

2 May 2019

Jewel UK Midco Limited

Preliminary Trading Update for the 52-Week Period Ended April 2019

- **Accelerating LFL revenue growth in Q4 of FY 2019 contributes to record FY 2019 performance**
- **Q4 FY 2019 revenue of £179.0 million implied year-on-year revenue growth of 17.8%; 12.4% on a LFL revenue growth basis**
- **FY 2019 reported revenue of £773.0 million implied year-on-year revenue growth of 22.5%; 9.2% of a LFL revenue growth basis¹**
- **Pre-intention to float announcement released today**

Jewel UK Midco Limited, the parent company of The Watches of Switzerland Group Limited (the “**Company**”, and together with its subsidiaries and subsidiary undertakings, the “**Group**” or “**Watches of Switzerland Group**”), the leading multi-channel luxury watch retailer in the UK and a leading retailer of luxury watches in selected regions of the US, today announces a preliminary trading update for the year ended 28 April 2019. Terms used but not defined in this announcement have the meanings what will be ascribed to them in the registration document separately published today.

Trading Update – 13-Week Period Ended 28 April 2019 (Referred to as the Fourth Quarter of FY 2019 for These Purposes) (Unaudited)

On a reported basis, the Group generated revenue of £179.0 million in the fourth quarter of FY 2019, reflecting an increase of 17.8% compared to the same period in FY 2018. The Group achieved Global Like-for-Like Revenue Growth of 12.4% in the fourth quarter of FY 2019. This was principally due to 24.5% growth in revenue from sales of luxury watches in the period compared to the same period in FY 2018, which the Group believes was supported by a significant marketing campaign to promote its stores in Las Vegas and New York.

In the UK, revenue grew by 12.1% in the fourth quarter of FY 2019 (compared to the same period in FY 2018) and the Group achieved UK Like-for-Like Revenue Growth of 12.7% in the fourth quarter of FY 2019.

In the US, on a local currency basis, revenue grew by 27.0% in the fourth quarter of FY 2019 (compared to the same period in FY 2018) and the Group achieved US Like-for-Like Revenue Growth of 11.9% in the fourth quarter of FY 2019.

Trading Update – FY 2019 Results (Unaudited)

On a reported basis, the Group generated revenue of £773.0 million in FY 2019, reflecting growth of 22.5% compared to FY 2018.

In FY 2019, the Group’s revenue grew by 10.2% and the Group achieved Global Like-for-Like Revenue Growth of 9.2%, in each case, as adjusted for the Mayors Acquisition and the Wynn Acquisition as if they had taken place on 30 April 2017. This was principally due to 14.4% growth in revenue from sales of luxury watches in FY 2019 (as adjusted for the Mayors Acquisition and the Wynn Acquisition as if they had taken place on 30 April 2017) compared to the prior year.

In the UK, revenue grew by 8.6% in FY 2019 compared to FY 2018 and the Group achieved UK Like-for-Like Revenue Growth of 10.0% in FY 2019.

¹ As adjusted for the Mayors Acquisition and the Wynn Acquisition as if they had taken place on 30 April 2017

In the US, on a local currency basis, revenue grew by 12.3% in FY 2019 compared to FY 2018 and the Group achieved US Like-for-Like Revenue Growth of 7.1% in FY 2019, in each case, as adjusted for the Mayors Acquisition and the Wynn Acquisition as if they had taken place on 30 April 2017.

The Group is pleased to announce that it intends to publish today a registration document. The Company is considering applying for admission of its ordinary shares to the premium listing segment of the Official List of the Financial Conduct Authority and to trading on the main market of the London Stock Exchange.

Brian Duffy, CEO of Watches of Switzerland Group said:

"I am very pleased with our last quarter of FY 2019 and full year FY 2019 revenue performance which continues to demonstrate the success of our strategy and transformation program we embarked on five years ago.

I am incredibly proud of the transformation Watches of Switzerland Group has undergone over the last five years to become the UK's leading luxury watch retailer and successfully enter the important US market. Today's announcement signals the next stage in that journey, leveraging our scale, retail and e-commerce expertise, and strong stakeholder relationships to continue our profitable growth strategy.

There are significant growth opportunities ahead of us, both in the UK and the US, many of which are already being realised. We have a proven track record, an experienced management team and strong brand support for our plans. At Watches of Switzerland Group we have the best teams in the business and credit for our success goes to them. We love what we do and I am very excited for what lies ahead and the opportunity to take our growth strategy to the public markets."

For further information, please contact:

Watches of Switzerland Group

investor.relations@thewosgroup.com

- Brian Duffy (CEO), Anders Romberg (CFO)

Finsbury (public relations adviser to Watches of Switzerland Group)

+44 (0) 207 251 3801

- Charles O'Brien, Edward Simpkins