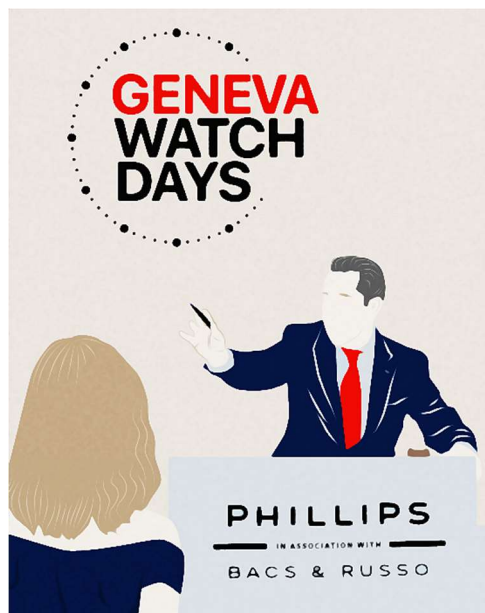




August 30, 2023
ROTONDE DU MONT-BLANC

CHARITY AUCTION

On the occasion of the official Geneva Watch Days dinner, Phillips in Association with Bacs & Russo and participating brands and partners will hold a private auction, with the proceeds going to the École d'Horlogerie de Genève.



Aurel Bacs' hammer will strike 15 times on August 30, starting at 8:30pm. The participating brands and various Geneva Watch Days partners generously donated rare objects and experiences to raise funds for scholarships at the École d'Horlogerie de Genève. Whether it is a weekend in a five-star hotel, a dinner at the presidential table during the Grand Prix d'Horlogerie de Genève ceremony, or an original photo of Karine Bauzin signed by the artist, guests will be bidding for a good cause: to train one or more students in the most beautiful profession in the world, watchmaking.

"The job market in our industry is tight these days – finding a good watchmaker can be a challenge. We felt it was important to make a symbolic commitment to ensure that this profession continues and flourishes," said Antoine Pin, President of the Geneva Watch Days Association and Director of Bulgari Watches. "Phillips in Association with Bacs & Russo is thrilled and honored to orchestrate this auction on a voluntary basis, a collective endeavor that exemplifies the horological community's dedication to nurturing the art of watchmaking. Through the generosity of participating brands and partners from

Geneva Watch Days, we unite to support the École d'Horlogerie de Genève, enabling aspiring watchmakers to embark on a journey toward excellence," added Aurel Bacs, the event's auctioneer.

ABOUT THE GENEVA WATCH DAYS

The Geneva Watch Days are an industry salon founded in 2020 by eight prestigious watch brands: Breitling, Bulgari, De Bethune, Girard-Perregaux, H. Moser & Cie, MB&F, Ulysse Nardin, and Urwerk. The event is based on a modern and unconventional philosophy that emphasizes cooperation while avoiding complexity. It is a self-managed organization that is light, flexible, and agile, providing a common space to showcase the latest in watchmaking, while giving participating brands the opportunity to host decentralized activities. Held in partnership with the Canton and the City of Geneva, as well as with the support of the Geneva Chamber of Commerce, Industry and Services (CCIG), the show caters to retailers and media, while being completely open to the public.

The 2023 event brings together the following brands: Alpina, Angelus, Armin Strom, Arnold & Son, Artime, Bausele, Blanchet, Breitling, Bulgari, Byrne, Konstantin Chaykin, Claude Meylan, Corum, Czapek & Cie, De Bethune, Doxa, Frédérique Constant Group, Girard Perregaux, Greubel Forsey, Hautlence, HYT, Jacob and Co, Krayon, Laurent Ferrier, Louis Erard, Massena Lab, Maurice Lacroix, MB&F, H. Moser & Cie., Oris, Perrelet, Phillips in association with Bacs & Russo, Raketa, Reservoir, Ressence, Singer, Trilobe, Ulysse Nardin and Urwerk.

Media Relations: *Françoise Bezzola* francoise@ideateams.ch

Management: *Catherine Eberlé-Devaux* catherine.eberle-devaux@bulgari.com