

DuBois et fils celebrates Crowd-Jubilee

- **Successful fifth anniversary of crowdfunding the oldest watch factory in Switzerland**
- **Limited offer: 99 new stock packages for watch lovers**

Basel/Le Locle, August 3rd 2017 – Five years ago the oldest Swiss watch factory, DuBois et fils SA, entered a completely new era by way of crowdfunding. The company raised 1.5 million Swiss francs and gained nearly 600 new shareholders. For this anniversary, DuBois et fils is once again offering 99 watch lovers the opportunity to participate in the oldest Swiss watchmaking company. "For the first time since the crowdfunding, we are again offering the opportunity to become a shareholder for 500 Swiss francs" said DuBois et Fils CEO Thomas Steinemann.

Shareholders are ambassadors

Many luxury manufacturers have suffered a drastic decline in sales figures in recent years - not so Thomas Steinemann. The latest highly limited edition collections, in some cases only eleven copies per model, were sold out even before the official presentation. 870 shareholders contribute to this effect: "We consciously refrain from the glitter and stars in advertising. Our shareholders are our brand ambassadors," says Steinemann. In addition to participation in the watch factory, the 99 new shareholders will receive a voucher for the purchase of a watch from DuBois et fils with a 20 percent discount. To coincide with the anniversary there is also a care package for the watch: a five-year warranty as well as a free revision after the guarantee has expired. For ten years watch owners need only to enjoy the DuBois et fils watch.

The family around DuBois et fils

Once a year, DBF shareholders are invited to the Annual General Meeting; the affinity shared by the family of shareholders is great. If you want to be one of them, you can also secure one of the 99 packages on the DuBois et fils website. "While there are new watch projects every week on Kickstarter, we set weight on sustainable brand building. This is why the crowd can share more with us than with any other company," explains the experienced watch manager, who once succeeded in making the American brand Fossil successful in Switzerland. In the background, the oldest watchmaking factory in Switzerland is preparing a special surprise: watches with mechanical works from long past times, found waiting to be re-awoken much like a Sleeping Beauty.

Printable photo material is available at 0611-973150 or at team@euromarcom.de.

Philippe DuBois & Fils SA (www.duboisfils.ch) is the oldest watch factory in Switzerland and the manufacturer of strictly limited series pieces. The factory has existed since 1785. In 2013 the company received new thrust through a unique Crowdfunding project. Since then, more than 800 watch lovers have become part of DuBois et fils, with limited edition pieces of between 11 and 99 pieces. The special exclusivity of DuBois et fils watches continues with the discovery of more than 250,000 unused and in pristine condition historical movements secured by DuBois et fils in 2017.

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