



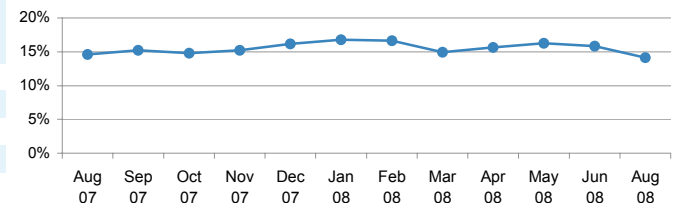
Swiss watchmaking in July 2008 Still on the up, despite a very negative base effect

Swiss watch exports recorded an increase of 8.5% in July. While below the average, this result remains satisfactory. Indeed, its basis of comparison is the highest increase of 2007, when July showed an exceptional upturn of 28.4% to become one of the best months of the year, even though the summer is generally quieter for the sector. Despite this very negative base effect, exports attained a very high level of 1.6 billion francs in July 2008, the third best result ever recorded. The cumulative value over seven months approached 10 billion francs (9.9 billion), maintaining the pace with an increase of 13.8%.

Swiss watch exports in June

Products	Units in mio.	Change in %	Mio. of CHF	Change in %
Wrist watches	2.4	+5.6%	1'503.7	+8.7%
Other products			99.3	+5.4%
Total			1'603.0	+8.5%

12 months moving average



All materials saw their value increase, with precious metals achieving the highest rates of growth. Levels for steel wristwatches were less good and even declined in terms of the number of pieces exported, adversely impacting the total by 50,000 units. However the categories of other materials and other metals ensured a net increase in volumes.

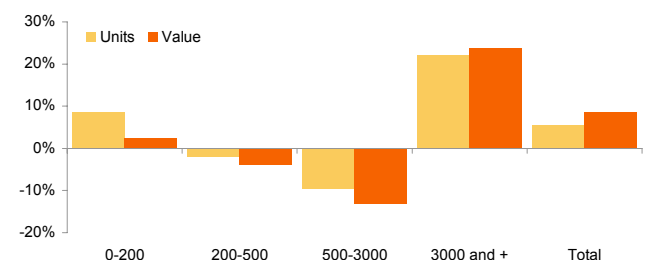
Wristwatches by materials

Materials	Units (in 1'000)	Change in %	Mio. of CHF	Change in %
Gold	54.0	+2.0%	552.8	+12.4%
Platinum	1.7	+88.9%	46.9	+29.1%
Silver, gold-plated	3.2	+85.1%	4.5	+111.9%
Steel	1'222.1	-3.7%	576.8	+2.5%
Gold-steel	71.7	-0.8%	206.2	+12.3%
Others metals	404.7	+10.5%	86.3	+11.3%
Others	610.0	+27.3%	30.3	+4.9%
Total	2'367.4	+5.6%	1'503.7	+8.7%

Main countries

Countries	Mio. de CHF	Change in %	Share in %
Hong Kong	254.7	+17.4%	15.9%
USA	223.3	+6.8%	13.9%
France	112.8	+15.4%	7.0%
Japan	105.7	+8.4%	6.6%
Italy	103.3	+0.6%	6.4%
China	91.6	+64.0%	5.7%

Wristwatches by price categories



Extreme price categories recorded a very good result, while intermediate segments saw their levels decline. Wristwatches costing less than 200 francs (export price) accounted for the rise in the number of pieces, thanks to a monthly increase of 8.7%. Timepieces costing more than 3,000 francs achieved a rate of growth in excess of 20%. Watches costing between 500 and 3,000 francs posted the least impressive performance in July.

The main markets were buoyant, with steady growth in Hong Kong, France and China. The United States bounced back, while Italy stagnated. Despite a positive result, Japan continued its medium-term downward trend. The United Kingdom (-19.1%), Spain (-17.5%) and Russia (+0.5%) gave Europe pause for thought. At the same time, Singapore (+21.1%) in particular set the pace for the most dynamic continent, Asia.

All the figures released by FH refer to exports data and not to sales to end-consumers. Differences between these two types of data may therefore exist. These data must be regarded as consolidated figures gathering export results from all Swiss watch companies. They obviously cannot reflect the individual results of one particular company or group of companies, knowing that business activity may greatly vary from one to the other.