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Press release

SIHH 2012: Digital Luxury Group deciphers the consumer demand for Haute Horlogerie brands

Geneva, January 19, 2012 – Every year at the occasion of the Salon International de la Haute Horlogerie (SIHH), Digital Luxury Group unveils the results for the 15 brands in the *Haute Horlogerie* category of the WorldWatchReport™, the leading market research in the luxury watch industry. The full edition of the report, which covers 40 brands and 20 markets worldwide, will be available next March at Baselworld.

The WorldWatchReport™ is based on millions of intentions expressed independently and anonymously by consumers searching for luxury watch brands through the world's leading search engines (Google, Bing, Yandex, and Baidu), . The exclusive analysis provides a unique view on the preferences and topics of interest of luxury watch clientele around the world. There were seven main trends revealed for the *Haute Horlogerie* category:

1. China becomes the #1 market for Haute Horlogerie

For the first time since the launch of the WorldWatchReport™ in 2004, China overtakes the United States to become the market with the highest demand for Haute Horlogerie , with nearly 25% of the international search market share, vs. 21% for the US.

2. 1 out of 6 queries are made from a mobile device

Nearly 17% of the global searches for Haute Horlogerie are now performed through web enabled mobile devices. The share of mobile searches are particularly high in Japan, where it represents almost 50%.

3. IWC, Patek Philippe and Zenith are the most searched-for Haute Horlogerie brands

IWC (23%), Patek Philippe (16%) and Zenith (11%) capture 50% of the demand expressed for Haute Horlogerie brands internationally via search engines.

4. Audemars Piguet's Royal Oak dethrones Jaeger-LeCoultre's Reverso

For the first time in three years, Jaeger-LeCoultre's Reverso has lost first position as

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the most wanted Haute Horlogerie model. The watch now finds itself in the third place behind Audemars Piguet's Royal Oak and IWC's Portuguese.

5. Singapore, a land of connoisseurs

Singapore is emerging as the country where the clientele express the most advanced knowledge of Haute Horlogerie models, with 18% of the demand directly linked to model names, rather than just brand names alone.

6. Jaeger-LeCoultre acclaimed for its Gyrotourbillon

The Le Sentier-based brand captures most of the demand for 'Tourbillon' movements. In contrast, IWC – which is the most searched-for Haute Horlogerie brand – ranks only in 8th position, with a lower number of searches related to technical terms.

7. IWC shines on social networks

Active on Facebook, Twitter and Sina Weibo, IWC has established itself as the most advanced Haute Horlogerie brand in terms of Social Media. On Facebook, IWC maintains a high engagement rate and has a community – 230,000 people strong – which is more than twice the size of its nearest rival Jaeger-Le Coultre (85,000).

Haute Horlogerie brands tracked: A. Lange & Söhne, Audemars Piguet, Blancpain, Breguet, Frank Muller, Girard-Perregaux, IWC, Jaeger-LeCoultre, Jaquet Droz, Patek Philippe, Richard Mille, Roger Dubuis, Ulysse Nardin, Vacheron Constantin, Zenith.

Markets analyzed: Brazil, China, France, Germany, Hong Kong, India, Italy, Japan, Mexico, Qatar, Russia, Saudi Arabia, Singapore, Spain, Switzerland, Thailand, Taiwan, United Kingdom, United Arab Emirates, United States.

Extensive information about the report is available online:

<http://www.worldwatchreport.com>

About the WorldWatchReport

The WorldWatchReport™ is the leading market research for the luxury watch industry covering 40 brands and 20 markets. It has been published since 2004 by Digital Luxury Group in partnership with Europa Star and the gracious support of the Fondation de la Haute Horlogerie.

Website: www.worldwatchreport.com

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About Digital Luxury Group

Digital Luxury Group, DLG SA, is the first international company dedicated exclusively to the design and implementation of digital communication strategies for luxury brands.

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