

Press Release

### **Swatch Group and Bürgenstock Resort Lake Lucerne to collaborate**

Biel, Zug (Switzerland), February 25, 2016 – Swatch Group and the Bürgenstock Resort Lake Lucerne as well as the Hotel Royal Savoy Lausanne are to work together on a long-term basis. The cooperation contract was recently signed. The Swatch Group, with its globally established watch brands, is the ideal match for a Swiss tourism brand with an international reputation. The new Bürgenstock Resort will open in mid-2017.

Under the contract, Swatch Group will be represented in the entire resort with its 18 watch brands. The brands will feature in five watch and jewelry stores with a total area of 670 square meters. There will also be 37 display cabinets presenting exhibits of the Swatch Group at prime locations within the resort. The Swatch Group will also be showcasing selected watch brands in all 26 display cabinets at the Hotel Royal Savoy Lausanne.

The Swatch Group will also be providing the Bürgenstock Resort with works of art, which were created by international artists as part of the “Artist Residency” at the Swatch Art Peace Hotel (<http://www.swatch-art-peace-hotel.com>) in Shanghai and, depending on suitability, can be displayed outdoors as well as indoors.

The cooperation between the Bürgenstock Resort and the Swatch Group is flexible and open and can be extended to include other areas, such as the use of special watches with additional functions or joint advertising campaigns to use synergies.

The collaboration between the Swatch Group and the new Bürgenstock Resort is based on a tradition that goes back to the 1950s. At that time, tourism and the luxury goods industry were united at an exclusive location in the Bürgenstock Resort. A destination that quickly earned an international reputation: prominent guests from business, politics and show business used to go to the Bürgenberg to relax – and to purchase exclusive gifts. The elegant hotels and tailor-made retail spaces provided the ideal setting.

This tradition will be resumed in 2017. The opening of the new Bürgenstock Resort will provide an exclusive destination that continues the values of the past. The resort is car-free and has 30 buildings, including the Bürgenstock Hotel, the Palace Hotel and the Waldhotel with 383 rooms and suites (766 beds), a 10,000 square-meter Alpine spa and a 4,000 square-meter conference center. 68 residence suites, twelve restaurants and bars, and a broad range of leisure facilities complete the picture. Exclusive shopping for guests from around the globe also plays a central role at the new resort.

### **Contacts**

The Bürgenstock Selection:  
Akomag Corporate Communications AG  
Ronald Joho  
Phone: +41 41 618 07 07  
Mobile: +41 79 341 53 67  
E-mail: [rjoho@akomag.ch](mailto:rjoho@akomag.ch)

Swatch Group:  
Media  
Bastien Buss, Corporate Communications  
Phone +41 32 343 66 80  
The Swatch Group Ltd, Biel / Bienne (Switzerland)  
E-mail: please use our [«Contact Form»](#)



**BÜRGENSTOCK**  
RESORT LAKE LUCERNE  
A MURWAB RESORT

#### Investors

Felix Knecht, Investor Relations Officer

Phone: +41 32 343 68 11

The Swatch Group Ltd, Biel / Bienne (Switzerland)

E-mail: please use our [«Contact Form»](#)

#### **About The Bürgenstock Selection**

*The Bürgenstock Resort Lake Lucerne is a part of the Bürgenstock Selection – Katara Hospitality Switzerland AG. The latter is the developer and operator of the Swiss hotels of Katara Hospitality Ltd., Doha. Under the direction of Managing Director Bruno H. Schöpfer, Katara Hospitality Switzerland AG develops concepts for the Swiss hotels, and reconstructs and renovates these legendary businesses. Currently, its portfolio consists of the Bürgenstock Resort, the Hotel Schweizerhof in Bern and the Hotel Royal Savoy in Lausanne. The Hotel Schweizerhof was successfully reopened in June 2011 and the Hotel Royal Savoy Lausanne in November 2015. The Bürgenstock Resort Lake Lucerne will be reopened in 2017. The total investment volume is one billion Swiss francs.*

#### **About Swatch Group**

*Swatch Group is the world's number one maker of finished watches. With its 18 watch brands, the Swatch Group is present in all segments of the retail watch market, and is also active in the manufacture and sale of jewelry, watch movements and components.*

*The Swatch Group unites, among other companies, eighteen watch brands under its roof: Breguet, Harry Winston, Blancpain, Glashütte Original, Jaquet Droz, Léon Hatot, Omega, Longines, Rado, Union Glashütte, Tissot, Balmain, Certina, Mido, Hamilton, Calvin Klein watches & jewelry, Swatch and Flik Flak.*

*It has a strong distribution and retail net with sophisticated boutiques under the name of Tourbillon and Hour Passion. Swatch Group is also an important player in advanced nanomechanical, nanoelectronic and bluetooth technologies essential to watchmaking and other industries. The Group employs over 36,000 persons in over 50 countries. Net sales 2015 amount to CHF 8 451 million for the Group.*