

SEKONDA

TRAVEL RETAIL PRESENTATION
2018

ABOUT SEKONDA



Launched in 1966, Sekonda quickly established itself to become the best selling watch brand in the UK and has now held this position for the last 30 years.

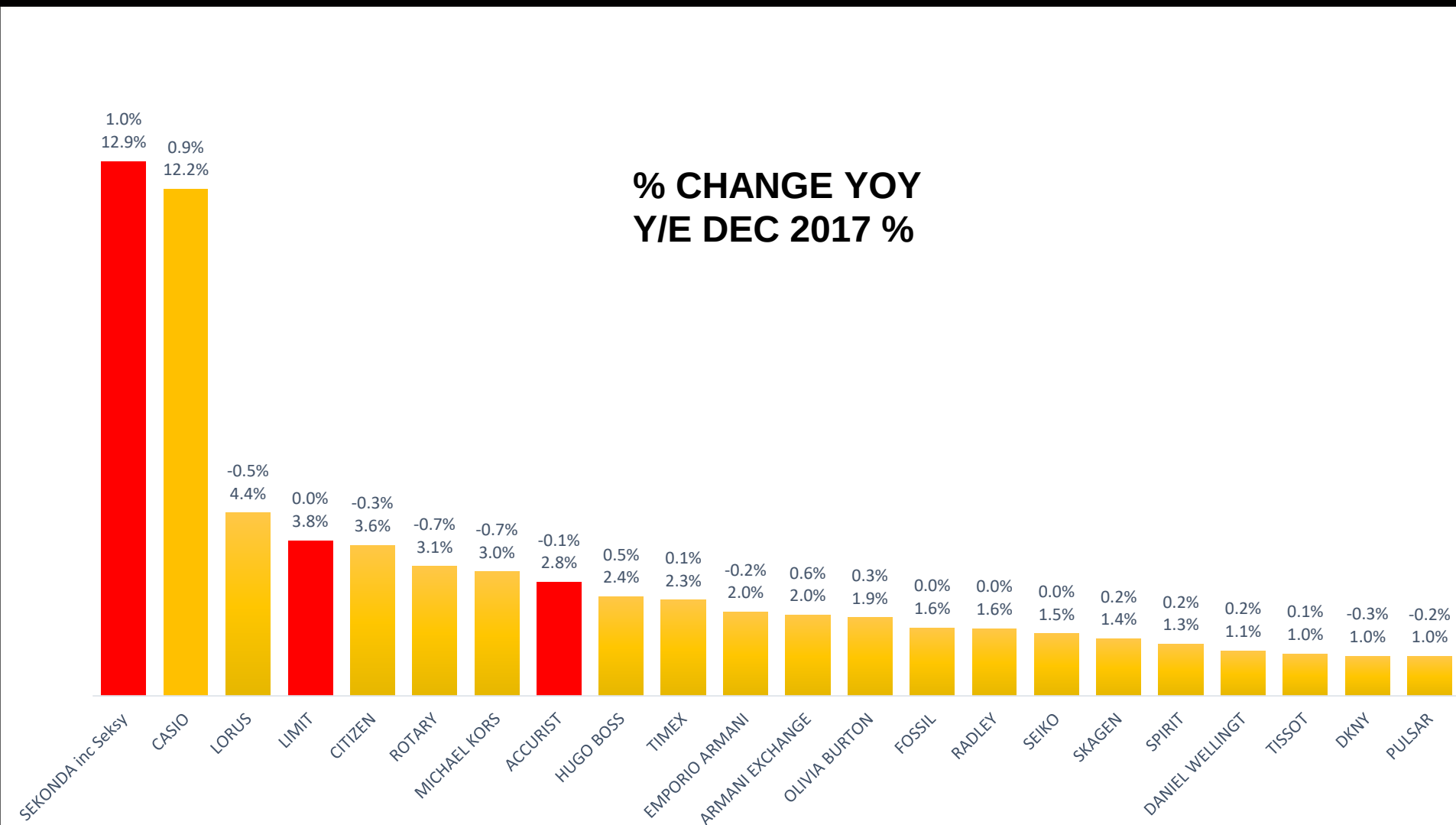
Sekonda offers an extensive collection of innovative designs using high quality movements and materials such as stainless steel and real leather to create durable and stylish timepieces. With a wide variety of watches available we cater for all tastes, styles and budgets.

We offer a quality watch for an affordable price, making Sekonda the smart choice for every customer.

BEWARE OF EXPENSIVE IMITATIONS.

SEKONDA

VOLUME MARKET SHARE BY BRAND Y/E DEC 2017 (UP TO £500 PRICE POINT)



CURRENT OVERSEAS LOCATIONS

DUFY

EX-ALDEASA

- SPAIN – Malaga
- SPAIN – Alicante
- SPAIN – Fuerteventura
- SPAIN – Palma x 3
- SPAIN – Mahon
- SPAIN – Lanzarote
- SPAIN – Gran Canaria x 2
- SPAIN – Madrid T1 x 2
- SPAIN – Madrid T2
- SPAIN – Ibiza
- SPAIN – Barcelona x 3
- SPAIN – Girona
- SPAIN – Tenerife
- GERMANY – Dusseldorf x 3
- PERU – Lima
- MEXICO – Cancun x 3
- CHILE – Santiago
- JAMAICA – Montego Bay
- FINLAND – Helsinki
- **SPAIN – Madrid T4**

EX-NUANCE

- PORTUGAL – Faro x 2
- PORTUGAL – Madeira
- PORTUGAL – Azores x3
- PORTUGAL – Lisbon x2
- PORTUGAL – Oporto
- FRANCE – Toulouse

DUFY

- EGYPT – Cairo
- MOROCCO – Marrakesh
- MOROCCO – Casablanca
- MOROCCO – Agadir
- SERBIA – Belgrade
- SWITZERLAND – Basel
- GHANA – Accra
- GUADALOUPE
- MARTINIQUE
- SHARJAH
- IVORY COAST – Abidjan
- NIGERIA – Lagos
- KOREA – Busan x 2
- BULGARIA – Burgas
- BULGARIA – Varna

DUFY CONTINUED

- TURKEY – Antalya x 2
- COLUMBIA – Bogota
- JORDAN – Amman
- KENYA – Nairobi
- **SERBIA – Niš**
- **RUSSIA – St Petersburg**

AELIA

- FRANCE – Marseille
- FRANCE – Lille
- FRANCE – Beauvais x 2
- GDANSK x 2
- LUXEMBOURG AIRPORT x2
- **La Reunion**
- **Prague x 3**
- **Dakar**

FLEMINGO

- RWANDA – Kigali
- UGANDA – Entebbe
- CAPE VERDE – Boa Vista
- CAPE VERDE – Ilha Do Sal
- MOZAMBIQUE – Maputo
- ZAMBIA – Lusaka
- GHANA – Tema
- GHANA – Takoradi
- BURUNDI – Bujumbura
- INDIA – Chennai
- INDIA – Kolkata
- ZAMBIA – Livingstone

ETC

- MANILA - Philippines

MAURITIUS DUTY FREE PARADISE

- Mauritius x 2

BIG FIVE DUTY FREE

- SOUTH AFRICA – Johannesburg x 2
- SOUTH AFRICA – Cape Town
- DURBAN

DFA

- USA Airport Shop – Atlanta x2
- USA Airport Shop – JFK
- USA Airport Shop – Miami x5

DFS

- PALAU
- HONG KONG
- SINGAPORE – Changi x 2
- GUAM
- **SAIPAN**

AMC

- DUBAI – T2, DWC, CA, CB, CC
- OMAN – Muscat
- Qatar Duty Free x 2

ERAMAN

- MALAYSIA – Kota Kinabalu
- MALAYSIA – Kuala Lumpur x 3

TIMEWORX

- CYPRUS – Paphos
- CYPRUS – Larnaca x 2

AURA CANTIK

- INDONESIA – Jakarta

KING POWER

- THAILAND – Bangkok x 4

KING POWER HK

- CHINA – Macau

WDF

- FRANCE – Eurotunnel

INDEPENDENT

- SRI LANKA – Gomez Duty Free
- MONGOLIA – Nexima Trading Ltd
- DJIBOUTI – Airport Duty Free
- MYANMAR – SMI Yangon
- MYANMAR – WYZ Mandalay
- BRUNEI – Titanstar

BRAND GALLERY

- TOGO
- NIGERIA – Lagos
- GAMBIA – Banjul

BALTONA

- POLAND – Katowice
- POLAND – Poznan
- POLAND – Galati
- UKRAINE – Lviv
- ITALY – Alghero

MALDIVES AIRPORT COMPANY LTD

- MALDIVES

HELLENIC

- GREECE – Iraklion – Crete x 2
- GREECE – Rhodes x 2
- GREECE – Spata – Athens x 3
- GREECE – Corfu
- GREECE – Thessaloniki
- GREECE – Zakynthos
- GREECE – Chania
- GREECE – Kefalonia
- GREECE – Kalamata
- GREECE – Alexopoulos
- GREECE Border Shop – Evzoni
- GREECE Border Shop – Niki
- GREECE Border Shop – Promachonas
- GREECE Border Shop – Kipoi
- GREECE Border Shop – Kastanies
- GREECE Border Shop – Kakavia
- GREECE Sea Port – Simi
- GREECE Sea Port – Corfu
- GREECE Sea Port – Pireas

2009 – 42 LOCATIONS

2018 – 169 LOCATIONS = +302%

RED = NEW 2018

2018 = 169 locations in 71 countries

SEKONDA

AIRLINE LISTINGS



ONBOARD OVER 110 AIRLINES WORLDWIDE

FERRIES AND CRUISE SHIPS



- 10 ships



- 7 Ships (Irish and North Sea)



- 6 ships



- 32 cruise ships

Including:

- Royal Caribbean 'Independence of the Seas'
- Cunard
- Carnival USA



- 4 ships



- 2 fast craft



- 7 ships



- 4 ships



- 3 Cruise Ships (Thomson)



- 14 ships



- 6 ships



- 2 ships

Total of 97 Ships

CURRENT UK AIRPORTS

DUFRY

Newcastle
Humberside
Leeds/Bradford
Doncaster
Manchester – 3 Locations
Liverpool
Belfast City
Birmingham – 3 Locations
East Midlands
Jersey
Exeter
Euro Tunnel, Folkestone
Bournemouth

London Heathrow – 13 Locations
London Gatwick – 5 Locations
Stansted – 3 Locations
Edinburgh
Glasgow x 3
Aberdeen
Southampton
Bristol
Cardiff
Glasgow Prestwick
Southend

AELIA

Luton
Belfast International

NORWICH INDEPENDENT

KNOCK WEST

52 UK Locations

250,000 + Watches

TRAVEL RETAIL 2018

SEKONDA PRODUCTS

PRODUCT DESIGN

All of our watches are designed in the UK by our Product Development Team.

Our UK team create fashionable designs in a variety of styles for both men and women. We ensure that with our extensive knowledge of the UK watch market, our designs remain fresh and at the forefront of current market trends.



OUR PRODUCTS

Every watch we make:

- Undergoes rigorous quality control procedures
- Top of the range Japanese movement
- British design
- 2 year guarantee & service support
- Quality components

Our watch range consists of both traditional and fashion styles. We list several sub brands and collections including Editions, Seksy and Xpose.



GENTS CHRONOGRAPH



1107

Best Selling Watch

Sekonda gents chronograph watch

- Round two-tone case
- Navy blue dial set with rose gold batons
- Tachymeter
- 1/10th second chronograph timing up to 1 hour
- Date
- Two-tone stainless steel bracelet
- Water resistant to 50 metres

SEKONDA

EDITIONS



2452



Best selling watch – (2356):

- Grey sunray dial.
- Grey strap.
- Rose gold plated set case.
- 2 year guarantee.

REVERSIBLE STRAP WATCH

SEKONDA

THE UK'S N°1 WATCH BRAND



Sekonda Gents Watch featuring a blue dial with batons, feed through reversible fabric strap and is water resistant to 50 metres.

Comes with a 2 year guarantee.



REVERSIBLE
STRAP



SWIM
PROOF

NEW – Model 1582:

- Gents watch
- Blue plastic case with stainless steel case back
- Blue/ red nylon easily reversible strap
- Water resistant to 50 metres
- 2 year guarantee

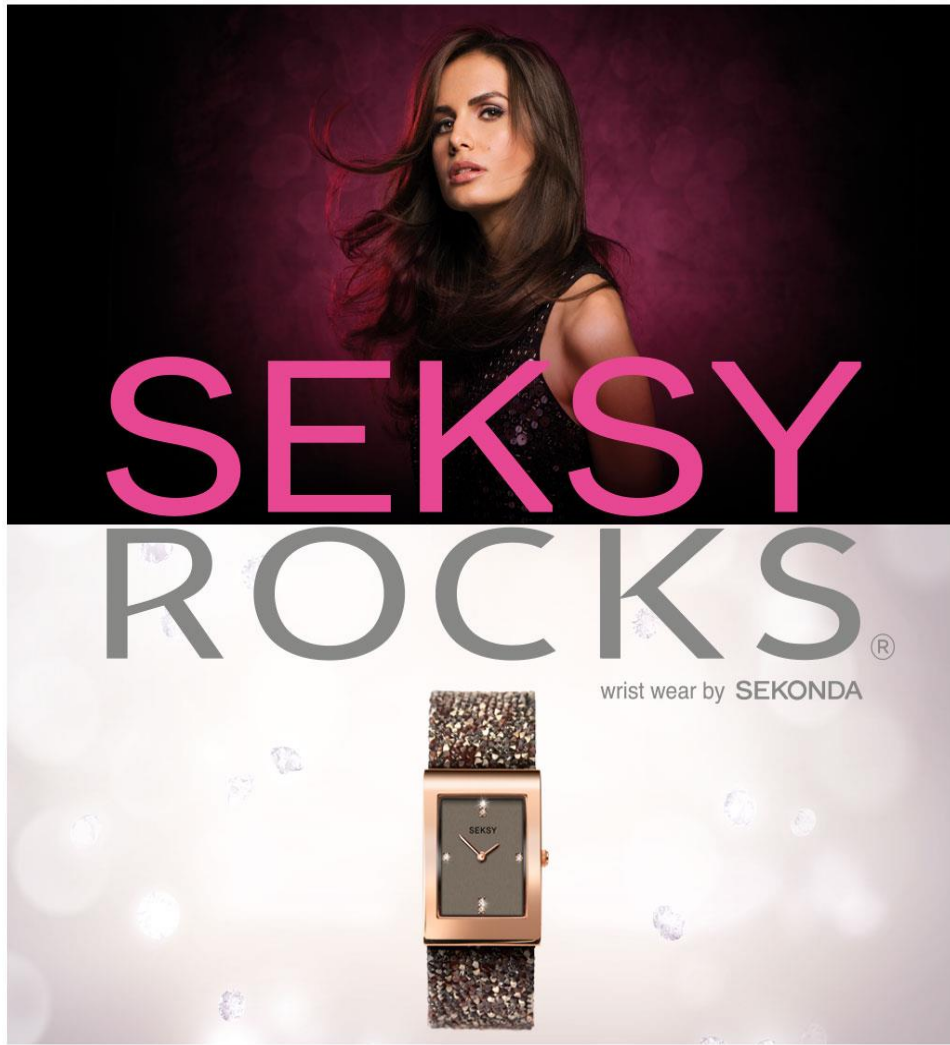
SEKONDA

SEKSY

THE BRAND

- Inspired by jewellery and catwalk trends
- All stones are hand set Swarovski® crystals
- Designed in the UK
- Iconic designs
- Global brand – recognised all over the world (66 countries)
- First class service and repairs
- Extensive advertising campaigns each year





THE ROCKS COLLECTION

- Brand new **Seksy Rocks** collection
- Iconic pieces using new on-trend materials:
 - Crystal fabric
 - Crystal fine rocks by Swarovski®
- The next innovation in the fashion watch arena
- Biggest ever investment in an extensive advertising campaign in 2017
- Record breaking sales across the UK domestic market and travel retail

SEKSY®

SEKSY ROCKS



2580



2578

TRAVEL RETAIL 2018

DISPLAY STANDS

MEDIUM SELF SELECT UNIT

visual area 85mm high



Illuminated ticket strips

Illuminated sides angled in towards stock

Lowest product 210mm from ground level

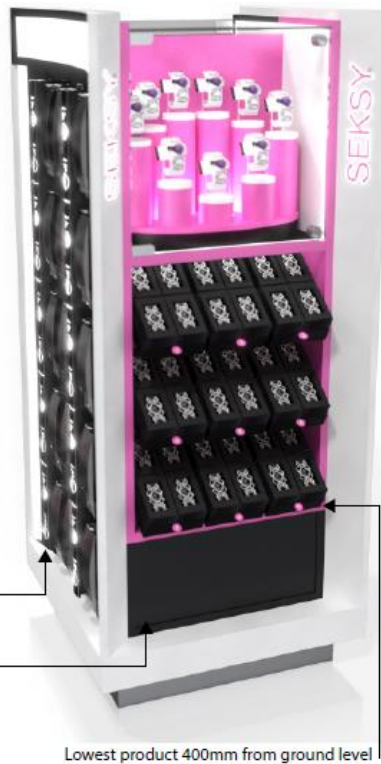
Storage drawer in base

600mm (width) x 600mm
(depth) x 1400 (height)

58 SKUs

2 x 9 in each cabinet

2 x 20 on each hanging side



Lowest product 400mm from ground level



LARGE SELF SELECT UNIT



Illuminated graphic panel, visual area 85mm high



Illuminated ticket strips
Illuminated sides angled in towards stock

800mm (width) x 690mm (depth)
x 1400 (height)

84 SKUs

2 x 12 in each cabinet

2 x 30 on each hanging side



Storage drawer in base

Lowest product 400mm from ground level

PROMOTIONAL TIER TREE



LARGE TIER TREE

Overall Dimensions:
713mm (W) x 713mm (D) x 1400mm (H)

Product loading per shelf (top to bottom)
Shelf 1 = 16 2 = 20 3 = 24 4 = 28 5 = 32 or 20 gift boxes
Total 120 or 108

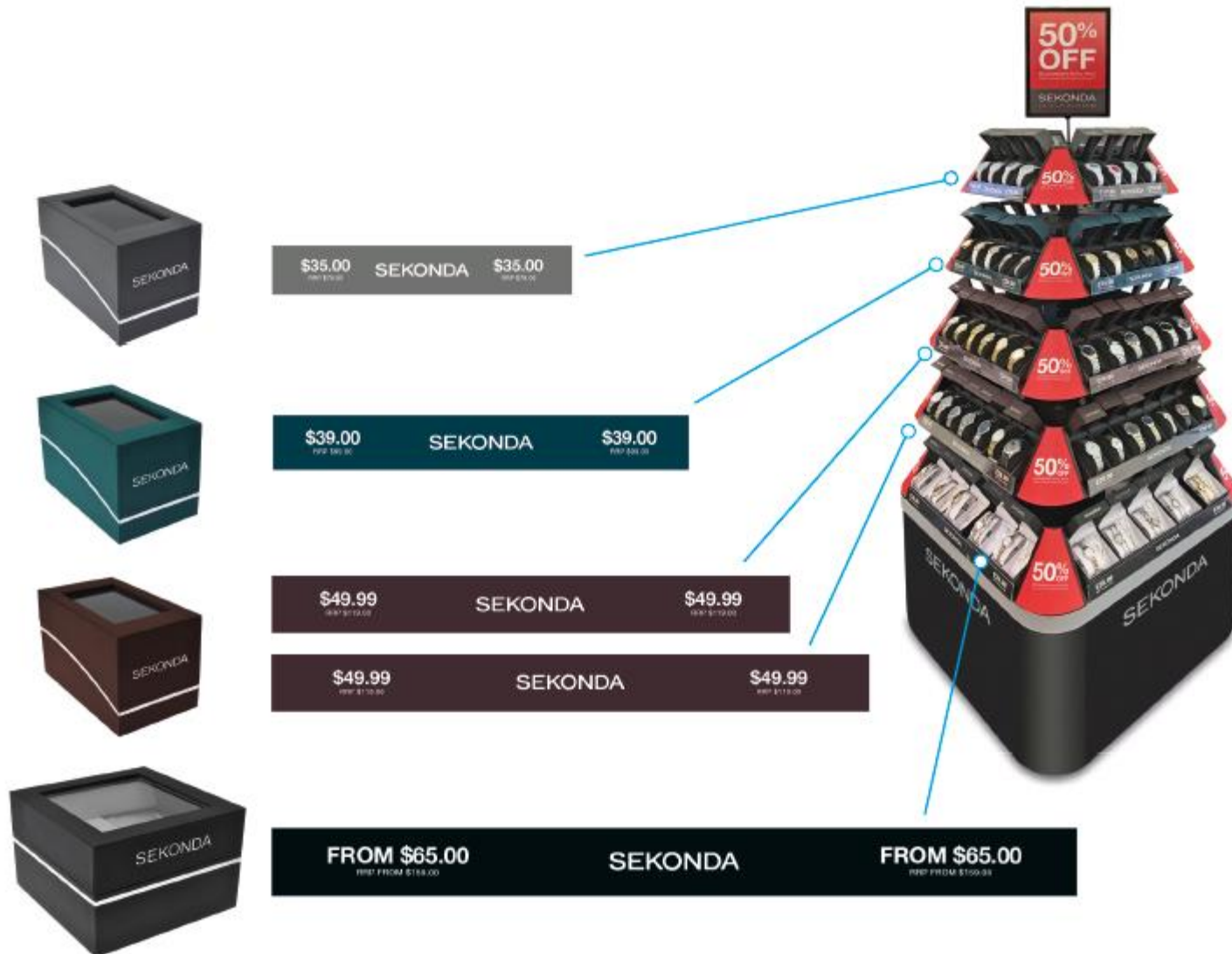


SMALL TIER TREE

Overall Dimensions:
460mm (W) x 460mm (D) x 1400mm (H)

Product loading per shelf
16 per shelf
Total 80

TIER TREE MECHANICS



PARTNERSHIP APPROACH

- Training/ merchandise support.
- Range set-ups by SEKONDA Brand Ambassador.
- High stock levels held by SEKONDA to ensure availability.
- Stock managed when ranges updated – e.g. discontinued stock can be returned for credit or cleared through margin support.