



Watches of Switzerland Group PLC
Important information relating to the Annual General Meeting
1st October 2020

The Notice of the Annual General Meeting ("AGM") of Watches of Switzerland Group PLC (the "Company") was circulated to shareholders on 15th September 2020. In that notice we said that we were closely monitoring developments relating to the current outbreak of COVID-19 and that shareholders would be updated in due course.

The AGM will still take place at 1pm on Wednesday 14th October 2020 at 36 North Row, London W1K 6DH as previously notified to shareholders. However due to continuing UK Government restrictions on public gatherings as a result of Covid-19, the AGM will now be run as a **closed meeting** and **shareholders will NOT be permitted to attend in person**.

As shareholders cannot attend in person, the Company encourages all shareholders to vote by submitting a proxy in advance of the AGM. To ensure that their vote counts, shareholders should only appoint the Chairman of the AGM (and not any named individual) to act as their proxy. Details of how to submit a proxy are set out below.

Shareholders can submit questions for the Company in advance of the AGM to investor.relations@thewosgroup.com. The Board will endeavour to answer such questions as soon as practical after the AGM.

The Company believes these measures are necessary and appropriate in light of the current pandemic, to protect the health and wellbeing of the Company's employees, shareholders and the wider communities in which we operate.

Reminder to vote by proxy

The Company strongly encourages shareholders to vote at the AGM by:

- i. Appointing the Chairman of the AGM as their proxy;
- ii. Submitting a form of proxy as soon as possible and in any event by no later than 1pm on Monday 12th October 2020 to ensure that their votes are counted. If a shareholder appoints a person other than the Chairman of the AGM as their proxy, that other proxy will not be able to attend the AGM; and
- iii. If they have already submitted a form of proxy which appoints any person other than the Chairman of the AGM, replace it by submitting a new form of proxy to appoint the Chairman of the AGM as their proxy.

A form of proxy may be submitted electronically or by returning the form to the Company's registrars. Full details of how to submit proxies are set out on pages 10 and 11 of the Notice of AGM.

For shares held through CREST, proxy appointments may be submitted via the CREST proxy voting system.

Enquiries

For further information contact:

The Watches of Switzerland Group

Paul Eardley, Company Secretary

+ 44 (0) 207 317 4600