

# MUTEWATCH

Business presentation

2012

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EFTA\_R1\_00525817  
EFTA02020515

## THE EVOLUTION AND THE FUTURE

"The Mutewatch is the evolution and the future direction we're headed as far as digital watches go. The Mutewatch is without a doubt one of the most amazing pieces of tech you can put on your wrist. We love it, we love using it, and we want to see it evolve even further."

*Gadgetmac*  
July 2012

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# The Watch Market

# 47 billion USD

GLOBAL REVENUE

2011\*

\*<http://www.prweb.com/releases/watches/clocks/prweb8358884.htm>

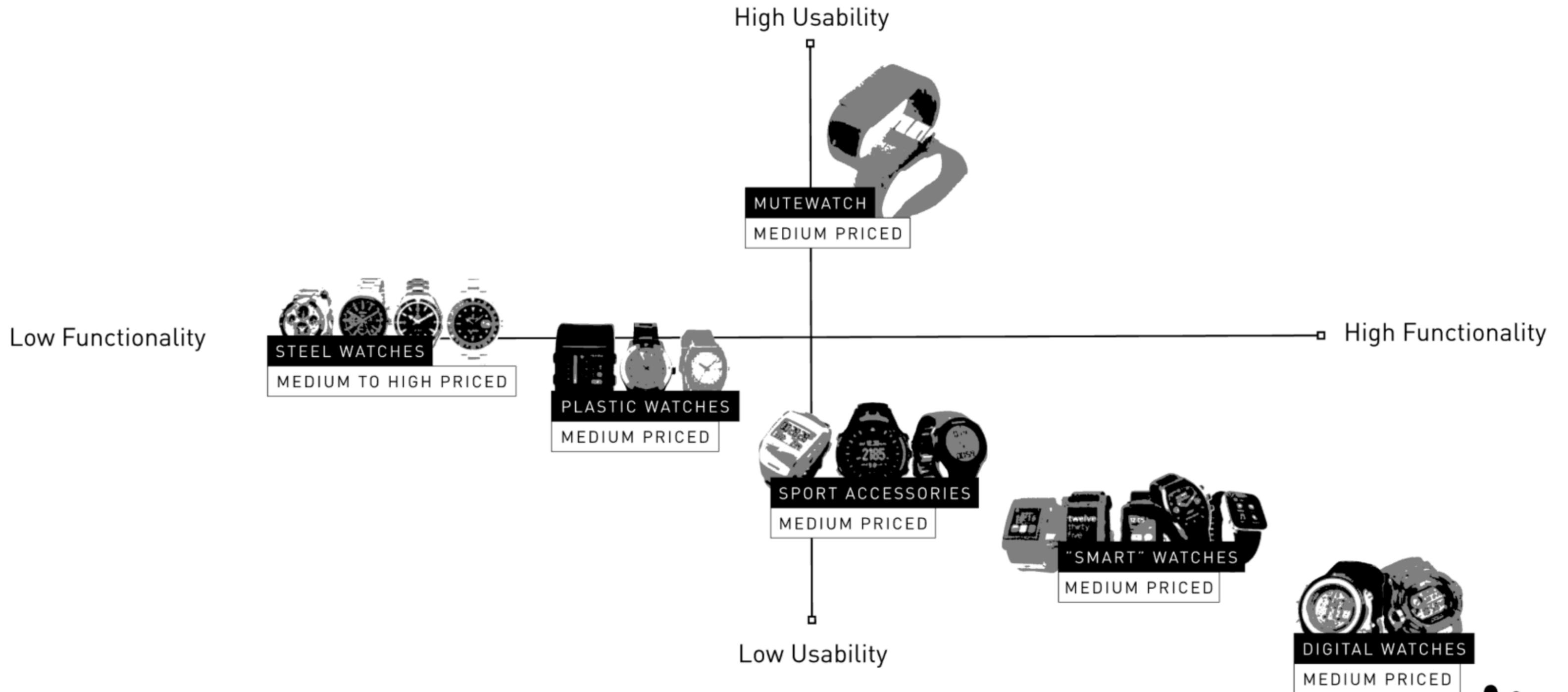
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# The Watch Market



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# Meet the Mutewatch

The first touchscreen watch with vibrating timer and alarm functions



reddot design award  
winner 2012

TAP TO ACTIVATE  
THE TOUCHSCREEN

SWIPE THROUGH  
CLOCK, ALARM AND TIMER

SILENT VIBRATIONS ALERT YOU  
WHEN YOUR ALARM OR TIMER GOES OFF



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# The Product



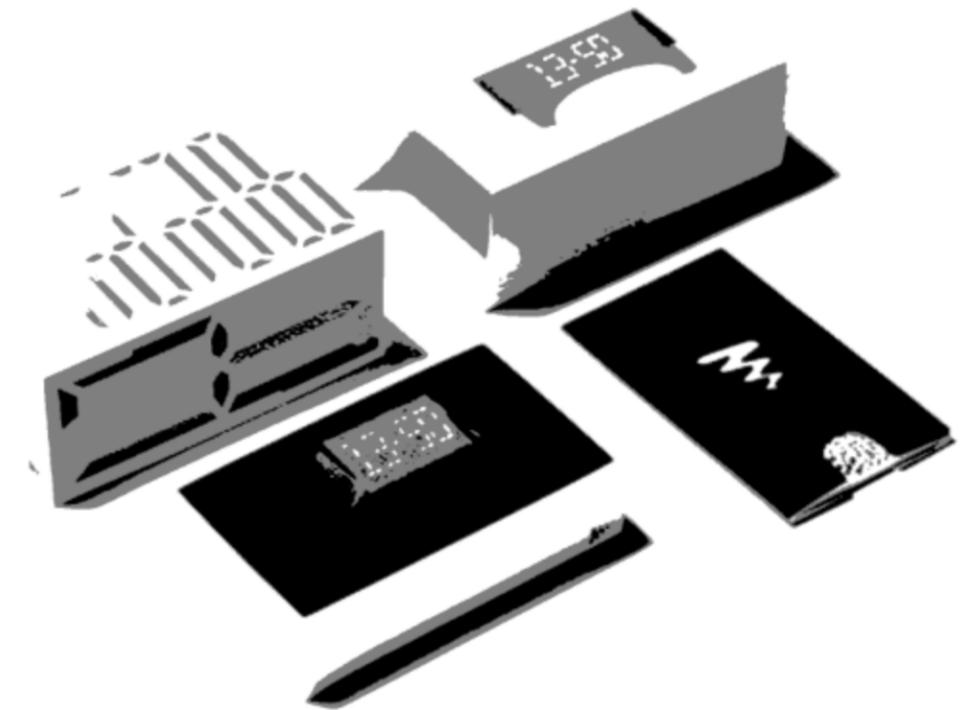
- Capacitive and easy-to-use touchscreen



- Connect via built in USB port to charge or upgrade firmware



- A simple flick of the wrist activates the glowing display



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## A MASTERPIECE

"I have a Mutewatch, which is almost undetectable as a watch. [...] It's a masterpiece of combining materials in ways I've never before seen. Very creative and unique. It has alarms and timers and all. You swipe your finger, gesture style, on the display to set it up and control it."

*Steve Wozniak*  
APPLE CO-FOUNDER



## #LoveThisProduct

"Waited over a year and it is finally here. Mutewatch you are insane."

*Paul Tellefsen*  
DEDICATED FACEBOOK FAN



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# Market Penetration

## PRESS

FROM ALL OVER THE WEB

ENGADGET.COM

FEATURED THREE TIMES



UNCRATE.COM

uncrate



NOTCOT.ORG

UNBOXING



## VISITORS

FROM ALL OVER THE WORLD

MUTEWATCH.COM

VISITORS JUNE 2012



## SELECTED PRESS CLIPPINGS

DAGENS INDUSTRI

ON STEVE WOZNIAK



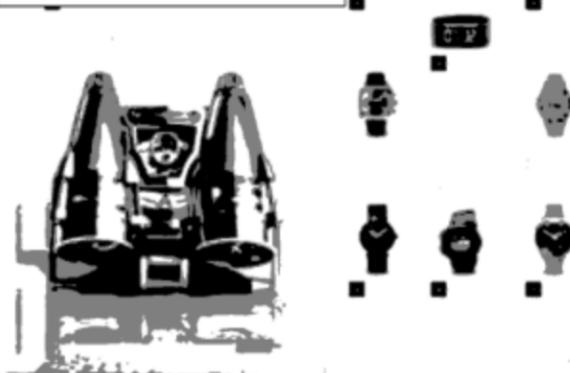
VECKANS AFFÄRER

COVER



WIRED

WATCH FEATURE



CAFÉ

WATCH BRAND OF THE YEAR



SVD

NÄRINGSLIV



# Sales

PRODUCTS SOLD

10000

SALES TRAINING

WORLD WIDE



GLOBAL LAUNCH PARTY

AT VOO STORE, BERLIN



IN-STORE EVENTS



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# Sales Strategy

KEEP TENDING TO  
KEY ACCOUNTS



BRANCH OUT  
TO HIGH END  
CONSUMER ELECTRONICS  
CHAINS & STORES



MUTEWATCH

PROMOTE  
THE FACTS

- Mutewatch is a great product to offer since it, compared to a cell phone or PC, has a great gross margin per unit sold.
- This is just the beginning of the revolution of the digital watch industry, Mutewatch is more than just a product it is an consumer electronics brand made for real people, by real people.
- The way forward is to utulize new technologies never before combined in digital watches such as, LED, touchscreen and vibrating alarms.

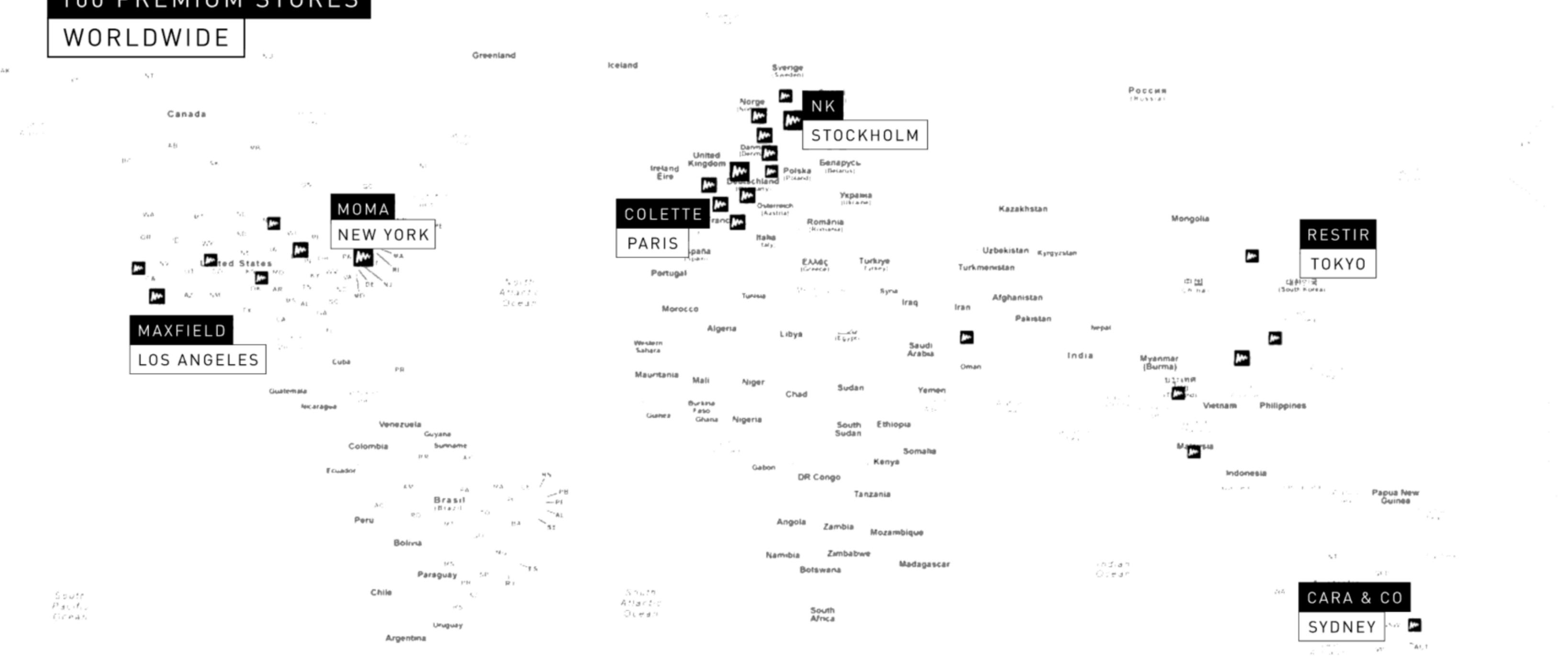
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# Stores

100 PREMIUM STORES  
WORLDWIDE



# Stores



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# The Team



MAI-LI HAMMARGREN

CEO/CO-FOUNDER



OSCAR RITZÉN PRAGŁOWSKI

CTO/CO-FOUNDER



GUSTAV HAMMARGREN

CFO/CO-FOUNDER



JOHAN THELANDER

CHIEF OF ENGINEERING

PARTNER



LIVIA MOORE

BRAND MANAGER

PARTNER



FREDRIK LUNDIN

R&D/PARTNER



MALIN SPJUT

ACCOUNT MANAGER

PARTNER

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# The Board



ROBERT AHLDIN

CHAIRMAN



MAI-LI HAMMARGREN



RUSTAN PANDAY



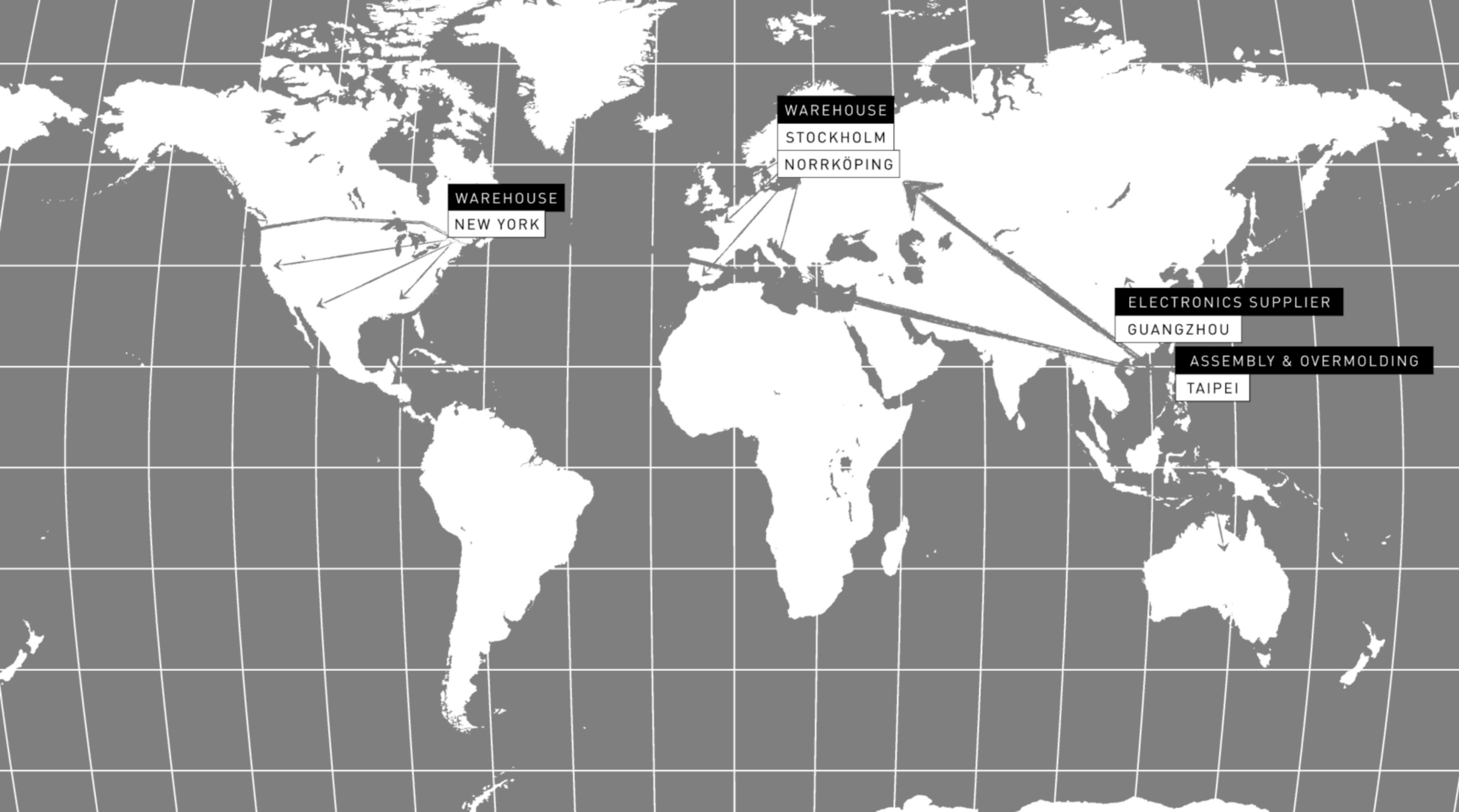
OSCAR RITZÉN PRAGŁOWSKI

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WAREHOUSE  
NEW YORK

WAREHOUSE  
STOCKHOLM  
NORRKÖPING

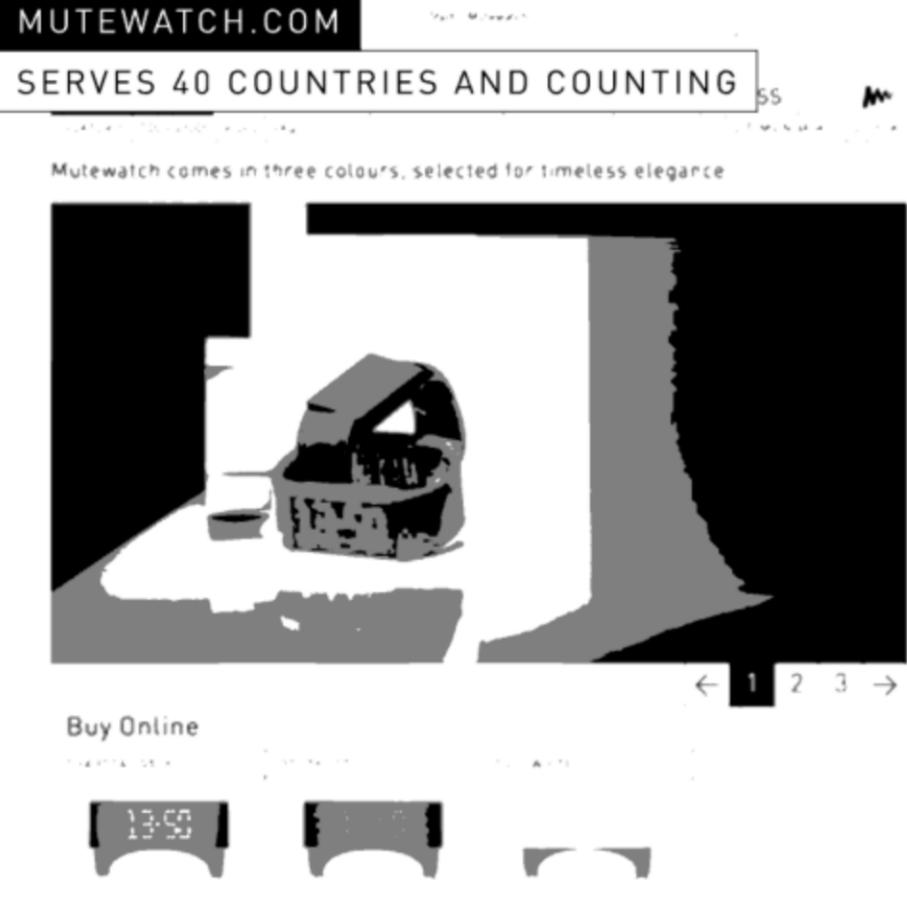
ELECTRONICS SUPPLIER  
GUANGZHOU

ASSEMBLY & OVERMOLDING  
TAIPEI

# Scalability



**SUPPLIERS**  
READY TO SCALE UP DELIVERIES



**MUTEWATCH.COM**  
SERVES 40 COUNTRIES AND COUNTING



**SILK VMS**  
PROVIDES FULL CONTROL OVER ALL SALES

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