

REORGANIZATION

Major organizational changes have been implemented during the past few months. Corum's structure has been entirely rethought, and we have decided to reduce the operational administrative support in order to improve its operation and efficiency, thus ensuring better workflow. With this in mind, the following three departments "Business Analysis, Customer Service, and Distribution" now form a new entity called "Business Operations" under the direction of Boon Soon Chong, everyday operations run by Maud Müller.

Distribution and Inventory Management are now handled by Crimau Jeanbourquin. His former activities (buildings and security) have been fully taken over by Mauro Camuso.

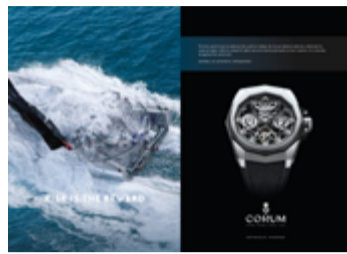
HUMAN RESSOURCES

Julien Wegmüller has assumed responsibility for product development.

Product development has also strengthened its collaboration with the marketing team with Marc Wälti and Léa Chetot now working jointly on product development. Léa reports to Julien Wegmüller.

"RISK IS THE REWARD" MARKETING CAMPAIGN LAUNCH

To celebrate the 65th anniversary, the marketing team worked for more than six months on Corum's repositioning, brand image, DNA, and its history, geared towards a return to the essence of Corum in terms of image, message and vision. Corum 2.0 was introduced to you in December 2019, and we are proud to announce the launch of this campaign through the new slogan "RISK IS THE REWARD".



We are planning an operational deployment very soon. The campaign was launched with an announcement on our social networks and the video "RISK IS THE REWARD" produced in cooperation with various renowned watch journalists and key influencers

who appeared in the video themselves. The campaign was temporarily halted during the COVID-19 pandemic to be sensitive to the world situation but will resume and be promoted very soon. We will deploy digital campaigns (social networks, programmatic, and influencer campaigns) from September onward to be visible on various platforms, and in key media, targeting our potential prospects and increasing our visibility.



Please find Corum's new corporate identity with logo, typography, and all the materials to be used on your various documents starting now. Materials can be downloaded [here](#).

ADMIRAL BRONZE

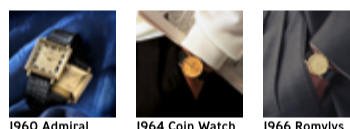
In 2019, Corum decorated the dials of several Admiral 42 to reconnect with its DNA, utilizing artistic crafts and employing natural materials, while drawing inspiration from its historical link with sailing. In 2020, the brand offers two new variations, and celebrates the 60th anniversary of its Admiral collection by presenting its cases with a historically used material in the nautical world, bronze, which was used on old ships owing to its combination of toughness and resistance to salt water corrosion. These variations have a bronze case with two dial colors to complete their nautical collection (azure blue and bottle green).



65 YEARS OF HISTORY

"2020" marks an important chapter in the history of Corum. Indeed, the brand celebrates its 65th year of watchmaking history.

Through the timeline, you can discover Corum's key dates and iconic watches brilliantly developed by the brand from a blank slate, and which today form the history of the brand, its richness, and its DNA.



Three collections are also celebrating milestone birthdays:

- The Admiral collection celebrates its 60th anniversary



1960, First Admiral watch

- The Golden Bridge collection: 40 years



1980, Golden Bridge

- The Bubble collection: 20 years.



2000, Bubble

LAB 02

After two years of research and development, Corum is delighted to present the LAB 02 to you. The LAB 02 is a perfect example of aesthetic perfection and extraordinary craftsmanship. The highly complicated manual movement stretches the imagination as well as the physical constraints of watchmaking. In its creation, Corum's development team's members challenged themselves to offer not only a flying tourbillon, but also a flying gear train

of sorts. The question they posed was: "What if the movement doesn't have bridges?" They then tirelessly pursued their unconventional quest to make it a reality.

Two years later, Corum unleashes the LAB 02. Its caliber CO300 consists of an impressive 416 individual components, each meticulously skeletonized and finely finished. Each piece is hand-assembled in a unique format with a flying tourbillon at 6:00, with flying wheels that track the

hours, minutes and seconds, and with the bridge set directly onto the mainplate.

Building a movement that is not sandwiched between the mainplate and bridge was a technical challenge that had to be overcome. The LAB 02 required a much longer axis for the gear train, and, without having a top bridge, needed ball bearings instead of rubies on the mainplate to add strength and stability. The single mainplate has also been highly skeletonized.

The entire movement is then placed on a fully transparent sapphire plate that allows for magnificent visibility and gives the appearance that the elements are all floating in space. The LAB 02 is further equipped with a grand date function at 4:00 and its power reserve indicator (55 hours) is unusually placed so that it is visible through the sapphire glass on the side of the case at 8:00. Because of the extremely complicated nature of this 45mm watch, just

10 pieces will be made, each identified by a specific plate number on the barrel and fully customizable.



MIRALEM PJANIC

Corum is very pleased to announce that Miralem Pjanic (who recently transferred to FC BARCELONA, formerly played for Juventus Turin and the Bosnia and Herzegovina national team) has joined Corum as a brand ambassador.

Born in 1990 in Bosnia, Miralem Pjanic fled his country during wartime to settle in Luxem-

bourg. In 2007, at the age of 17, he made his professional debut for FC Metz. Thereafter, he played for L'Olympique Lyonnais. In 2011, he transferred to Italy to join AS Rome. During his time in Italy, Miralem proved himself one of the best midfielders in the world, and it is therefore natural that in 2016 he joined Juventus Turin, the best Italian team to

date. Winner of three Scudetti (Italian championships) and 2 Coppa Italia (national cup), he was named to the main team of the championship 4 years in a row.

A hard worker, creative and precise, Miralem fully represents Corum's values, and that is why we are extremely proud to be able to welcome him to the family.

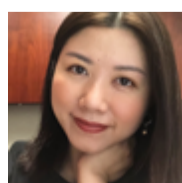


CORUM HONG KONG

We're introducing the Corum Hong Kong team. The team is based in Kowloon, Hong Kong, and has 11 collaborators whose profiles you can discover and learn more about.



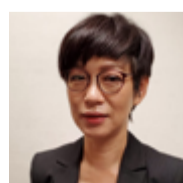
David Nam
Managing Director
(Greater China)



Cheryl Yeung
Marketing Director
(Greater China)



Dave Lee
Commercial Director
(Mainland China)



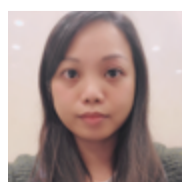
Tracy Cheng
Commercial Director
(HK & Macau)



Queenie Ng
Senior Sales &
Marketing Administration Officer



Rico Feng
National Sales &
Administration Manager



Gloria Tang
Customer Service
Officer



Chris Ho
Accounting Manager



William Leung
Logistic Manager



Wan Chi Yung
Watchmaker



Christina Cheung
Office Assistant

