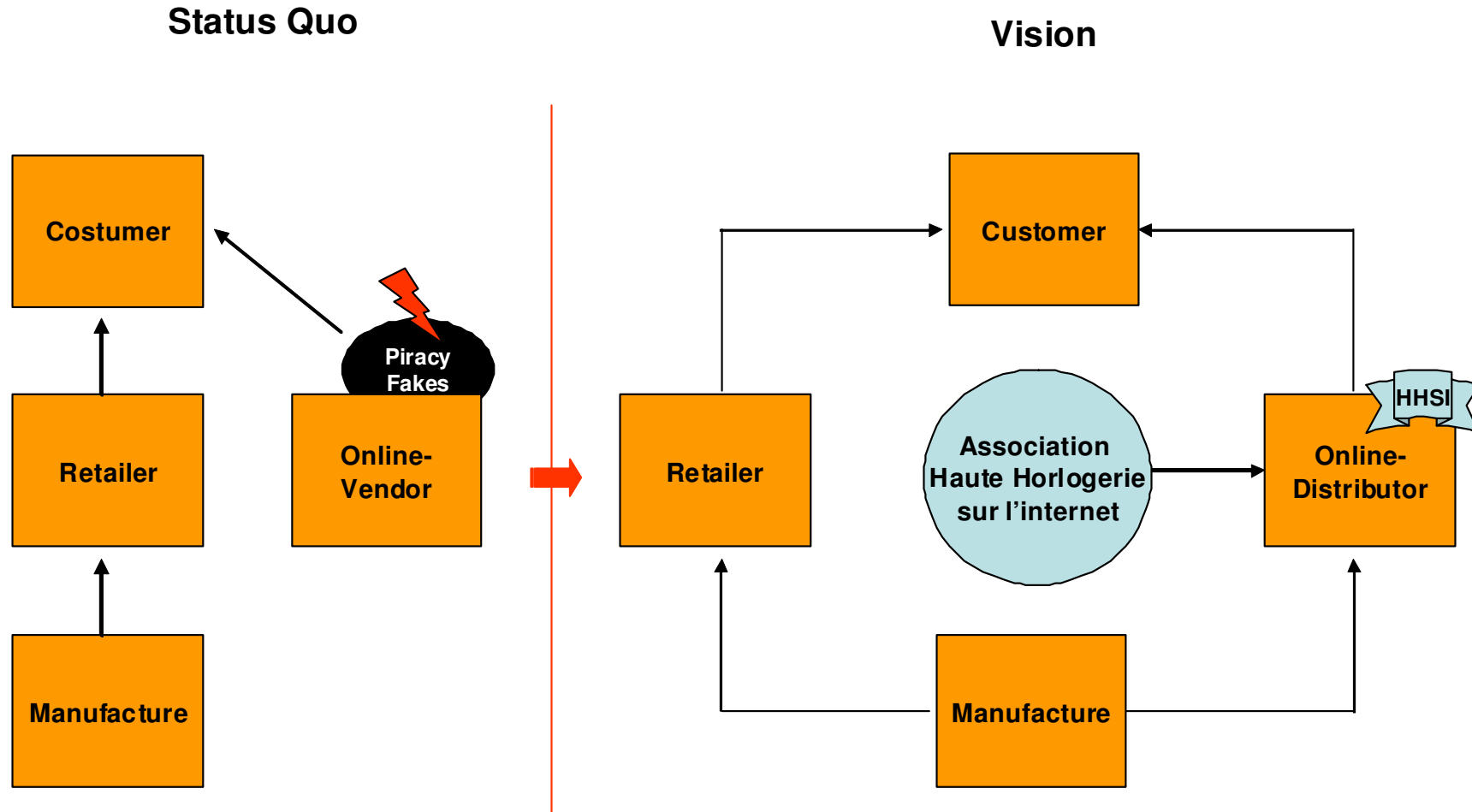


HHSI – Haute Horlogerie sur l'internet

Quality Label „Haute Horlogerie Qualified Online Watch Distributor”



1. Goal

The aim the new quality label for certified online-dealer is to manage the online sales channel via safe and trustworthy distributors (online concessionaires).

2. Organization

As executive body for the launch and marketing of this new label and certification, the association HHSI "Haute Horlogerie sur Internet". Members of HHSI would be representative of the watch manufacturing industry, the traditional retailers and the online distributors.

3. Certification

The certification "Qualified Haute Horlogerie Watch Online Distributor" will be done according to clearly defined criteria of HHSI. Following certification criteria for online distributors are foreseen:

- The exclusive sale of luxury watches, including all original documents and accessories on the website
- Clearly visible pick-up price for the client
- Possibility of personal contact between the online distributor and the client
- Secured service quality
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4. Benefit for the members

Watch industry

- Management of the online sales through safe channels and therefore fighting piracy
- Participation to the up-coming online market through using the already existing distribution channel of the established online distributor
Retailer
- Capture the new internet generation as client
- Increasing the reputation by being added to the official list of distributors / retailers of the watch industry
- Direct purchasing of watches at the watch manufacturer

5. Financing

The cost for the certification and the quality label should be financed by the online distributor, the watch industry and the traditional retailer. The watch industry should finance the biggest part because this quality label aims to reduce the piracy and give to the watch industry a solution how to participate to the up-coming online market. The certification should be done all two years and should cost to the online distributor a fix amount.