



**F J BENJAMIN TO DISTRIBUTE BAUME & MERCIER
WATCHES IN SINGAPORE & MALAYSIA**

29th March 2019, Singapore

F J Benjamin Holdings is pleased to announce that its subsidiary FJ Benjamin (M) SDN BHD has entered into a partnership with Baume & Mercier to distribute Baume & Mercier watches in Singapore and Malaysia.

The partnership will officially start on 1st April 2019.

FJ Benjamin is an industry leader in brand building and management of international luxury and lifestyle brands across South East Asia, and will help to grow and develop Baume & Mercier across the two markets.

F J Benjamin will be responsible for daily operations, sales and support, as well as marketing and communications to promote and strengthen Baume & Mercier's brand awareness and image.

Nash Benjamin, CEO of F J Benjamin Holdings, says: "We are delighted to be appointed exclusive distributor for Baume & Mercier which enjoys a long history in luxury Swiss watchmaking and is distributed in over 100 countries today. We look forward to developing further the presence of the brand in our markets."

"We are excited to partner with F J Benjamin in Singapore and Malaysia," says Romain Lambert, Managing Director of Baume & Mercier, South East Asia and Oceania. "It is clear that there is an untapped opportunity to develop a stronger retail network in order to service current and potential Baume & Mercier customers. With our exceptional heritage, the quality of our timepieces and our price positioning, Baume & Mercier is the perfect choice for people wanting to enter the world of luxury Swiss horology."

F J BENJAMIN HOLDINGS LTD

With a rich heritage dating back to 1959, SGX-listed F J Benjamin Holdings Ltd is an industry leader in brand building, development and management of retail and distribution networks for international luxury and lifestyle brands across South East Asia. Headquartered in Singapore and listed on the Singapore Exchange since November 1996, F J Benjamin has offices in three cities, manages over 20 iconic brands and operates 250 stores.

BAUME & MERCIER

Since its foundation in 1830 in the Swiss Jura, Baume & Mercier has been putting technical and aesthetic innovation at the heart of its creations. In keeping with its motto, "Accept only perfection; only manufacture watches of the highest quality" and based on 189 years of heritage, the Maison is a Swiss watchmaking pioneer. Its international renown is forged on the development of high-performance contemporary watches that make ideal daily companions.

BAUME & MERCIER WATCH COLLECTIONS

BAUMATIC

The Clifton Baumatic is the first watch by Baume & Mercier equipped with an in-house mechanical movement. As a result of the brand's 189-year watchmaking expertise– and five years of research and development, the Baumatic was designed to provide innovative solutions in four distinct fields: Power reserve, Chronometric accuracy, Sensitivity to magnetic fields and Durability.

Press release and high resolution imagery download:

<https://baume-et-mercier.presspage.com/sihh19---clifton-baumatic>

CLASSIMA

Combining authentic watchmaking expertise and simple timeless design, the Classima collection remains faithful to its original vocation for classic, discreet elegance. Featuring a variety of dials including some with the iconic lined guilloché pattern, these watches combine understated perfection with technical prowess, for both men and women.

Press release and high resolution imagery download:

<https://baume-et-mercier.presspage.com/sihh19---classima-lady>

CLIFTON CLUB

Attractive and modern, the Clifton Club was designed for men who are truly of their time, for all occasions, professional and sporting. Powered by a Swiss Made mechanical self-winding movement with date function and proven reliability, Baume & Mercier's Clifton Club is made for active men who want a multipurpose, stylish sports watch.

Press release and high resolution imagery download:

<https://baume-et-mercier.presspage.com/novelties-2019---clifton-club-collection>

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