

FOSSIL GROUP

—
TWO THOUSAND **SIXTEEN**



Est. 1984
Rubber Chicken Press

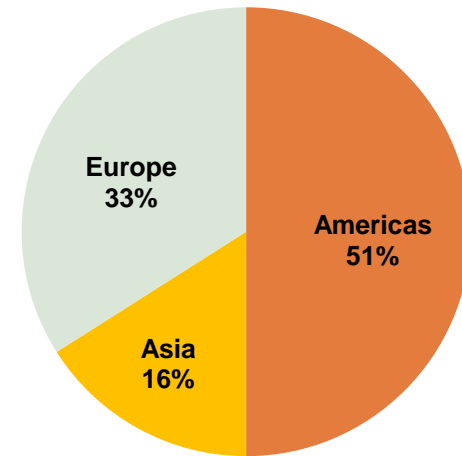
FOSSIL GROUP - GLOBAL DIVERSITY

- **No. 4 Watch Company in Global Market share¹**
- **No. 1 Fashion Watch Company in U.S. Market share²**

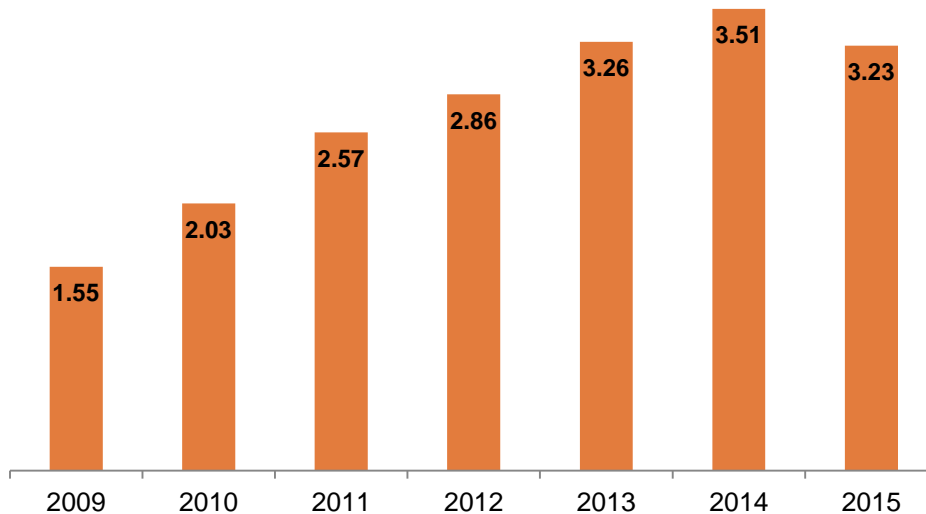
¹ Bank Vontobel

² Fossil Group

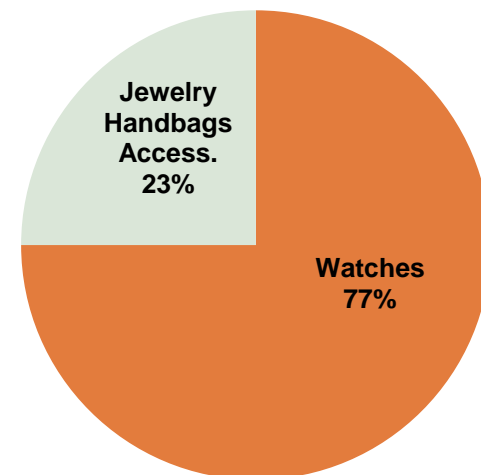
Business split by country



Net sales USD in billions



Business split by product





SKAGEN



BURBERRY



DIESEL

DKNY

EMPORIO ARMANI



MARC JACOBS

MICHAEL KORS



THE BRANDS

Fossil Group's diverse portfolio of world-class brands gives it a unique position in the global marketplace.

We are actively committed to our brands, core values and community. Our strategically varied channels of distribution, coupled with a strong balance sheet, have contributed to our global success for over 30 years and provide significant opportunities for future growth.

RELIC



OUR CONNECTED CAPABILITIES

We are thrilled to join forces with Misfit, an innovator in wearable technology, to create the next generation of smart accessories.

We are now uniquely positioned to lead the convergence of style and technology in the high-growth wearable space. Our Misfit engineering teams bring world-class hardware and software expertise to our company that we look forward to leveraging across a targeted portfolio of brands.



...UNPARALLELED IN THE WEARABLES INDUSTRY

2016 SKU Count



n=14



n=16



n=37



n=138

FOSSIL
Wearables

Q WEARABLES

Watches and activity trackers that are smart and look smart, too.



