

# DUBOIS

## et fils

### Media Release

Basel/Le Locle, July 21, 2021

#### **Swiss movement with tokens: A new era in watchmaking**

*Dubois et fils announces that 330 Caliber AS-1895 movements from the house of Adolf Schild will be available for purchase beginning at 5 p.m. on Wednesday, July 21. Each movement will be accompanied by a virtual token; an innovation with which DuBois et fils is setting new standards.*

Original movements from the 1960s crafted by A. Schild S.A. were stored away in boxes, like a modern-day treasure. DuBois et fils is now making these contemporary witnesses of Swiss watch history accessible. Thomas Steinemann, CEO of DuBois et fils: "The sustainable, value-adding processing of these solid masterpieces of craftsmanship into new watches, in conjunction with one token per piece, opens up completely new possibilities."

#### Tokenization of limited edition movements

Those who purchase a historic Swiss movement "Caliber AS-1895" from DuBois et fils will receive a token. The price for this first DBF token (= one movement with one token) is CHF 95.00.

The token is the "digital twin" of the movement, and is transferred with the purchase and provides proof of ownership. The tokens are issued using blockchain technology. This creates transparency, protects against counterfeiting and ensures that the origin of the movement can be traced.

Only limited watch series are produced. Demand is showing to be so great that sales have been limited to one watch movement with token per person.

#### Accompany watch production

Until now, DuBois et fils has sold only a finished product. With the tokenization of historical movements, the oldest Swiss watch factory is redefining the experience of watch production. Buyers can use the token to accompany their own movement on its way into the future.

In other words – anyone who purchases a tokenized movement benefits not only from special conditions, but also from new experiences. The tokenization of watch movements makes it possible to experience the entire production process – from the movement into a (one's own) watch – first hand – and at the same time document its further journey.

#### Innovation leads to the future

The history of DuBois et fils began in 1785. CEO Thomas Steinemann continues preserving the art of traditional Swiss mechanical watchmaking, keeping it alive and making it accessible to future generations. With the tokenization of Swiss watch movements, DuBois et fils is setting new standards. The first opportunity to become part of this new era and to purchase a movement with the DBF token "Caliber AS-1895": Wednesday, July 21 from 5 p.m., on [duboisfils.swiss](https://duboisfils.swiss) in the online shop.

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