY BRANDS - WATCHES -



- Established in Italy in 1973
- Pioneer brand in sport watches
- **Technical qualities, sports performance, all-Italian design**
- Three worlds of reference: **No Limits, Smartwatch, Jewels**
- 230 Iconic Collection: focus on automatic movements
- **Unbreakable: 3 years warranty**



- **Over 160 years of history and tradition** in watches production
- **Swiss Made technology and Italian design** combined together
- Three worlds of Elegance: Classic, Sport and Urban
- Focus on **automatic movements** and **limited editions**



LICENSED BRANDS



- A legendary brand and a Global Ambassador to Italian excellence
- Emblem of cutting-edge design combined with mechanical perfection
- Heritage and innovation combined for a high-performance product
- N.1 car brand watches extension in the world



TRUSSARDI

- Italian brand established in 1911
- Heritage and tradition with elegant details
- Timeless elegance and affordable luxury
- Watches collections for him and her



TRUSSARDI

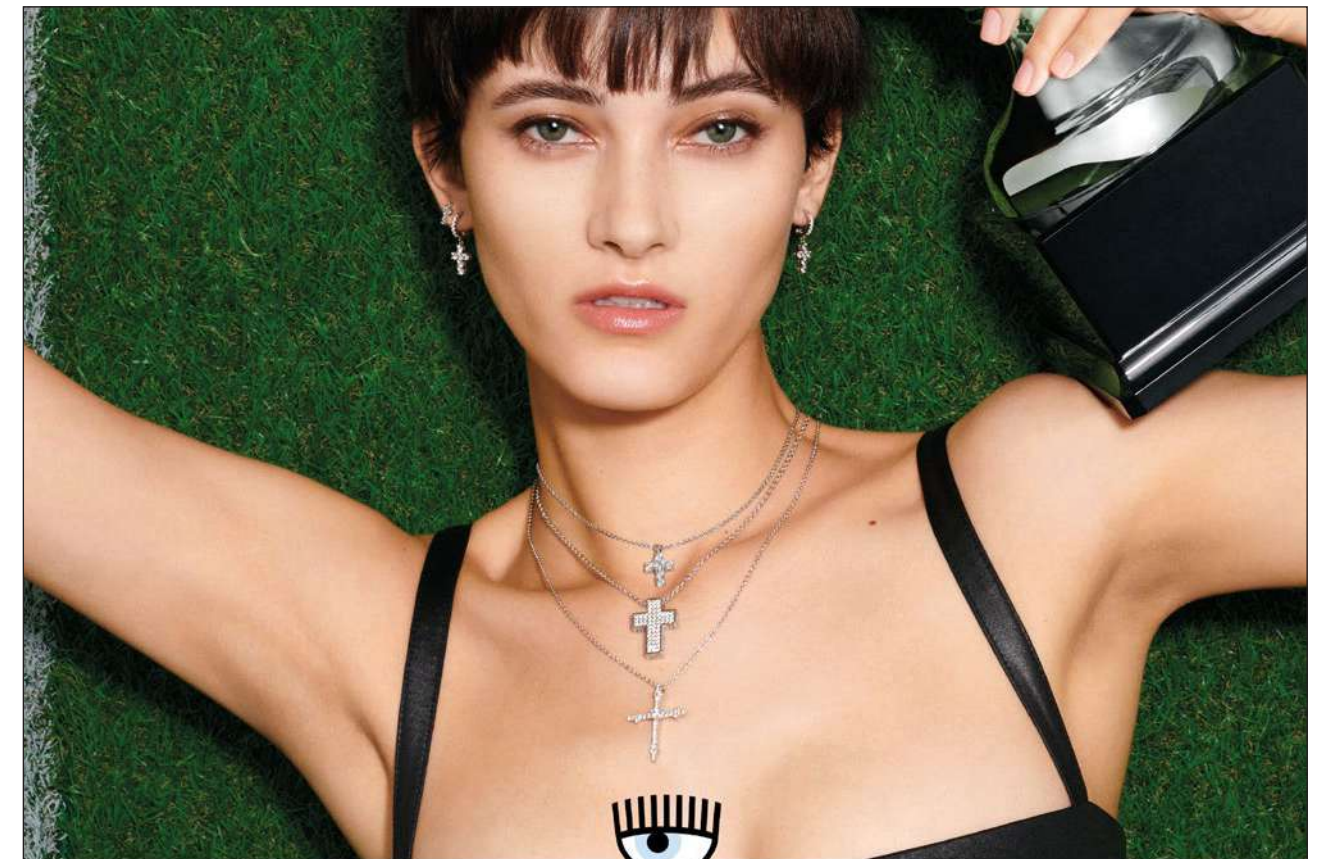


LICENSED BRANDS



CHIARA FERRAGNI

- Pop-fashion brand born from an idea by Chiara Ferragni: muse, creative director and CEO
- Dynamic, international, contemporary: today it is a lifestyle brand with global presence
- Wide, precious and trendy jewelry collection



CHIARA FERRAGNI

ESPRIT

- Founded in California, USA in 1968, the brand is inspired by the revolutionary spirit of the 60s
- Watches and jewels with a young and contemporary style



LICENSED BRANDS

JETTE 

- JETTE, established in 2000 and created by Jette Joop, a German designer
- Classy, modern and feminine, with a Scandinavian touch and eye-catching zirconia stones

GUIDO MARIA KRETSCHMER



- Jewelry brand established in 2016 by Guido Maria Kretschmer, a well-known and beloved German fashion designer
- Light, feminine and playful collections, that include fun and fashionable statement pieces

JETTE 



GUIDO MARIA KRETSCHMER



MANUFACTURING



- European leader in **watchstrap manufacturing**
- **Made in Italy production**
- **Supplier** of the most **prestigious Swiss Made watch companies**
- **Precious leathers** collections and **sustainable proposals** made with **recycled materials**



- **Italian leading manufacturer** of POS materials for jewelry and watchmaking
- **Consolidated know-how** in creating and customising boxes, displays, packages and shoppers made entirely by hand
- **In-house logistical platforms** based in Italy and China



SUSTAINABILITY: CORPORATE & BRANDS

Morellato Group actively undertakes to **respect and promote environmental, ethical and social matters**.

- 2022: publication of the first **Sustainability Report** according to GRI Standards (Global Standards for Sustainability Reporting)
- Achievement of **ESG** objectives (Environmental, Social, Governance)
- Quality, environment and safety **certifications**
- **RJC certification** (Responsible Jewellery Council): gold, platinum, diamonds and precious stones

Products attentive to social and environmental responsibility.

- **Recycled** and certified **materials**: silver, steel, leather, plastic
- **IGI certification** (International Gemological Institute): lab-grown diamonds, emeralds, rubies and sapphires
- **FSC certification** (Forest Stewardship Council): packaging and display materials
- **100% sustainable brands**

Headquarters

Padua - Italy

Morellato SpA
Via Commerciale, 29
35010 Santa Giustina in Colle (PD)
P: +39 049 9323777
info@morellato.com

Milan - Italy

Morellato SpA
Via Gabrio Serbelloni, 5
20122 Milano
P: +39 02 77871642

Rome - Italy

Kronoshop Srl
Via Crotone, 2a
00182 Roma
P: +39 06 97859106

Hagen – Germany

Christ Juweliere und Uhrmacher seit 1863 GmbH
Kabeler Straße 4
58099 Hagen
P: +49 0800 1863 300
info@christ.de

Neuilly sur Seine - France

Mister Watch
184 Avenue Charles de Gaulle
92200 Neuilly sur Seine
P: +33 01 87 77 01 90
commercial4@misterwatch.fr

Paris – France

Cleor SAS
100-101, Terrasse Boieldieu
Tour Franklin, la Défense
92800 Puteaux, Paris
P: +33 (0) 32 31 30 60

Gauville-la-Campagne – France

Cleor SAS
901 rue de Branville 2
7930 Gauville-la-Campagne

Dubai – UAE

Italian Luxury MEA
Office 105 - Building 8
Dubai Design District
Dubai - United Arab Emirates
P: +971 4 4561348
hikmat@italianluxurymea.com

Hong Kong

Morellato & Sector Ltd
Unit B, 12/F
Chung Shun Knitting Centre,
1-3 Wing Yip Street, Kwai Chung, N.T.
P: +852 27850080

Dongguan – PRC

Morellato Trading Company Ltd.
No.28, Second Lane, Qile Street
Xiegang Town, Dongguan City
Guangdong Province