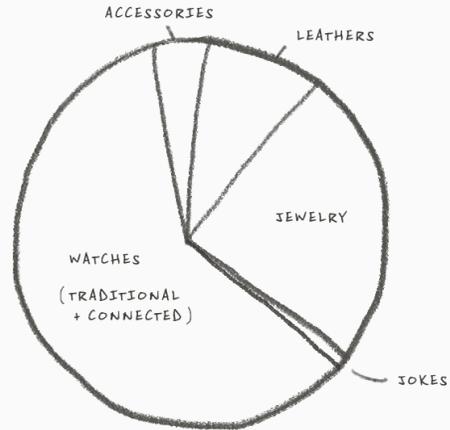


Fashion meets technology. Purpose meets impact.

Our mission is to connect people with what matters most: *time*.

WHAT WE MAKE

For over 30 years, we've been inspired to create one-of-a-kind accessories. What started as a humble watchmaking business is now a global digital powerhouse innovating the way we reach customers, and a diverse portfolio of world-class brands creating traditional watches, smartwatches powered by Google, one-of-a-kind handbags, jewelry and small leather goods *like nobody else*.



OUR BRANDS

- Fossil
- MICHELE
- Skagen
- Armani Exchange
- Diesel
- DKNY
- Emporio Armani
- kate spade new york
- Michael Kors
- Puma
- Relic by Fossil
- Tory Burch
- Watch Station International
- ZODIAC

OUR VALUES

Authenticity

We go all in with our unique selves.

Grit

We push through. We set our sights on the prize and go after it.

Sense of Humor

We don't take ourselves too seriously.

Curiosity

We ask, what if? What's next?

Make an Impact

We go big. We perform.
We make a difference.

BY THE NUMBERS

3

Global Regions

40+

Offices around the globe

400+

Company-owned stores, globally

140+

Countries of business and operation

1000s

Crazy-talented employees

OUR PRIORITIES



Intensify Brand Heat

How we create and present product



Create a Digital Powerhouse

How and where we sell our products



Optimize Operations

Our long-term plan to transform the company



Make Time for Good

Our planet, community and people approach to sustainability

At Fossil Group, we view Digital as one of the **leading growth drivers** for the business.

When we talk about Digital, we are including direct-to-consumer (our 28+ websites that we own and operate around the world), marketplaces (both first-party and third-party), insights, data & analytics.

We have publicly committed that **50%** of our sales will come from Digital by 2024 because this is where and how our customers want to engage with us. To accomplish this we have four overarching pillars to our Digital strategy:

- 1** **Extend our direct-to-consumer foundation**, which is everything from site performance to personalization capabilities, to enhanced checkout experiences.
- 2** **Build a marketing & analytics powerhouse**, knowing as much as we can about as many of our consumers as possible.
- 3** **Reimagine the watch world** in terms of marketplaces. This is both on our first-party marketplace, where we provide the platform for our brands and other brands to sell, and also our third-party marketplace partners like Amazon, Zalando, TMall, and Mynta.
- 4** **Be a digital-first organization**, making sure we have the best talent and team in place that includes people who are collaborative, love working across different teams, and embrace different ideas. People who are humble, team players and passionate about making an impact and driving results.

For decades, we have shared our time and voices authentically, striving to do **the most good** with what we have, wherever we are.

Make Time for Good is how we're taking action to create positive change for the **planet**, our **communities** and for the **employees** we consider family. We're harnessing our passion for design and creativity to transform watches and accessories for the better. We're using our one-of-a-kind skills to be a force for good in our communities, and we're creating a workplace for all to thrive—at home and on the clock.



LEARN MORE AT WWW.FOSSILGROUP.COM

FOSSIL
GROUP