

# Press Release

\*\*\* FOR IMMEDIATE RELEASE \*\*\*

## **DuBois et fils to Participate in Yerra Solutions Annual Conference for General Counsel and Other In-House Legal Executives**

*Switzerland's oldest watchmaker will discuss the history of the Swiss timepiece industry and conduct auction at the event in London on 29 October 2015*

**BASEL, Switzerland – 16 September 2015** –DuBois et fils, the oldest Swiss watch factory, announced today that it will provide an educational session and auction for the legal executives in attendance at the Yerra Solutions annual conference, taking place in London on 29 October 2015 at the historic Wax Chandlers Hall. Yerra Solutions AG is a global Legal and IP consultancy providing consulting, managed services and technology products to Global Fortune® 500 clients.

“DuBois et fils is an excellent addition to our agenda. Not only are we both Swiss companies, but their commitment to innovative ways of doing business and improving their products is perfectly aligned with the initiatives taken on by Yerra clients,” says Rajitha Boer, founder/director and CEO of Yerra Solutions.

Demonstrating its commitment to innovation and openness to change, DuBois et fils became the only luxury watch brand to be crowdfunded in 2013. It has also been aggressively pursuing the online retail market in addition to traditional brick and mortar outlets as a market for its fine products, showing an ability to adapt to, and thrive in, new business realities. This ability is one that is also vital to the legal executives that Yerra serves.

Attendees at the Yerra Annual Conference will enjoy a presentation on Swiss watchmaking as well as an auction of a vintage timepiece. The auction is part of an ongoing DuBois et fils celebration of its 230 anniversary, and the proceeds from the most lucrative 2015 auction will go toward the company's social responsibility project.

To learn more about the Yerra Annual Conference, visit: <http://www.yerrasolutions.com/#!yerra-annual-conference-2015/c15fo>.

To learn more about DuBois et fils, visit: <http://duboisfils.ch/en>

### **About DuBois et fils**

**Philippe DuBois & Fils SA** ([www.duboisfils.ch](http://www.duboisfils.ch)) is Switzerland's oldest watch factory and offers more than 230 years of history. DuBois et fils is the only watch brand that has been producing watches since 1751 without any interruption. Through an innovative method of raising capital by crowdfunding on the DuBois et fils website, the company re-established itself as an international force in the luxury watch industry in 2013. Today, over 850 people from 30 different countries subscribed to shares of DuBois et fils and have thus enabled the successful relaunch of the brand.

## **About Yerra Solutions**

Yerra Solutions is headquartered in Switzerland, with registered offices in Switzerland, the UK and Singapore. Yerra Solutions offers three fundamental service offerings to its Fortune 500 clients: (i) strategic and operational consulting to legal, IP and claims departments; (ii) managed services for eDiscovery, law firm spend management and legal invoice review; and (iii) software applications to support law firms and legal departments. Yerra Solutions focuses on Europe and APAC, although many of its clients are leading global organisations. The company was founded with the philosophy that law and IP departments face unique complexities and require custom solutions to deliver the continuous value that enables their organisations to achieve great things. To learn more about Yerra Solutions, visit [www.yerrasolutions.com](http://www.yerrasolutions.com).

###