

MUTEWATCH



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

MUTEWATCH

Mutewatch 2012. All rights reserved. www.mutewatch.com



EFTA01112784

The Watch Market

47 billion USD

GLOBAL REVENUE

2011*

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

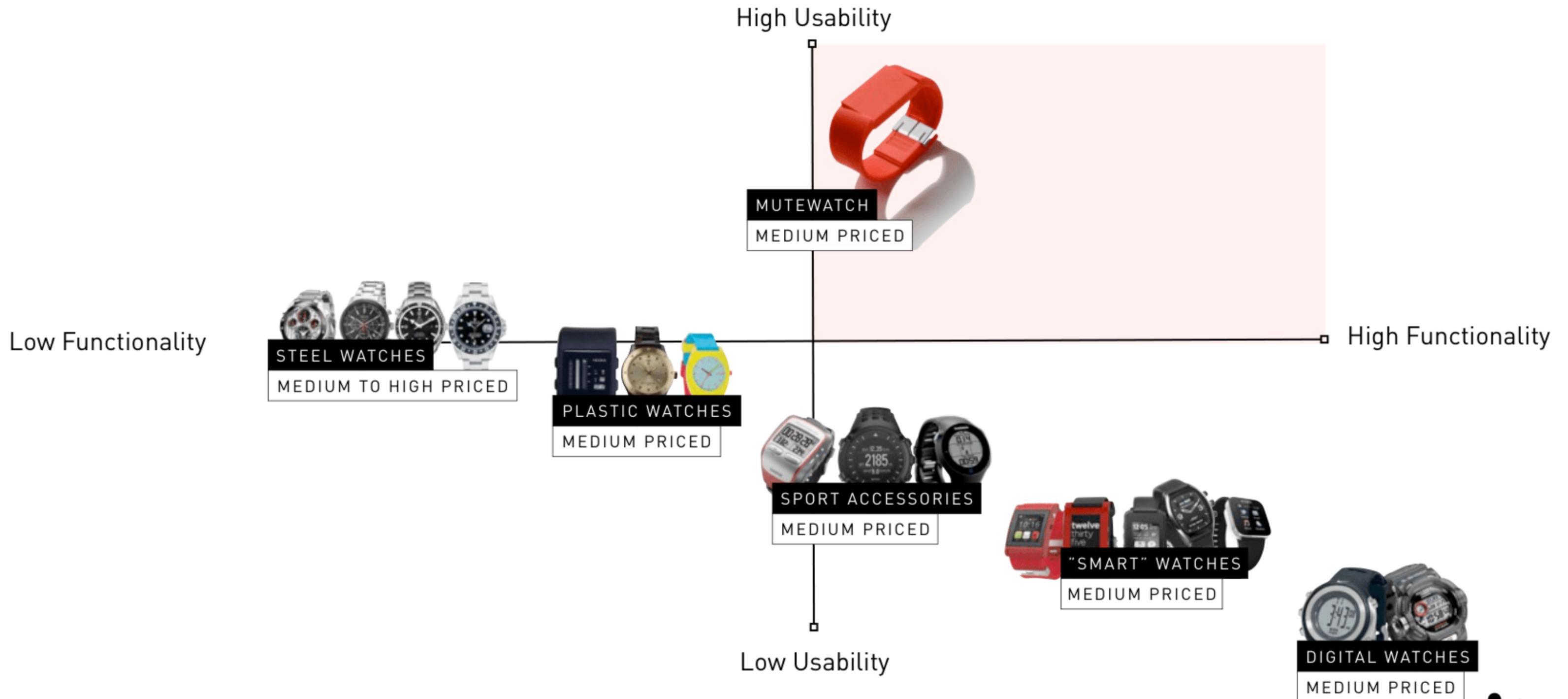
MUTEWATCH

Mutewatch 2012. All rights reserved. www.mutewatch.com



EFTA0112785

The Watch Market



MUTEWATCH

Mutewatch 2012. All rights reserved. www.mutewatch.com



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



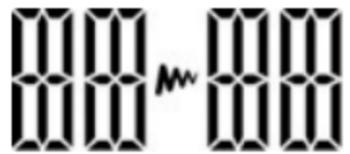
MUTEWATCH

Mutewatch 2012. All rights reserved. www.mutewatch.com



EFTA0112787

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



MUTEWATCH

Mutewatch 2012. All rights reserved. www.mutewatch.com



EFTA0112788

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



MUTEWATCH

#LoveThisProduct

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

Paul Tellefsen
DEDICATED FACEBOOK FAN



Mutewatch 2012. All rights reserved. www.mutewatch.com



EFTA01112789

Market Penetration

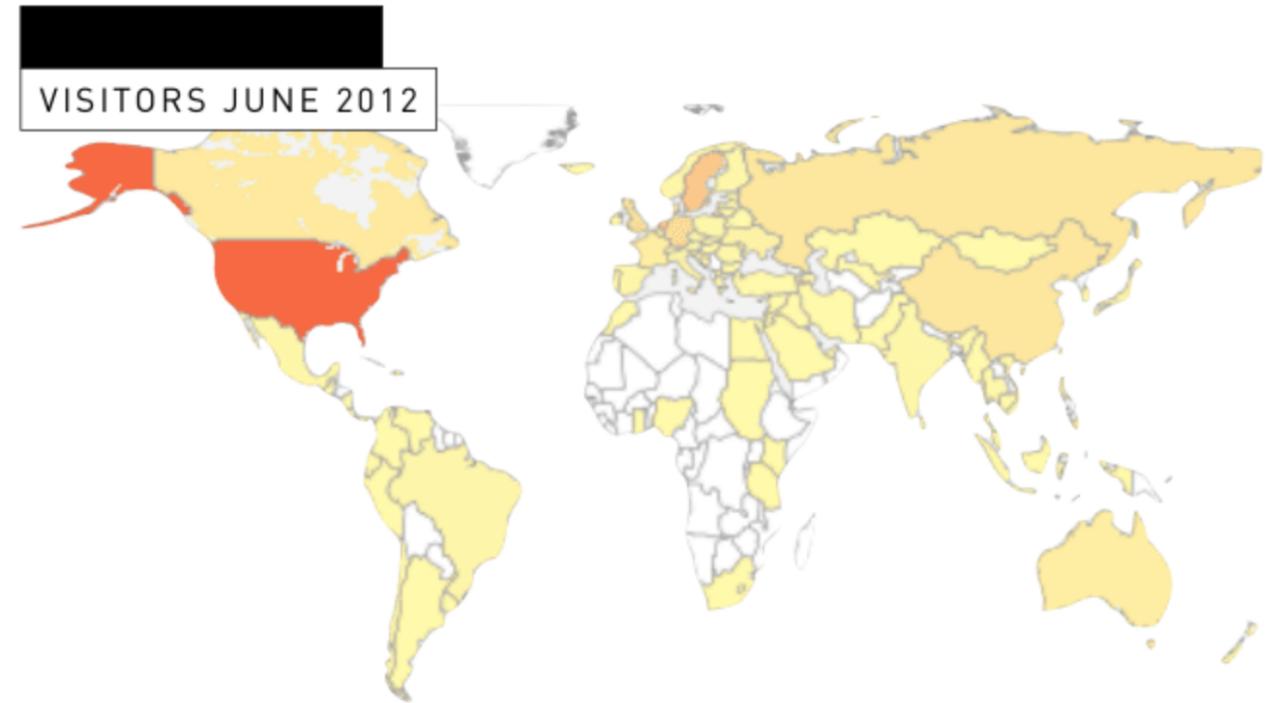
PRESS

FROM ALL OVER THE WEB



VISITORS

FROM ALL OVER THE WORLD



SELECTED PRESS CLIPPINGS



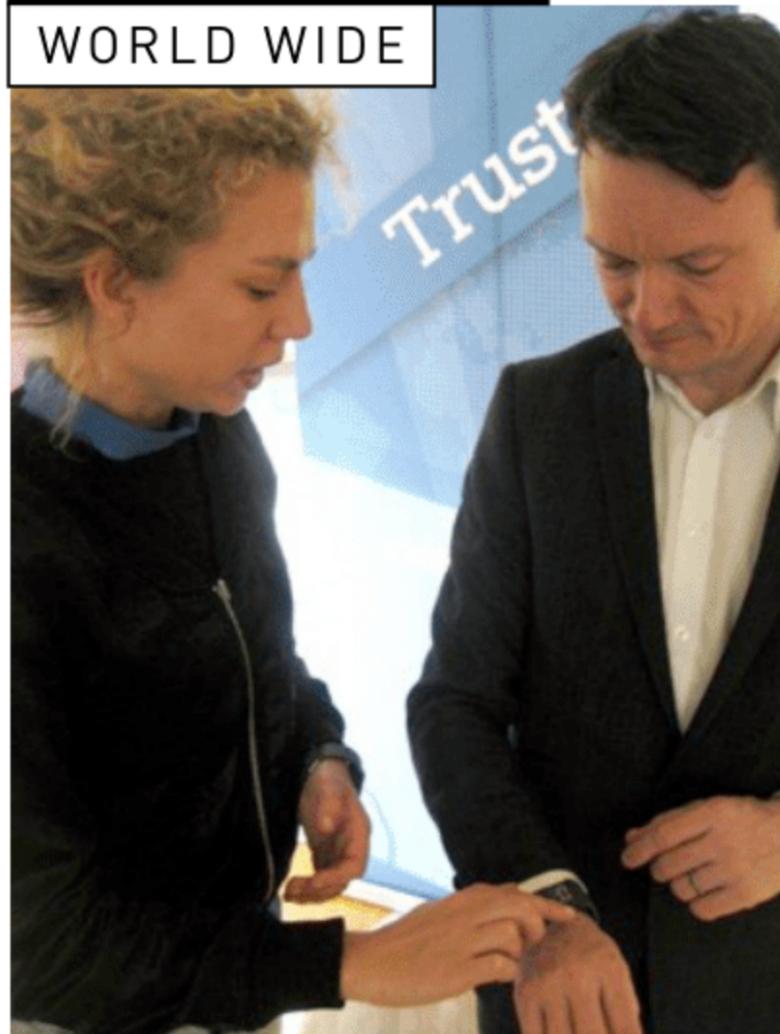
Sales

PRODUCTS SOLD

10000

SALES TRAINING

WORLD WIDE



GLOBAL LAUNCH PARTY

AT VOO STORE, BERLIN



IN-STORE EVENTS



MUTEWATCH

Mutewatch 2012. All rights reserved. www.mutewatch.com



EFTA01112791

Sales Strategy

KEEP TENDING TO
KEY ACCOUNTS



BRANCH OUT
TO HIGH END
CONSUMER ELECTRONICS
CHAINS & STORES



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 utilize new technologies never before combined in digital watches such as, LED, touchscreen and vibrating alarms.

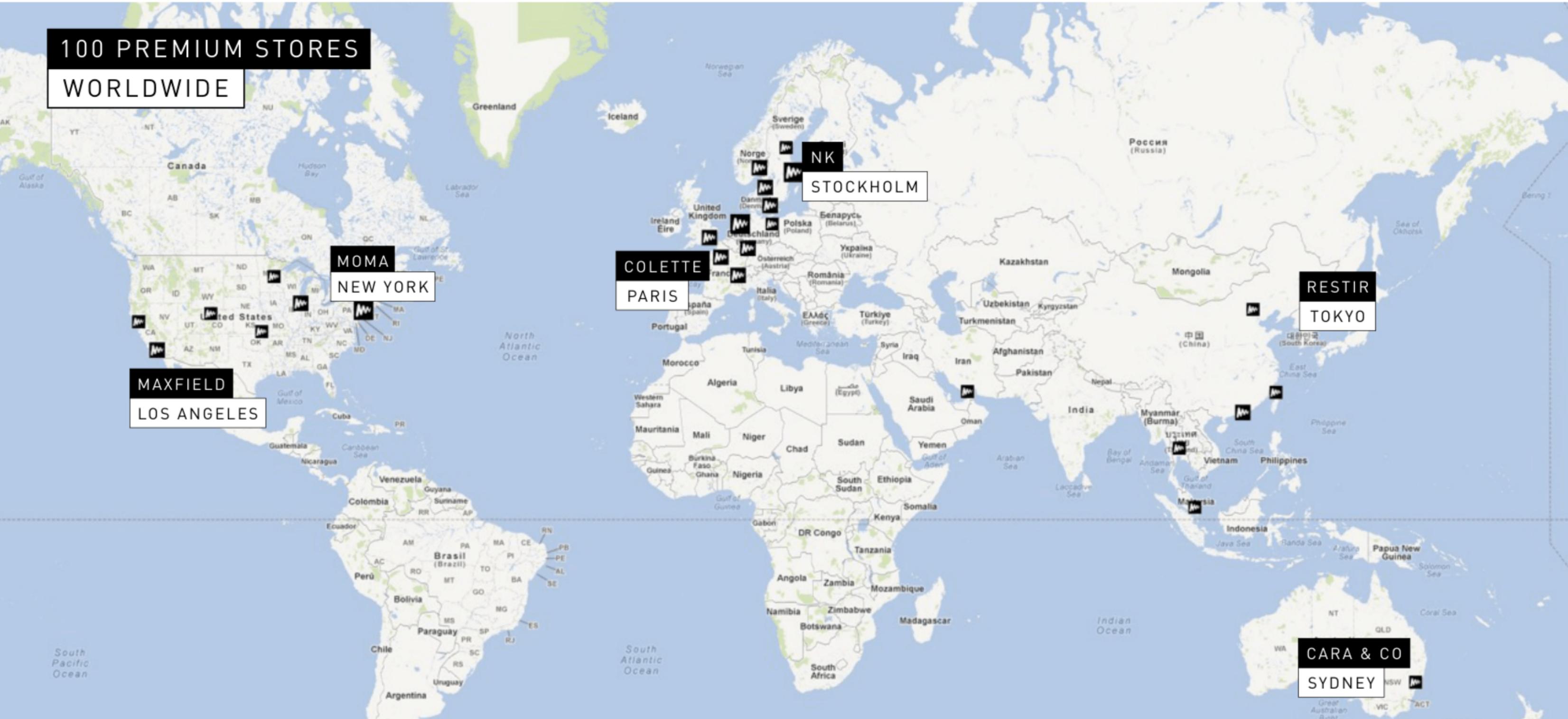
MUTEWATCH

Mutewatch 2012. All rights reserved. www.mutewatch.com



EFTA01112792

Stores



Stores



MUTEWATCH

Mutewatch 2012. All rights reserved. www.mutewatch.com



EFTA01112794

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

MUTEWATCH

Mutewatch 2012. All rights reserved. www.mutewatch.com



EFTA01112795

The Board



ROBERT AHLDIN

CHAIRMAN



MAI-LI HAMMARGREN



RUSTAN PANDAY



OSCAR RITZÉN PRAGŁOWSKI

Scalability

SUPPLIERS
READY TO SCALE UP DELIVERIES



SERVES 40 COUNTRIES AND COUNTING

Start - Mutewatch

FEATURES TECH SPECS VIDEO TAG

0 ITEMS IN BASKET 0 SEK

Mutewatch comes in three colours, selected for timeless elegance.

Buy Online

| CHARCOAL GREY | POPPY RED | PURE WHITE |
|---------------|-----------|------------|
| | | |

SILK VMS
PROVIDES FULL CONTROL OVER ALL SALES

r15 w3 | Dashboard - SilkVMS

Silk VMS

Dashboard - SALES

Select stores: All stores | Sold in currency: ALL | Status: ALL

Include VAT: Include internal orders: | Select period: 1 month back

Sales for period: **789 315.48 SEK**
7.8% of Net sales (10 115 704.25 SEK)

| Orders | Products | Average order value |
|--------|----------|---------------------|
| 153 | 817 | 5 158.92 SEK |

5.84% of Net sales (2 615)

| ORDERS | LOADING | INCOMPLETE | INTERRUPTED |
|-------------------------------------|---------------|------------------|-------------|
| LAST ORDER | Amount | Created | |
| <input type="checkbox"/> | 1 616.00 SEK | Yesterday, 22:08 | |
| <input checked="" type="checkbox"/> | 1 616.00 SEK | Yesterday, 13:08 | |
| <input type="checkbox"/> | 620.00 SEK | Yesterday, 12:00 | |
| <input type="checkbox"/> | 206.00 SEK | Yesterday, 07:47 | |
| <input type="checkbox"/> | 1 606.00 SEK | 1 Jul, 22:51 | |
| <input checked="" type="checkbox"/> | 206.00 USD | 1 Jul, 18:51 | |
| <input checked="" type="checkbox"/> | 206.00 USD | 1 Jul, 18:47 | |
| <input type="checkbox"/> | 2 040.00 SEK | 30 Jun, 16:23 | |
| <input type="checkbox"/> | 4 000.00 GBP | 30 Jun, 16:06 | |
| <input checked="" type="checkbox"/> | 204.00 USD | 30 Jun, 08:32 | |
| Total | 6 648.00 SEK | | |
| | 2 340.00 SEK | | |
| | 602.00 USD | | |
| | 4 000.00 GBP | | |
| Converted | 74 402.89 SEK | | |

Page 1 of 12 (100 records) View all

SALES / COUNTRY | SALES / COLLECTION | SALES / MARKET | SALES / FOLDER | SALES / BRAND

| Product Name | Display Name | Brand | Collection | Last order | Amount | Tools |
|---|-----------------------|-----------|------------|------------------|--------|------------------|
| 1002 Charcoal Grey, Charcoal Grey | Charcoal Grey | Mutewatch | | Yesterday, 22:08 | 627 | Product Orders |
| 1003 Poppy Red, Poppy Red | Poppy Red | Mutewatch | | Yesterday, 13:08 | 274 | Product Orders |
| 2003 Part of Set - Card, Charcoal Grey - Card | Part of Set - Card | Mutewatch | | 30 Jun, 16:06 | 13 | Product Orders |
| 2004 Part of Set - Sellers, Charcoal Grey | Part of Set - Sellers | Mutewatch | | 19 Jun, 13:49 | 3 | Product Orders |
| Total | | | | | 817 | |

Silk VMS v. 1.2.2 (2010) - CASH & VIEWPAGE SYSTEM / MOBILE / BARCODE

USERS (8) USER OSCAR | SALES | SIGN OUT

MUTEWATCH

Mutewatch 2012. All rights reserved. www.mutewatch.com



EFTA0112798

Contact

MUTEWATCH
BOX 23035
104 35 STOCKHOLM
SWEDEN

Livia Moore
Brand Manager/Partner

+ [REDACTED] / + [REDACTED]
[REDACTED]

Mai-Li Hammargren
CEO / co-founder

+ [REDACTED]
[REDACTED]

MUTEWATCH

Mutewatch 2012. All rights reserved. [REDACTED] 