



CZAPEK

GENÈVE

THE RETURN OF A LEGENDARY WATCH BRAND

HISTORY

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The Death of Poniatowski, Patek i Czapek w Genewie, No. 545, made in 1842, sold on October 22, 1842. Auctioned in 2004 by Antiquorum.

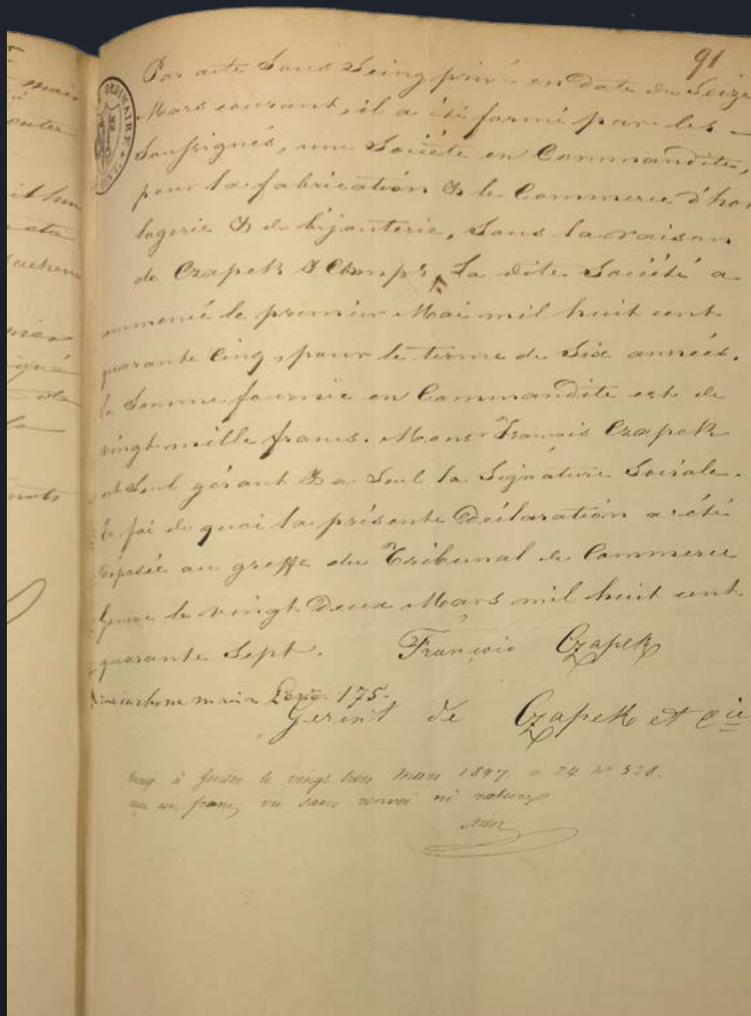
In 1836, Czapek met Antoni Patek, another Polish émigré with a military background. Czapek introduced Patek to the pinnacle of fine watchmaking and, incidentally, presented him to his future wife, Marie Dénizart.

On May 1, 1839, Patek and François Czapek set up a six years partnership in Geneva under the name of PATEK, CZAPEK & Cie. This partnership produced some exceptional watches. Czapek was head of watchmaking (*finisseur*), while Patek handled sales and the company business.

In 1836, the meeting between Czapek and Patek changed both men's lives.

HISTORY

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At the end of the six years, Patek and Czappek did not renew their partnership. Patek founded Patek, Philippe & Cie. with a new partner and in 1845 Czappek founded Czappek & Cie, also with a new partner, Juliusz Gruzewski.

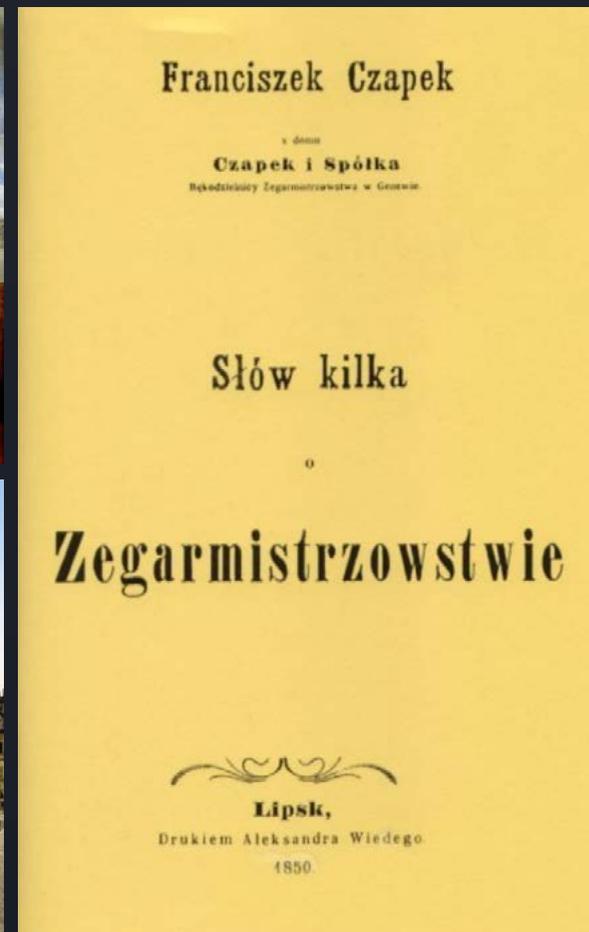
Czappek's
perseverance
meets with success

HISTORY

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Czapek's new company flourished. He became watchmaker to the Court of Emperor Napoleon III and kept an atelier in Geneva, a shop in Paris, on Place Vendôme, and another in Warsaw. He wrote a book about watchmaking, the first ever written in Polish. Unfortunately he died before publishing a second one.

Czapek & Cie. earned the laudable distinction, Fournisseur de la Cour (Purveyor to the Imperial Court)



1 One of Czapek's most renown loyal customer, Emperor Napoleon III. **2** La Maison Czapek & Cie. 23 Place Vendôme, Paris. **3** « Watchmaking ». François Czapek. 1850.

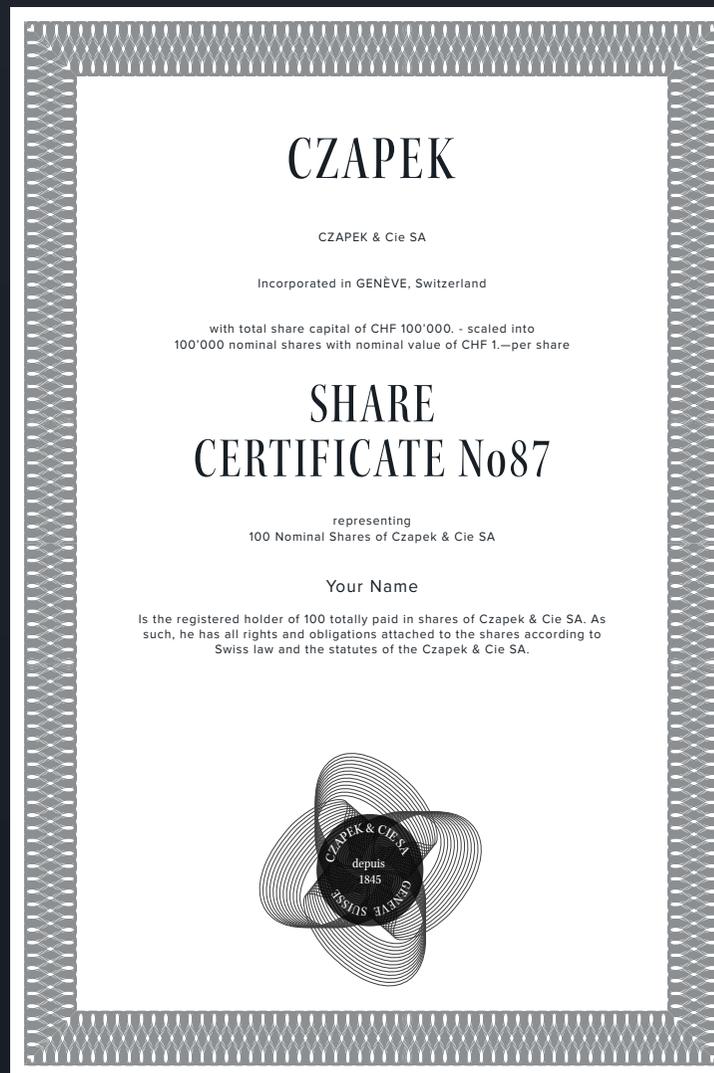
IDEA

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In 2013, the company launched an innovative plan to revive the Czapek brand by manufacturing a new collection that would remain true to the brand's original DNA while giving its modern aesthetic lines.

A brand to share among watch lovers

The purpose of the revived Czapek is to give watch aficionados and collectors a unique opportunity to become personally involved in the revival and ownership of the brand. Shareholders will also be able to acquire watches at special conditions and benefit from the company's growth.



Czapek share certificate No. 87. All original share certificates will be safeguarded by Czapek & Cie. trustee, Mr. Andreas Notter, notary public in Bern.



COLLECTION 2016
QUAI DES BERGUES

CZAPEK
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INSPIRATION AND BRAND CODES

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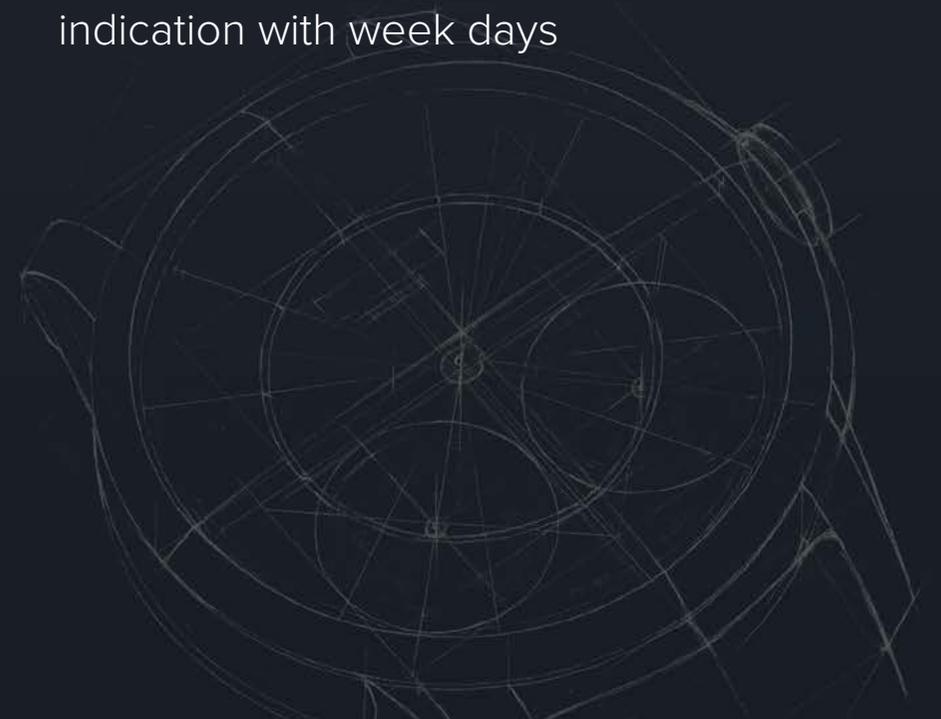
Purity in aesthetics

Elegant extended numerals

Exceptional, forged hands

Two subdials, one at 4.30 o'clock the other at 7.30 o'clock

Remarquable double hand power reserve indication with week days





QUAI DES BERGUES - CALIBER

CZAPEK
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Original Caliber from 1850



Caliber SXH1

Exclusive Czapek 7 days power reserve
Haute Horlogerie movement with 29 jewels
developed by CHRONODE

THE FIRST WATCHES OF A NEW ERA - GOLD MODELS

CZAPEK
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ENAMEL « GRAND FEU »
WHITE GOLD

PVP: 24'700 CHF

Shareholder: 14'820 CHF



ENAMEL « GRAND FEU »
ROSE GOLD

PVP: 23'900 CHF

Shareholder: 14'340 CHF



ENAMEL « GRAND FEU »
ROSE GOLD WITH FLEUR DE LYS HANDS

PVP: 25,900 CHF

Shareholder: 15'540 CHF

THE FIRST WATCHES OF A NEW ERA - TITANIUM AND STEEL MODELS

CZAPEK
GENÈVE



TITANIUM & CARBON

PVP: 14,800 CHF

Shareholder: 8'880 CHF



STAINLESS
STEEL "XO"

PVP: 9,900 CHF

Shareholder: 5'940 CHF

CZAPEK TEAM

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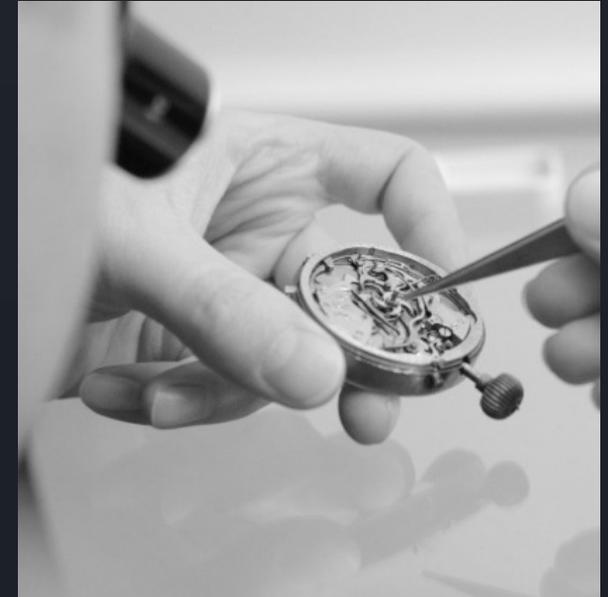
Harry Guhl

Fifteen years' experience in the art world. Consulting for leading luxury brands (Rolls Royce), museums and collectors to develop their art experience, knowledge and portfolio.



Xavier de Roquemaurel

Extensive experience in sales, marketing and product management in luxury goods and fashion: L'Oréal, Loewe, Ermenegildo Zegna, Ebel and Roland Iten.



Confidential name

Unique watchmaking experience in assembling complex tourbillon calibers for high-end *haute horlogerie* Brands like Greubel Forsey and Girard-Perregaux (*Tourbillon Trois Ponts Or*).

KEY SUPPLIERS AND PARTNERS

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Antoine Tschumi, NEO-DESI

Leading Swiss designer with a degree from the Ecole d'Art de La Chaux-de-Fonds. Neo-Desis is renowned for their outstanding designs for haute horlogerie brands like:

- Greubel Forsey (Tourbillon 24 Secondes)
- Harry Winston (Opus 6 and 8, Tourbillon 1)



Antoine Tschumi “a dynamic, inventive and forward-thinking team.”

Jean-François Mojon, CHRONODE

Since 2005, the Le Locle-based manufacturer and winner of GPHG “Grand Prix d’Horlogerie de Genève” has created high-end movements for leading brands like:

- MB&F (Legacy Machines 1 & 2)
- Harry Winston (Opus X)
- HYT (H1)
- Urban Jürgensen (Chronometer Detent Escapement P8)



Jean-François Mojon “100 % of what is not attempted fails.”

KEY SUPPLIERS AND PARTNERS

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CASE

LAB : Leading haute horlogerie case maker in La Chaux de Fonds. Owned by the Sandoz family watchmaking foundation together with Parmigiani Fleurier and Vaucher Manufacture.



DIAL

DONZE CADRAN is probably the world's most famous manufacturer of enamel dials. Based in Le Locle (NE), it belongs to Ulysse Nardin (Kering Group) and produces enamel dials for the most prestigious brands worldwide.



HANDS

HMS WAEBER : One of the three best hand makers worldwide. Based in Fleurier (NE)



STRAPS

CAMILLE FOURNET : The exotic leather expert is a French company based in La-Chaux-de-Fonds and Paris. It produces the finest bracelets for the most exclusive watch brands.

A COMMUNITY OF WATCH LOVERS

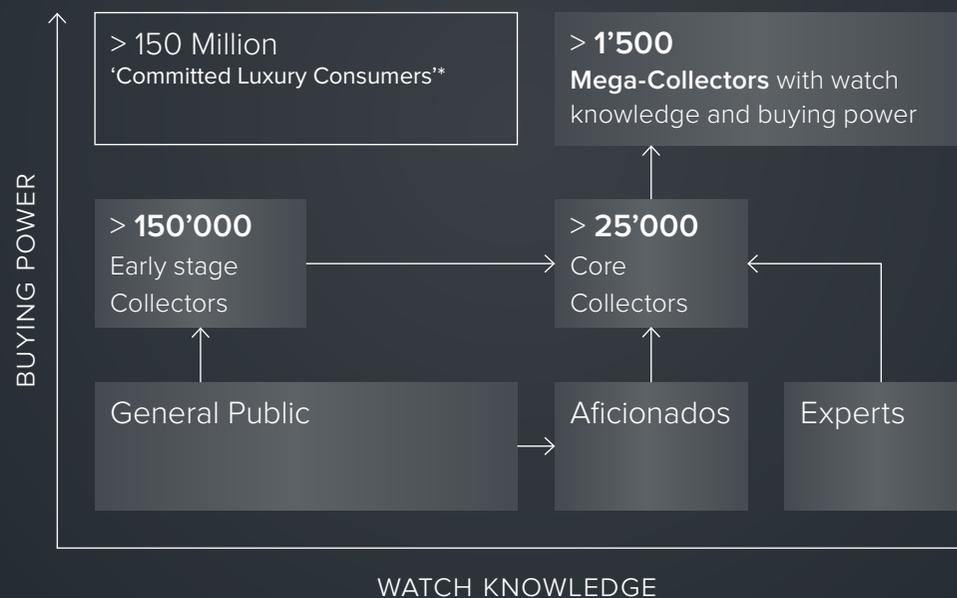
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Access is the magic key for collectors. Access to classic and innovative objects. Access to well-known personalities in the market. Access to their peers. As the access level and depth increase from buyer to collector, the need for information, sharing, and education become more sophisticated.

The collector life cycle is driven by a passion for the design and craftsmanship as well as desire for the most exciting investment.

Scarcity is in itself a powerful driving force – only a limited number of each object should be available. It is also a major factor in energising collectors and increasing the amount spent as well as the number of purchases made, potentially moving a number of collectors up the value chain.

Our primary audience is among early stage core collectors and aficionados



*The Economist - February 11, 2014

OUR CORE CUSTOMER'S PROFILE

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Personality: Ambitious, intelligent, open minded

Age: 30-55

Gender: Male

Income: GBP 80'000 +

Lifestyle: Smart Casual

Likes: Watches, good value for money, architecture and arts

Reads: Premium watch magazines (print and online), financial newspapers and monthly university press journals. Occasionally *GQ*, *Wallpaper* and other lifestyle papers.



Watch Collection:

Phase 1

Starts with a major brand (Rolex, Omega, Cartier, IWC, Jaeger-LeCoultre, etc.) basic stainless steel entry level models.

Phase 2

Buys first 18-karat gold watch from a major brand (Chopard, Patek Philippe, etc.). Simple Hours, Minutes, Seconds indication (three-hand watch).

Phase 3

Discovery of watches with additional functions and complications. Awakening of interest in niche and bespoke brands and products.

BUSINESS MODEL

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Every watch lover can buy a watch, but can he own a brand?

Czapek & Cie. is the first Swiss haute horlogerie brand to offer watch lovers the opportunity to become co-owners of a legendary watch brand.

We will offer up to 20% of company shares to watch aficionados and investors throughout the world via crowd investing platforms. The idea is to build a community.

It is both an emotional and financial investment, with the clear focus in developing an international community of loyal collectors.

Every year a subscription to the new watch collection will be promoted worldwide. Shareholders will then be entitled to order watches at preferential conditions for themselves and their friends.

Three key facts confirm our business model potential:

1. 40% of luxury sales are made by loyal clients.
2. We now complement the collection of every watch lover, not with just another watch, but with an entire brand in their collection.
3. Collecting has become a “lifestyle”. Sophisticated customers want to be recognized as a “supporters” of a brand not just as a simple consumer.

BRAND DIFFERENTIATION

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HISTORY

- Watch of kings and emperors
- Bespoke unique pieces
- Co-creator of Patek

AESTHETICS

- Pure, effortless and distinctive design
- Crafted hands
- Double counters at 4h30 and 7h30
- Double hand on counter

ONE2ONE MARKETING APPROACH

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Our marketing strategy combines best practices of the luxury industry and modern methods of communication:

1. Public relations in social networks, blogs, forums and printed press.
2. A digital direct marketing campaign aimed at watch fans (identified in social networks) powered by our partner Adrenaline Digital.
3. Digital video campaign in social networks.
4. “Czapek connoisseur events”: watch and art events in major capitals (New York, London, Hong Kong, Basel, Geneva ...) to present the new collection and generate subscription orders.

5. Investors / clients relations programme to engage customers and investors.

6. Selective distribution of twenty key retailers worldwide.

Czapek owners will become our ambassadors' and introduce more friends to the brand. We will invite them to our Czapek Community where they will find the emotion, exclusivity and uniqueness they are looking for.

*Our shareholders
will become our
best spokesmen.*



RETAILERS

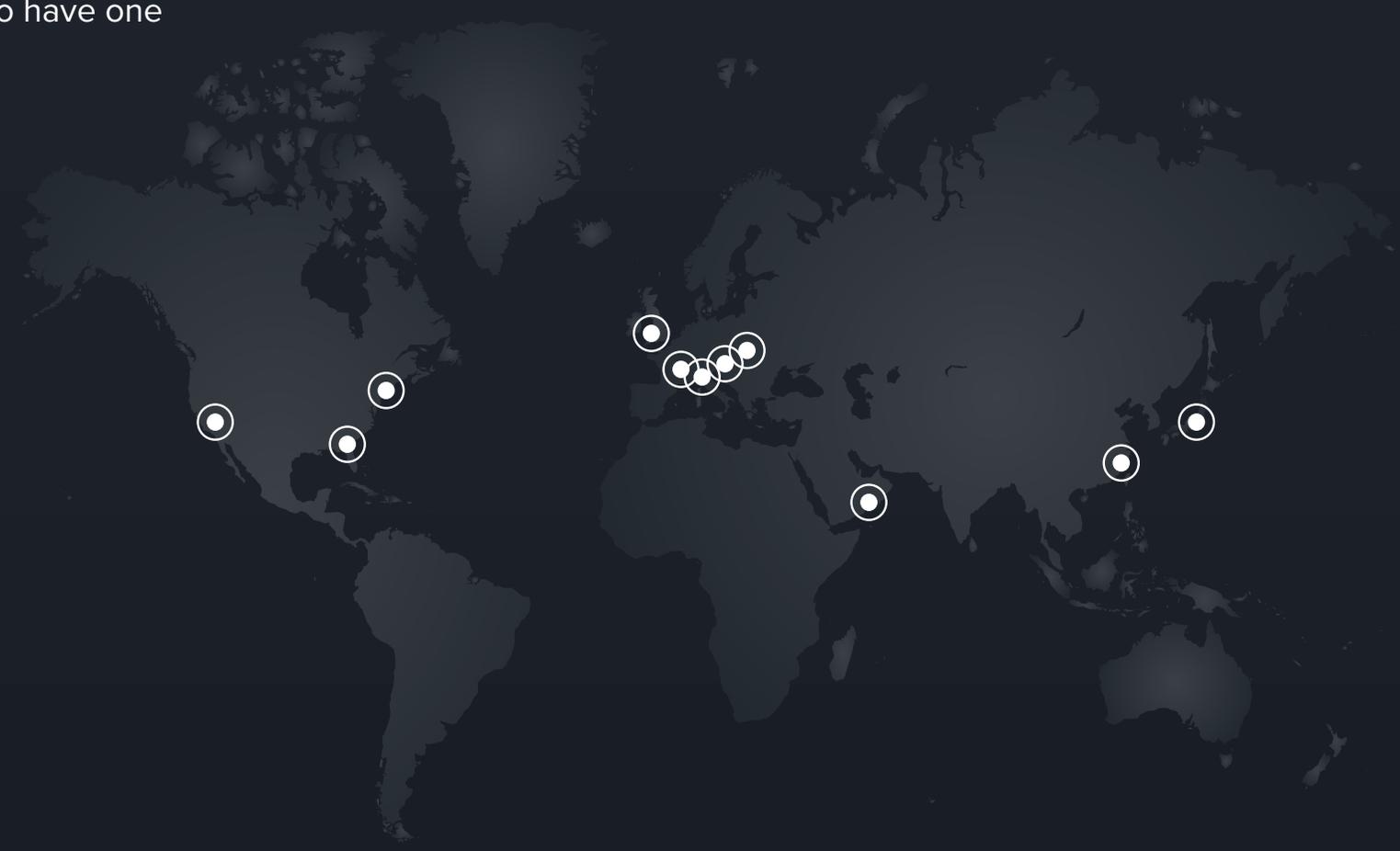
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Selective distribution through twenty retailers will be implemented. The goal is to have one in a number of key cities:

- London
- Paris
- Düsseldorf
- Geneva
- Milan
- Moscow
- Dubai
- Beverly Hills
- Hong Kong
- Shanghai
- Singapore
- etc...

Retailers proposal:

- Czapek is the next big story
- Exclusivity in your market
- Special conditions
- Participation in Czapek collector events



NOVEMBER 2015 SHAREHOLDER PACKAGES

CZAPEK
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	MINIMUM SHARE NUMBER*	SHARE PACKAGE	BENEFITS
SUPPORTERS	50	CHF 2'500	One Czapek watch available at special shareholder price (-20%). One-off.
FRIENDS	100	CHF 5'000	Czapek watch available at special shareholder price (-40%) every year yet within the quota available.
AMBASSADORS	500	CHF 25'000	Same as Friend + access to the Czapek design team for a personal design session to create your unique watch.
PATRONS	1,000	CHF 50'000	Same as Ambassadors + Members of the Advisory board

Benefits



TITANIUM & CARBON

PVP: 14,800 CHF

Shareholder: 8,880 CHF



ENAMEL « GRAND FEU »
ROSE GOLD

PVP: 23,900 CHF

Shareholder: 14,340 CHF

*according to a potential valuation of CHF 5Mio

Watches at special price are Limited to a maximum availability of 250 watches per year.

Benefit is for a period of 5 years. Reconductible by vote during the shareholder general assembly.

MILESTONES

2014

MOVEMENT,
DEVELOPEMENT
& DESIGN

Done

2015

EARLY
INVESTMENT
PHASE

CHF 500'000

PRE-SERIES

February to
September

PUBLIC
CROWDFUNDING
& WATCH ORDERS

November

2016

MANUFACTURE

As of January

DELIVERY

November

Release the News &
Create the Momentum

VISION

A close-up, artistic photograph of watch gears and mechanical components, rendered in a dark, monochromatic style. The gears are intricate, with various teeth and plates visible, creating a complex, layered texture. The lighting highlights the metallic surfaces and the precision of the engineering.

Czapek aims to become a directional Haute Horlogerie brand for watch collectors by watch collectors.

It represents the quest for beauty thanks to the measurement of time... A quest shared by the hundreds of watch lovers who will become shareholders in the fall of 2015 and participate directly in the rise of the Company.

By essence the brand will be personal, limited in number of units produced (<1000 per year) and focused with a collection of 3 to 4 proprietary movements spanning a price range of CHF 10'000 to 500'000 to enable young collectors to access the brand and core collectors to complete their collection.

The evolution toward extraordinary time pieces will be gradual, with a first edition at approximately CHF 250'000 foreseen for 2018.

INVESTMENT - SUMMARY

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Early investor fundraising (Q2 2015): Friends & Private Investors

Company Valuation: CHF 2.5 million

CHF 500,000 raised among friends (20%) and private investors (80%) with deep knowledge and appreciation of fine watchmaking. This money was used to develop the movement and launch the pre-series (delivery October 2015).

Second fundraising (Q3-Q4 2015): Large investors & Crowd

Company valuation: CHF 5 million pre-money

With the delivery of the pre-series, the risk has decreased significantly and the company can command a higher valuation, more in line with the expected volumes in the years 2016-2018.

The objective of this fundraising is to finance the launch of the brand and the industrialisation of the movement. Yet the most important part of this round of fundraising is to enable the company to share the brand with fellow watch fans and complete the B2C section of the business model.

Intangible assets: Swiss and int. registered trade mark CZAPEK, FRANCOIS CZAPEK, CZAPEK & MOREAU

Exit strategies: Targeted Timing 2025

(A) IPO as it would attract new watch fans as shareholders and provide to current shareholders the opportunity to redeem the value acquired.

(B) Strategic buyout by a luxury group, UHNW investor or family office.

Expected return on equity (ROE)

Our target is to value the company at CHF 15 million by 2018, 25 million by 2023, and 100 million in the medium term. Dividends are expected to be paid in 2019 upon completion of the business plan. Largest percentage of ROE will come from sale of shares during the changes in the company shareholding structure.



EXHIBITS

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QUAI DES BERGUES - TECHNICAL INFO

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DESIGN

Czapek Team with Antoine Tschumi,
Néo-Desis

MOVEMENT

- Calibre SXH1: Exclusive Czapek 7 days power reserve haute horlogerie movement with 31 jewels developed by Chronode
- Manual, seven days (2 barrel springs)
- Power reserve: > 168 hours
- Frequency: 3 Hz – 21,600 VpH
- Jewels: 31 rubies
- Diameter 32.6 mm – 13 lines $\frac{3}{4}$
- Thickness 4.75 mm
- Finish: Open Ratchets, sandblasted Bridges, blue Screws, bevelling

FUNCTIONS

- Hours, minutes
- Power reserve at 4.30 o'clock
- Small seconds at 7.30 o'clock

CASE, DIAL, HANDS AND BRACELET

- Case: 4N rose gold
- Diameter: 42.5mm
- Diameter opening: 36.40 mm
- Crystal: Curved Sapphire Crystal with anti-reflective treatment
- Case-back: Sapphire Crystal
- Water-resistance: 3 atm
- Dial: « Grand Feu » Enamel
- Hands: Blued Steel with diamond polish
- Alligator strap



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DESIGN STUDY CHRONOGRAPH

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A watch created in 2013 to showcase the revival of CZAPEK. Sold to friends to raise seed funds for the project.

Limited edition of 15 pieces.

DESIGN Czapek Team

MOVEMENT

- Calibre C73: Production year 1971 manually-wound chronograph, small seconds, thirty-minute counter, cam-actuated chronograph
- Frequency: 18,000 VpH
- Jewels: 17 rubies
- Diameter 31 mm – 13 ³/₄ lines
- Height: 6 mm
- Finish: Perlage, Côtes de Genève, Galvanized black

CASE, DIAL, HANDS AND BRACELET

- Case: Stainless Steel
- Diameter: 42 mm
- Crystal: Curved Sapphire Crystal with anti-reflective treatment on both sides
- Case back: Sapphire Crystal
- Water-resistance: 5 atm
- Dial: Carbon Fiber
- Alligator strap





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Would You Like To Own A Legendary Watch Brand And Revive It?



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Be A Part Of The Adventure, Become A Shareholder

czapek.com