

CITIZEN

BETTER STARTS NOW

A Message from CITIZEN

CITIZEN has been creating innovative watches since 1918. Our brand has always been based on a philosophy of making “products that people love.” And our mission is to provide better watches to more people everywhere. The number of world firsts and best-in-class products we have created are testament to our century-long passion for innovation.

As a manufacture d'horlogerie, we make every part of the watch, from components to finished products. All of our products are inspired by the values of Better Starts Now—the idea that “it is always possible to make something better, and now is the time to start doing it.”

At Baselworld last year, we unveiled **Eco-Drive One**, the world's thinnest light-powered watch. With its 2.98mm case and 1.00mm movement, Eco-Drive One symbolises our readiness to tackle the most daunting technical challenges. Eco-Drive One came from the passion of today's engineers to go one better than the world's thinnest analogue quartz watch, itself created by CITIZEN engineers some 40 years ago. At CITIZEN, we set the benchmarks which we ourselves then surpass.

At this year's Baselworld, we will be unveiling new **Eco-Drive One** models. These design variations will give even greater breadth and character to our flagship model. We will also be debuting other new models, including from **PROMASTER** (our professional sports watch), **CITIZEN L** (our ladies' watch with its new take on luxury) and **CITIZEN Bluetooth Watch** (no charging cables needed).

CITIZEN Watch Group, meanwhile, will be exhibiting watches designed to match the varied tastes and aspirations of customers all around the world. This year we have moved the CITIZEN booth to be right next door to the **BULOVA** booth, a reflection of the BULOVA brand's centrality to the whole group. There is also a **CITIZEN PAVILION** where the **Alpina, Arnold & Son, BULOVA, CAMPANOLA, CITIZEN** and **Frederique Constant** brands come together under one roof. By showing each brand's latest products in an expansive space, we can more effectively communicate the unique beauty of the individual products and our shared group vision.

As CITIZEN Watch Group evolves and grows, we mean to burnish the appeal of our individual brands and elevate our overall group offering so as to deliver greater satisfaction to more people than ever before.