

# MORELLATOGROUP

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COMPANY PROFILE 2024

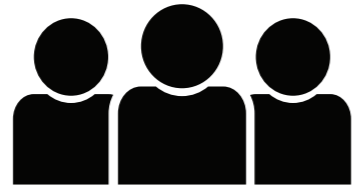
## **SECTIONS**

- 2 WHO WE ARE
- 4 GOVERNANCE
- 5 VALUES & MISSION
- 6 RETAIL & BRANDS
- 7 RETAIL
- 11 WHOLESALE
- 12 BRAND PORTFOLIO
- 20 MANUFACTURING
- 21 SUSTAINABILITY

## WHO WE ARE



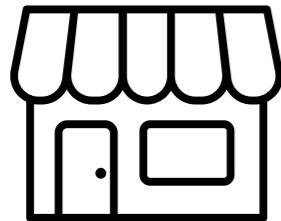
**737 mln**  
consolidated  
turnover



**4.600**  
worldwide  
employees



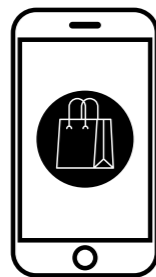
**21**  
brands



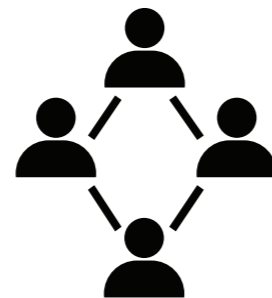
**650**  
stores  
in Europe



**60**  
Countries



**6**  
e-commerce  
websites



**7.000**  
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

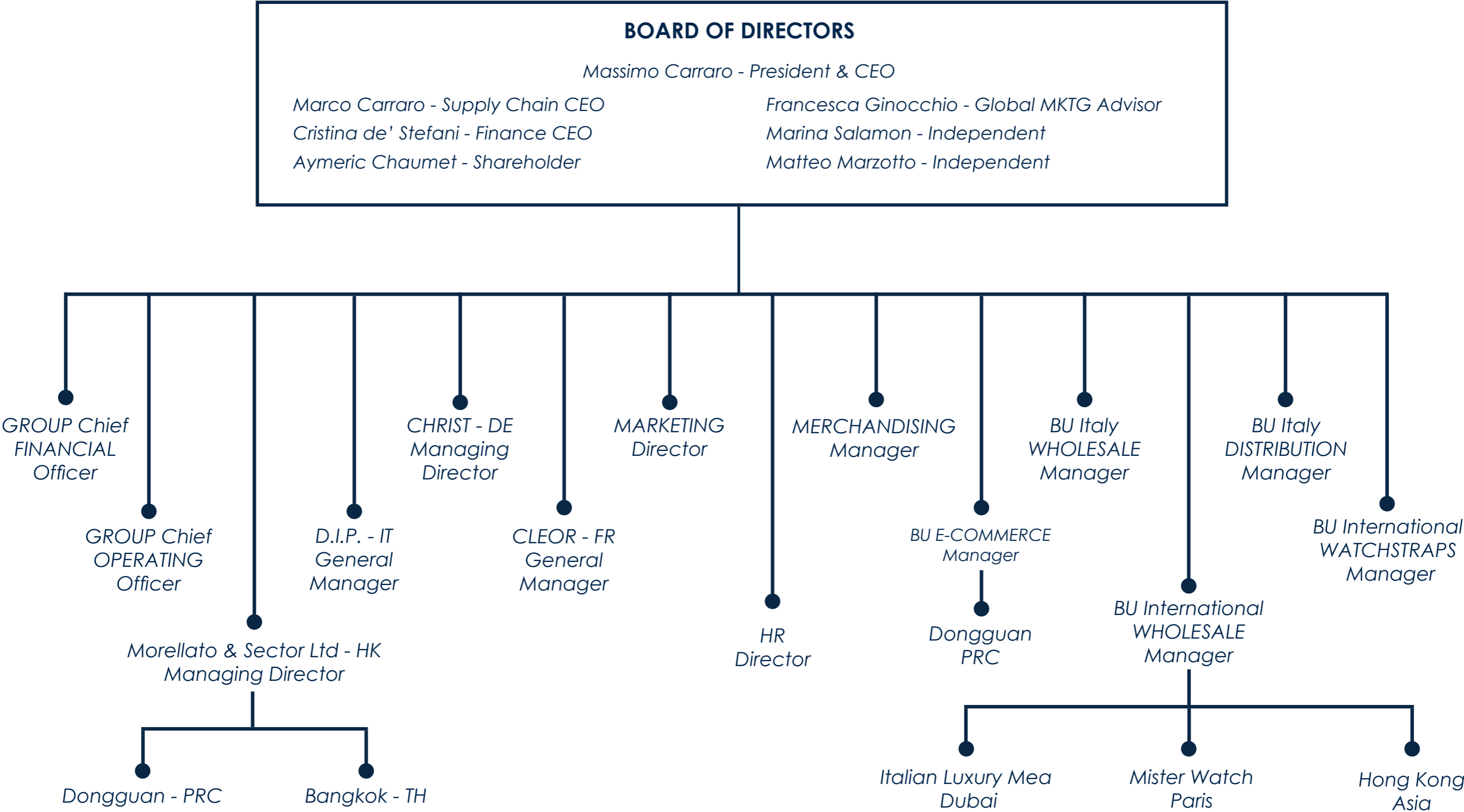
A **solid and dynamic entrepreneurial reality**, capable of **innovating** and always looking to the **future**.

- **Top brands portofolio**: 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:



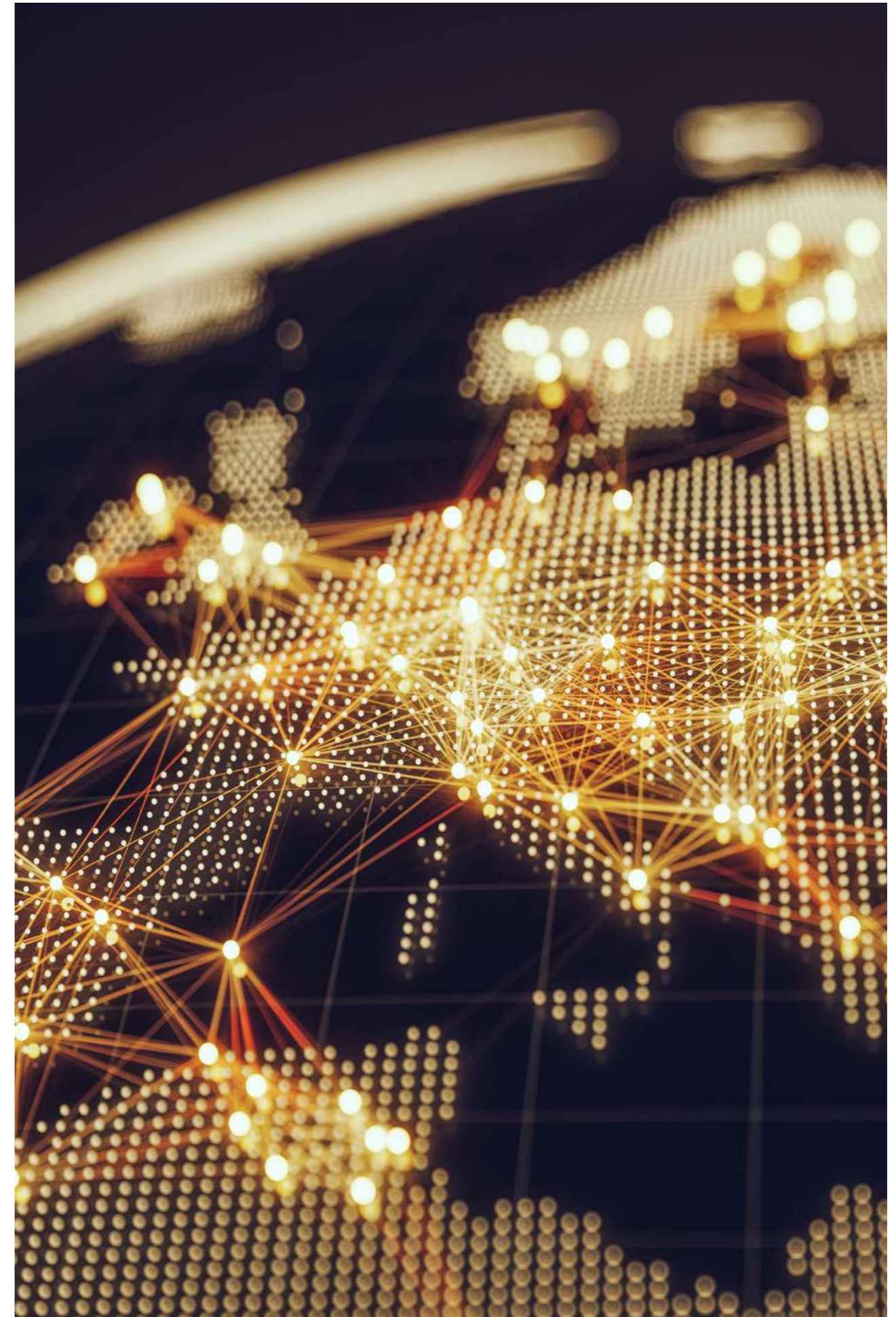
# GOVERNANCE AND TOP MANAGEMENT



## 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**



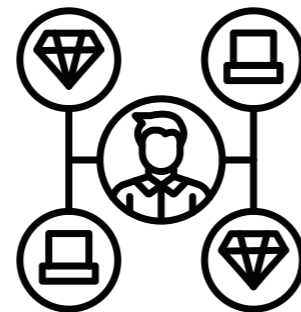
**208 stores  
in Germany**



**172 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:  
208 direct stores | 2 e-commerce websites

- **Francia, Cleor Group** signs:  
172 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, Noélie, 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



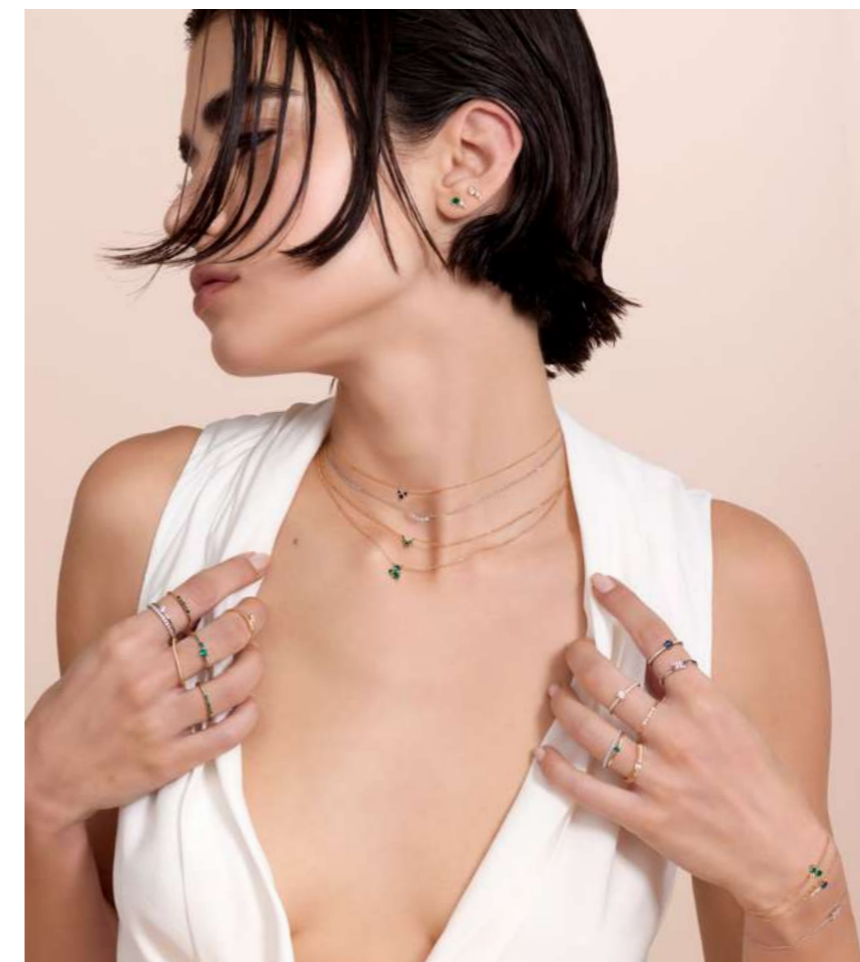
## PROPERTY BRANDS - JEWELS -



- Over 90 years of **tradition, experience and know-how**
- **Value and preciousness:** focus on the **sustainable 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"



## PROPERTY BRANDS - JEWELS -



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



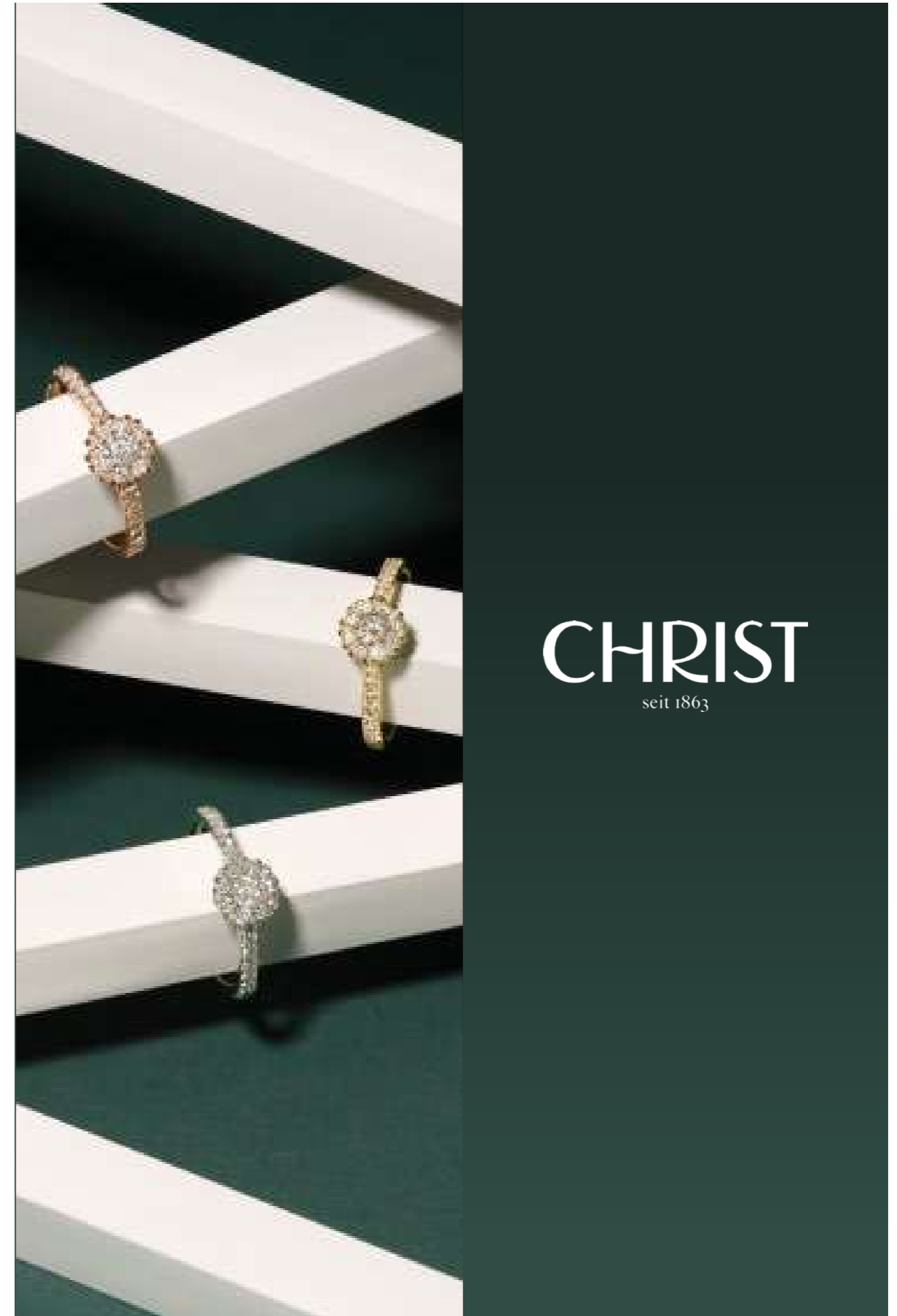
- **Elegance, refinement** and **preciousness**
- Tradition and innovation
- Jewelry suitable for all occasions



## PROPERTY BRANDS - JEWELS -

**CHRIST**  
seit 1863

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



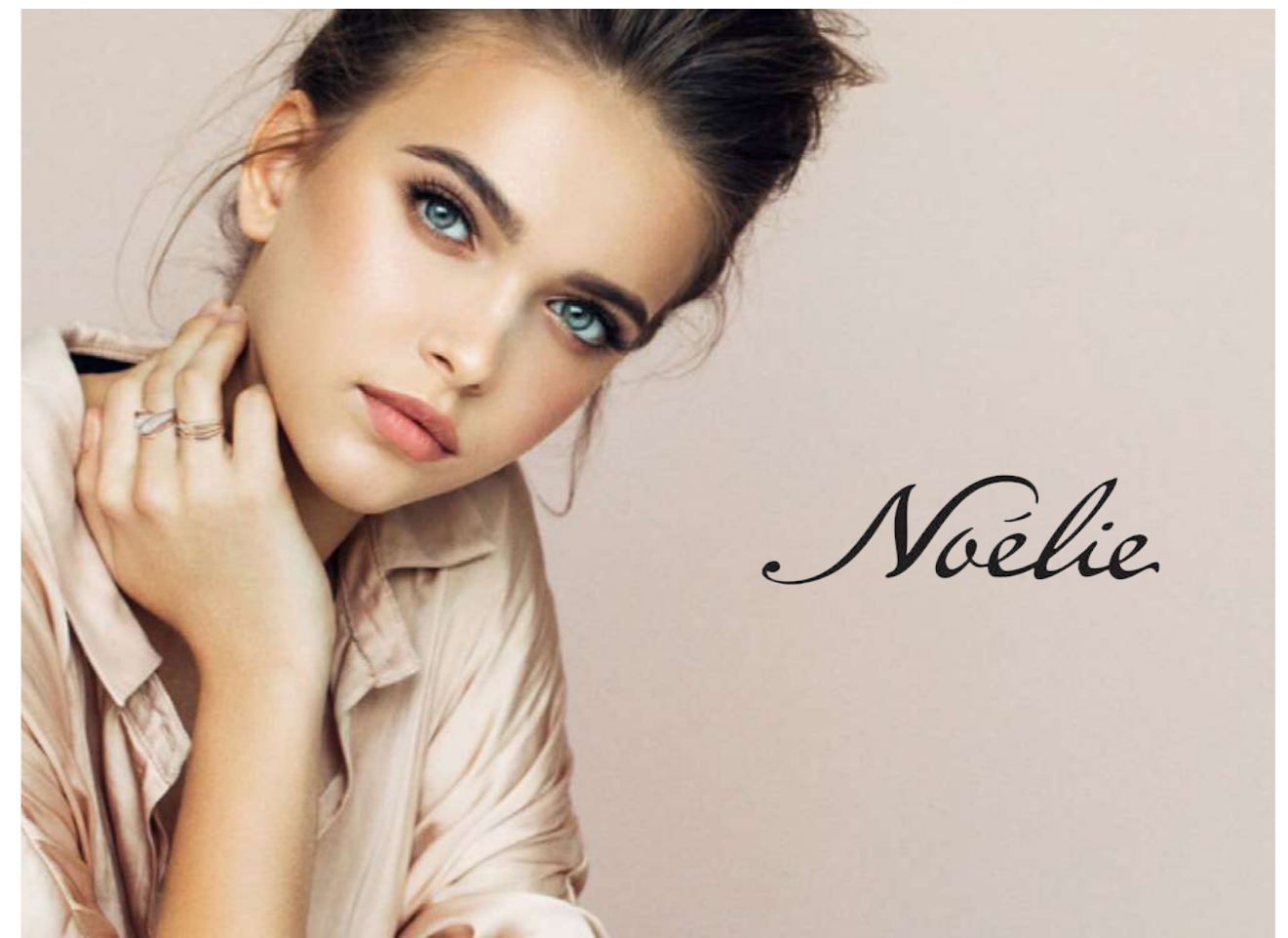
## PROPERTY BRANDS - JEWELS -

**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



## 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



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



## 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**

## Headquarter

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 Casilina, 3T - Palazzina D  
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

Parigi - France

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

Gauville-la-Campagne - France

Cleor SAS  
901 rue de Branville 2  
27930 Gauville-la-Campagne

Dubai - UAE

Italian Luxury MEA  
Office 105 - Building 8  
Dubai Design District, Dubai  
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

Bangkok - Thailand

Morellato & Sector Ltd.  
Bangkok City Tower, 13th Floor  
No. 179 South Sathorn Road  
Thungmahamek, Sathorn district, Bangkok

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Hagen - Germany

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58099 Hagen  
P: +49 0800 1863 300  
info@christ.de

Paris - France

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

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

Dubai - UAE

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Dubai Design District, Dubai  
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