



DUBOIS

et fils

WATCHES THAT MAKE HISTORY



THE BRAND

DuBois et fils

THE PRODUCTS

Limited edition Swiss luxury watches

THE CHARACTER

Intriguing. Unique. Visionary.

DuBois et fils is the oldest watch factory in Switzerland and has been in existence since 1785.

Thomas Steinemann has been at the helm of the company since 2010. Together with his team, he leads the watches into the future.

It is the passion of DuBois et fils to preserve the art of traditional Swiss mechanical movement making, to keep the art alive and make it accessible to future generations.



UNMISTAKABLY UNIQUE

At DuBois et fils all watch models are limited to a maximum of 99 pieces per model. Each watch is a unique, unmistakable piece of jewelry.

SWISS WATCHES

- 230 years of Swiss watchmaking
- Simple, reduced design
- Highest precision
- Processing of the finest materials
- Blockchain, tokenization and NFT





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**TOGETHER
WE KEEP IT ALIVE**

THE FOUNDER'S HOUSE



DuBois et fils was founded in Le Locle in 1785. The house in Le Locle is still owned by the DuBois family today.

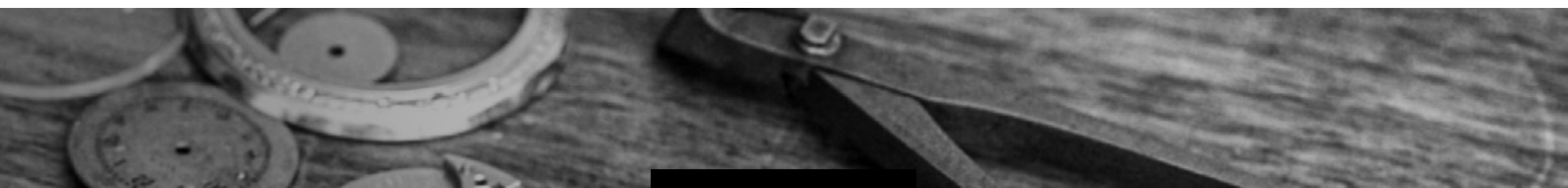


POCKET WATCHES: A SUCCESS STORY



In 1844 the company had branches in Switzerland, Amsterdam and Frankfurt and traded as far away as the United States.

DuBois et fils experienced its heyday with the manufacture and distribution of high-quality pocket watches. As early as 1910, DuBois et fils added its first wristwatches to its range.



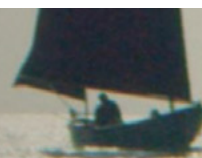
FORWARD-THINKING



The founding family was known for their creativity in business matters, their ability to generate forward-thinking ideas and to look beyond normal boundaries.

Since 1950, the watch brand has produced exclusively limited timepieces.

The restriction to just a few models fulfills the demand for exclusivity.





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**OWN
WHAT YOU LOVE**

BEGINNING OF A NEW ERA

Since 2010, DuBois et fils has successfully established itself as a global niche brand and innovative company in the luxury watch industry.

THESE THREE INNOVATIONS HAVE LED THE COMPANY TO SUCCESS:

- Brand repositioning
- New marketing and sales strategy
- New product portfolio

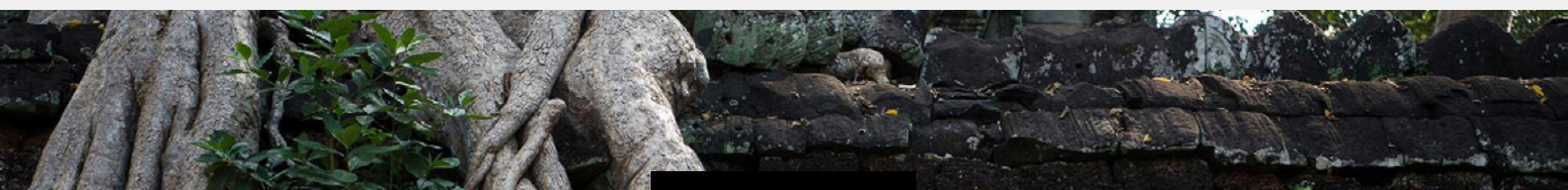


CROWD INVESTMENT

In 2013, DuBois et fils caused an international sensation with an equity-based, public crowdfunding project: 587 private investors from 21 countries subscribed shares in DuBois et fils for a total of CHF 1.5 million.

Today, DuBois et fils has over 1,000 shareholders in 31 countries.

[Buy shares](#)



HIGH-QUALITY SWISS WATCH MOVEMENTS

DuBois et fils has a stock of historical movements from the last century.



- Valuable rarities that are no longer produced today
- Exceptionally high quality
- Unique Swiss craftsmanship

CONSCIOUSLY SUSTAINABLE

New watches from DuBois et fils are equipped with historical movements.

- Creating a product with a real history
- The use of existing materials
- Preservation of Swiss cultural heritage
- Innovation





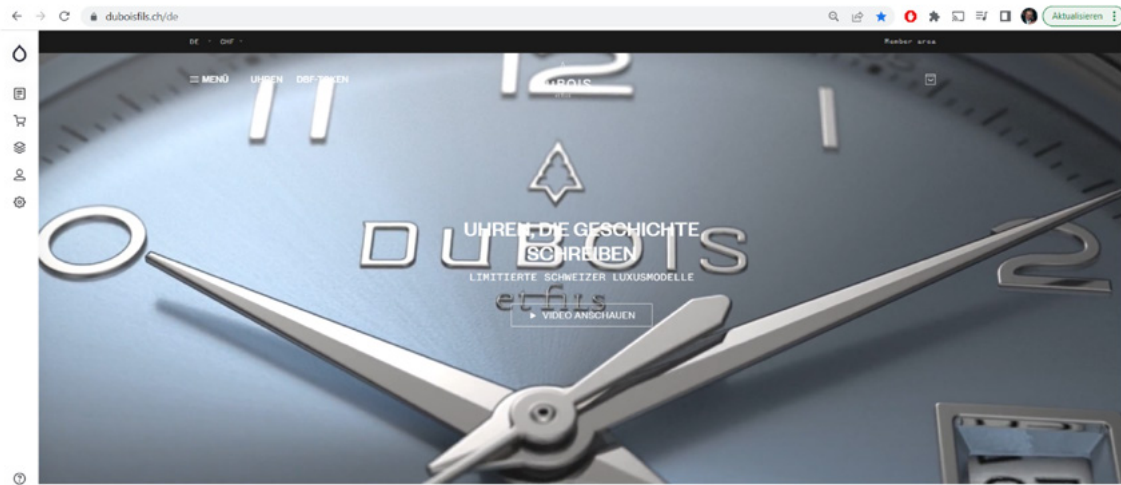
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**WHERE THERE IS PASSION
THERE IS LIFE**

MILESTONE 1

NEW WEBSITE

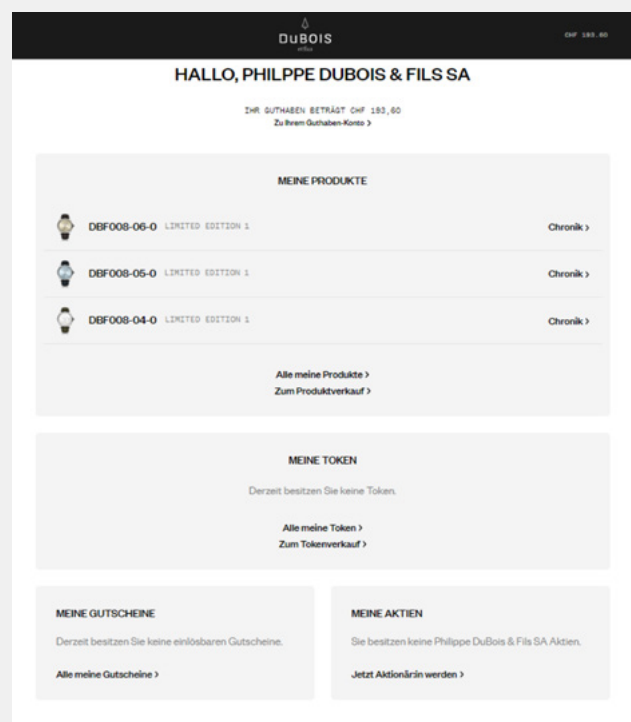
The website is at the heart of DuBois et fils' digital future. All business processes are digitally integrated whenever possible: from customer profile to shop to blockchain, tokenization and NFTs.



CENTRAL CUSTOMER ACCOUNT

In the central customer account, all important data is managed and made available to the customer.

- Watch purchases
- Chronicle
- Tokenized watch movements
- Share ownership
- Available vouchers
- Available customer credit



MILESTONE 2

SWISSVALUECHAIN

In 2021, DuBois et fils founded the subsidiary SwissValueCHain GmbH. With SVCH, DuBois et fils has a decisive advantage in the implementation of its own projects in the field of blockchain, tokenization, NFT's.



- Basis for future digital projects
- Data is stored only in Switzerland
- Sustainable energy consumption
- Control of transaction costs
- Application in tokenization of tangible assets and sale of tokens and NFT's.

DIGITAL PARTICIPATION: SWISS QUALITY AND SWISS ADDED VALUE



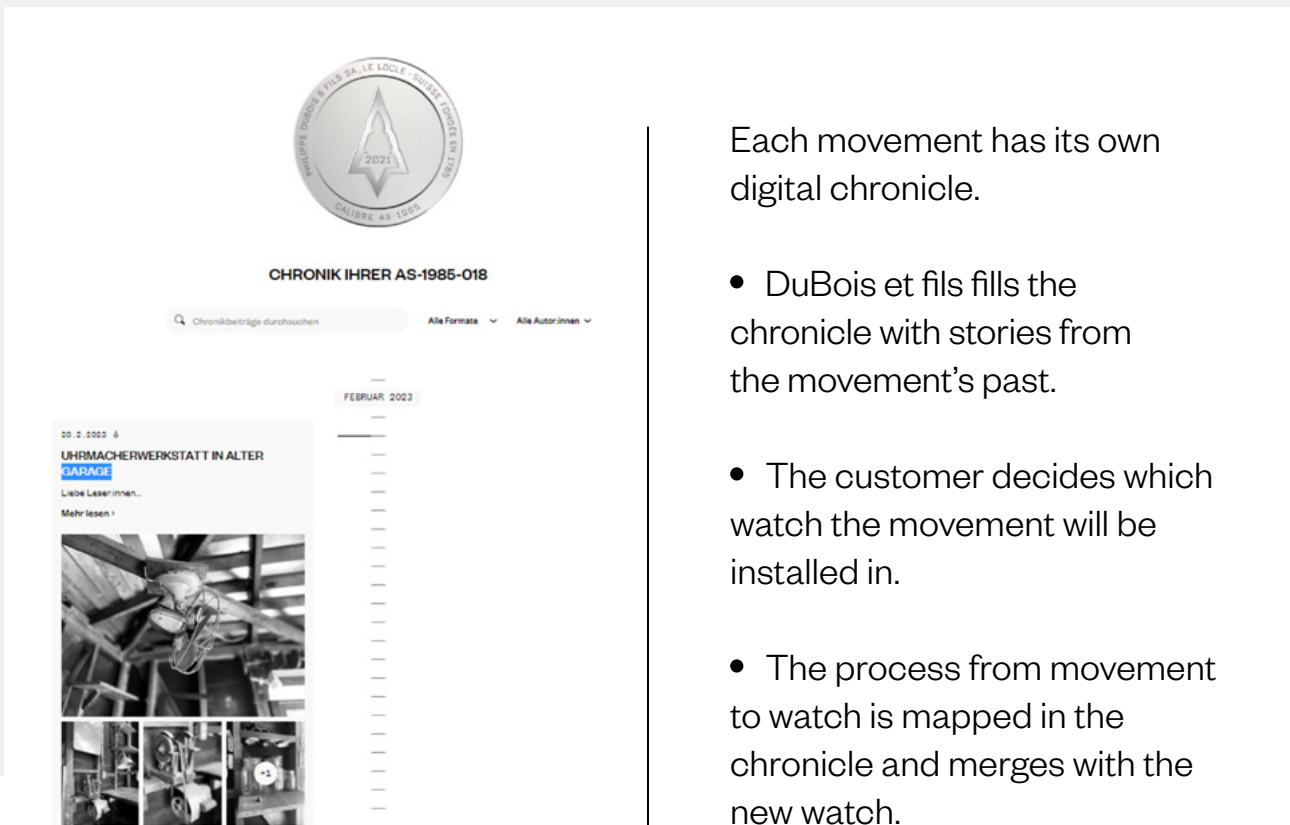
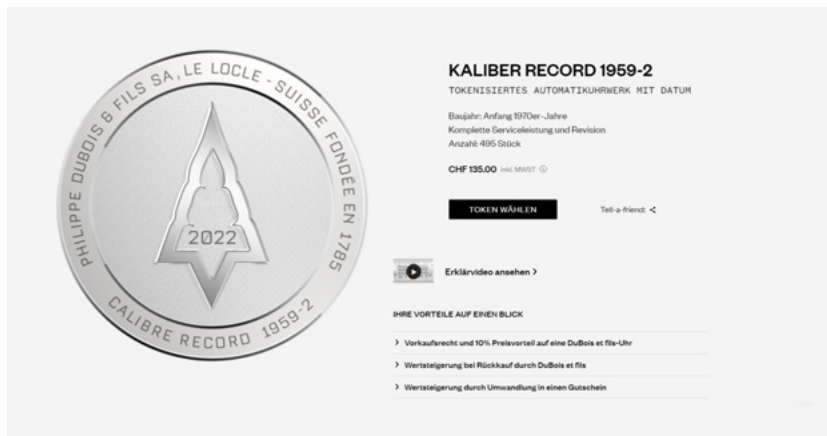
With the tokenization of real assets and the digital mapping of all stages of value creation – from raw materials to end consumer – we enable a sustainable, economic and transparent participation of third parties in local value creation processes of SMEs, manufacturers, sole proprietors or associations.

www.swissvaluechain.swiss

MILESTONE 3

TOKENIZED WATCH MOVEMENTS

DuBois et fils links the analogue world to the digital world. Each Swiss automatic movement from the last century is linked to a digital twin.



Each movement has its own digital chronicle.

- DuBois et fils fills the chronicle with stories from the movement's past.
- The customer decides which watch the movement will be installed in.
- The process from movement to watch is mapped in the chronicle and merges with the new watch.

MILESTONE 4

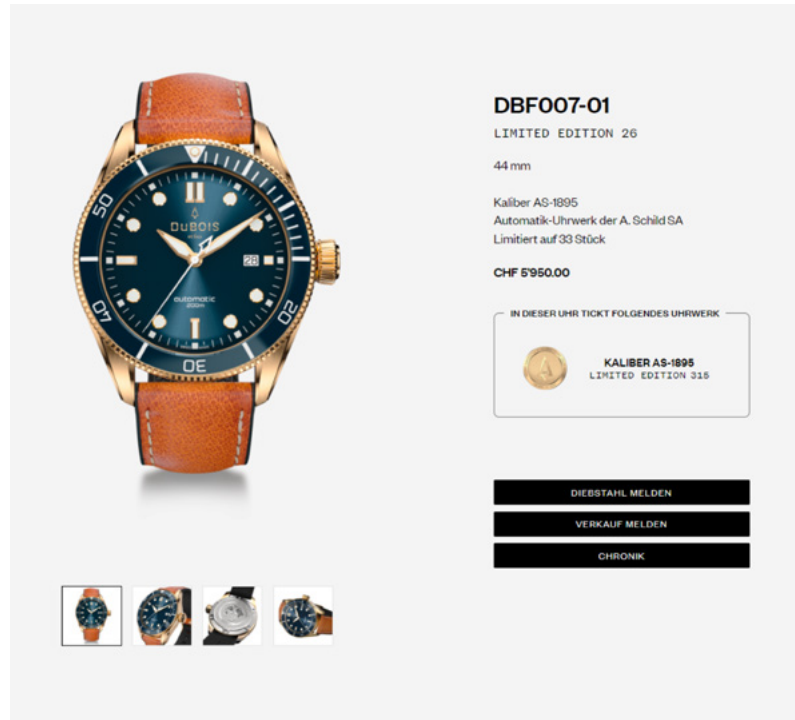
NFT

EACH WATCH AS NFT

A DuBois et fils watch is unique: a high-quality Swiss luxury watch with an NFT.

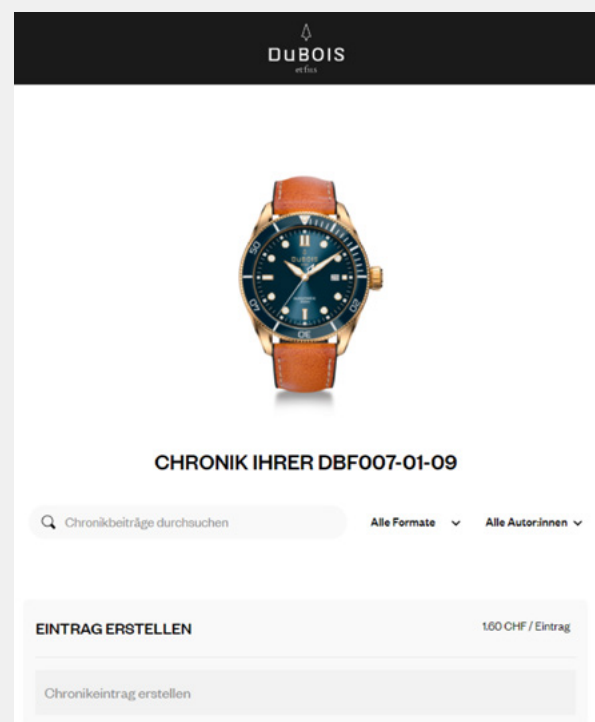
The timepiece has a tamper-proof link to a blockchain.

The history of the watch is depicted there and is never lost.



A WATCH WITH A DIGITAL DIARY

- Each owner of a watch gets access to the blockchain chronicle of the watch.
- Anyone who creates a new chronicle entry continues to write the story. A diary of one's own is created.
- Chronicle entries are value-preserving or value-enhancing.
- Entries in the digital chronicle are subject to a fee.



MILESTONE 5

NFT-DIARY



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- Fascinating personalities regularly document thirty days of their lives.
 - Dancers, footballers, chess players, presenters, etc. record their personal and professional experiences in the digital diary of a selected watch.

- Each NFT Diary watch will be auctioned off on the DuBois et fils auction platform.
- Only the owners of the watches can see the content.

MILESTONE 6

WATCH ATELIER

In 2024, DuBois et fils opened its own atelier, further solidifying its position as a premier manufacturer of exclusive timepieces in the Swiss market.



MILESTONE 6

AN ATELIER FOR WATCH PRODUCTION AND REPAIRS

In-House Watch Production and Service

Our atelier allows us to manage the production and servicing of our watches entirely in-house. This enables us to maintain even greater control over the quality and processes while preserving the brand's rich craftsmanship tradition.

A Strong Team and a Clear Vision

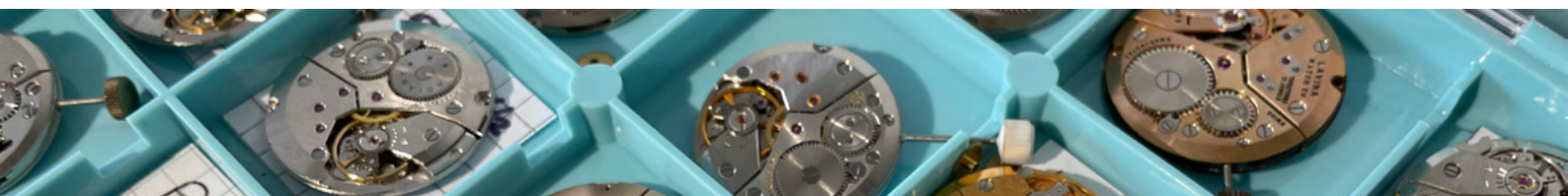
The opening of our atelier comes with the addition of a seasoned expert in historical watch movements to our team. A longtime watch journalist and lecturer at the Bavarian Master School for Watchmaking, he has been familiar with DuBois et fils for many years. By carrying forward the tradition of Swiss watchmaking craftsmanship, he is shaping the path for an innovative future.

External Collaborations

Thanks to our own watch atelier, we now have the capability to take on external projects. In 2024, DuBois et fils contributed to the development of the anniversary timepiece for the renowned brand Gübelin. The Gübelin Ipsomatic, designed by star architect Santiago Calatrava, is powered by a Felsa movement from our collection. The 170 limited-edition platinum watches are also assembled in our atelier.



MILESTONE 6



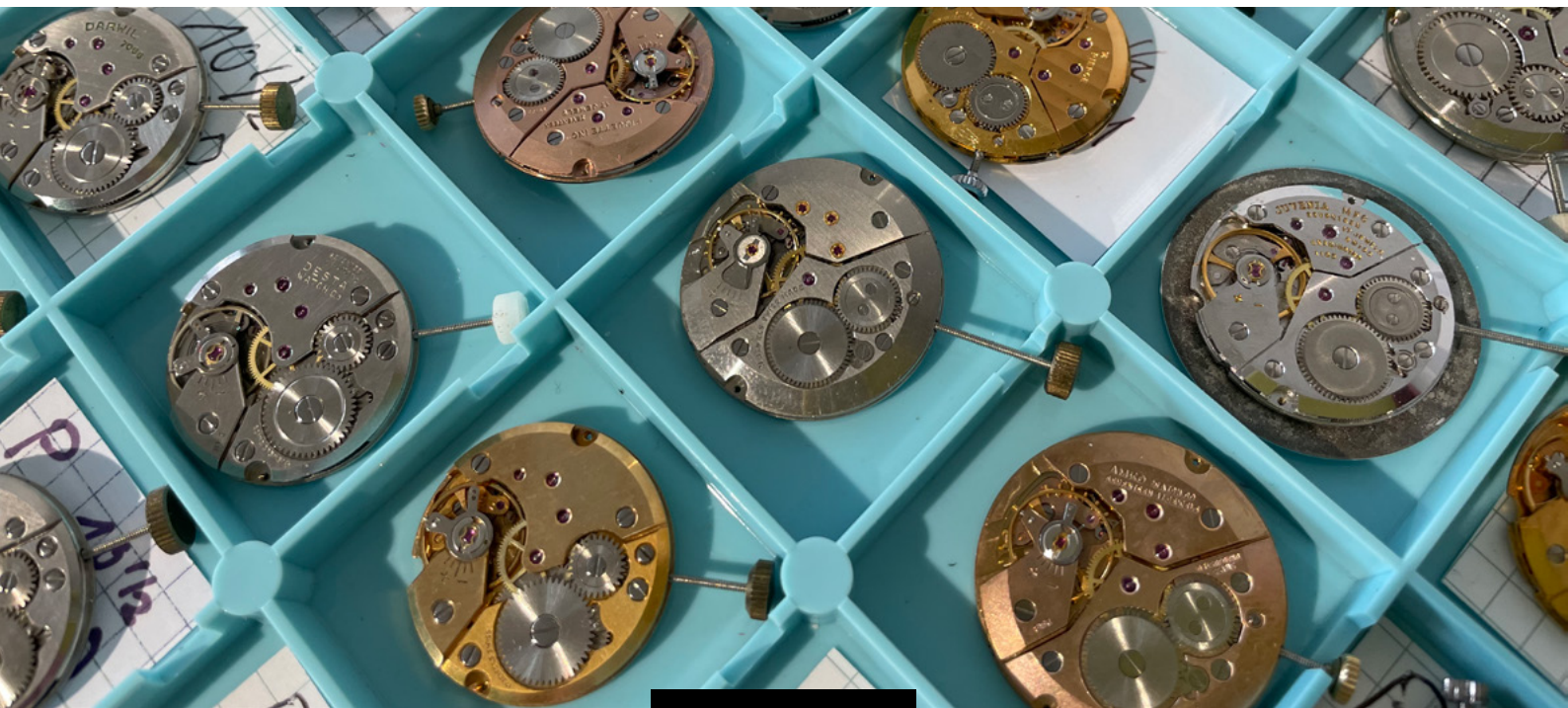
LARGEST COLLECTION OF HISTORIC WATCH MOVEMENTS AND SPARE PARTS

A One-of-a-Kind Global Repository

DuBois et fils holds thousands of vintage and classic Swiss watch movements from the past century, along with millions of spare parts. The exceptional quality and sheer volume of this collection allows us not only to preserve these historic movements but also to safeguard their legacy for future generations.

Preserving Historic Watch Movements

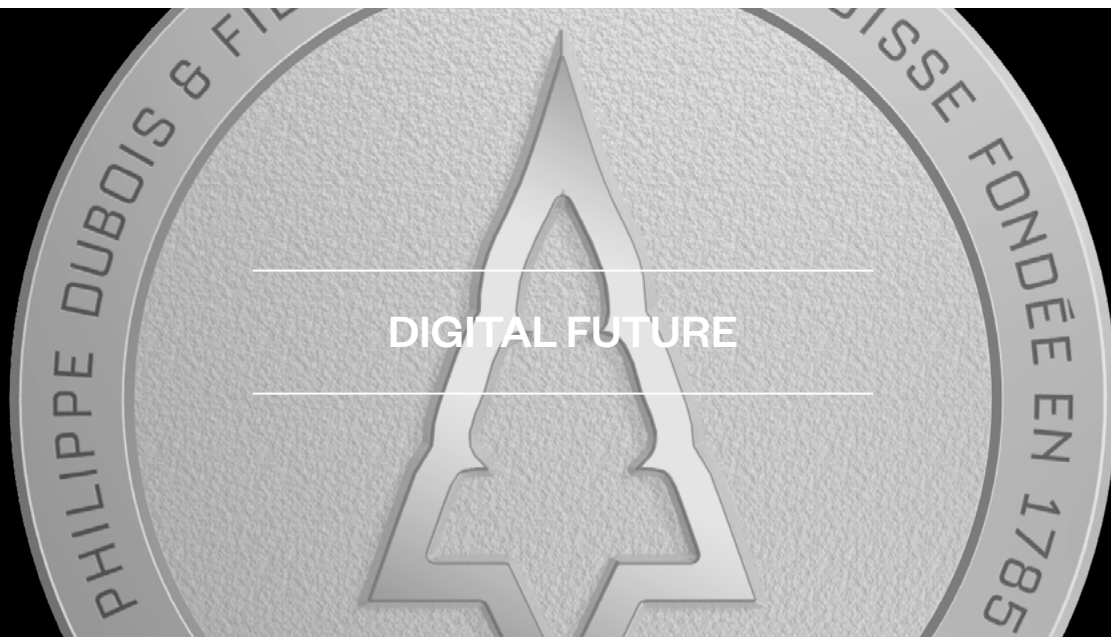
In our new atelier, historic watch movements are meticulously serviced and restored with great care. These intricately refurbished calibers are then incorporated into DuBois et fils' limited-edition timepieces, adding to their uniqueness and exclusivity.





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**WE CREATE THE BEGINNING,
YOU THE INFINITY**



NEW POSSIBILITIES THANKS TO BLOCKCHAIN TECHNOLOGY

Individuality: each watch tells its own story.

Sustainability: the manufacturing process of a watch becomes visible.

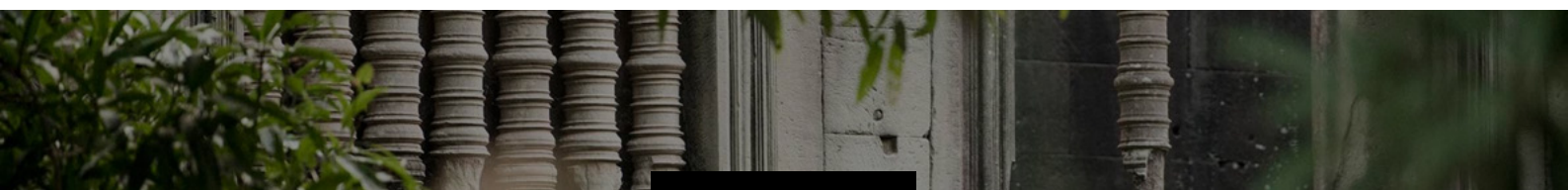
Security: Products are provided with a certificate of authenticity.

Control: Supply chains can be documented seamlessly in a forgery-proof manner.

Additional benefits: Data is stored in an unchangeable and indelible manner.

Customer relationship: A strengthened relationship thanks to communication.

Transparency: We create trust.



BREAKDOWN

The boundaries between the real and virtual worlds are increasingly merging. We see this as an opportunity.

We preserve the art of traditional Swiss mechanical watchmaking, keeping it alive and making it accessible to future generations.





DUBOIS

et fils

For more information please contact us.

info@duboisfils.swiss

We look forward to making your acquaintance.

www.duboisfils.swiss

