



## Watches of Switzerland Group PLC (WOSG LN)

### COMPANY DESCRIPTION

Traced back as a silver workshop (Mappin & Webb) in 1775 and with the first company selling watches in 1924, Watches of Switzerland Group PLC (WOSG) is a luxury watches retailer headquartered in London, United Kingdom. The Group is now a globally recognized prestigious watch brands, luxury jewelry and fashion and classic watches retailer through its own-branded Watches of Switzerland, Mappin & Webb, Mayors and Goldsmiths stores and online channels. //

### BUSINESS MODEL

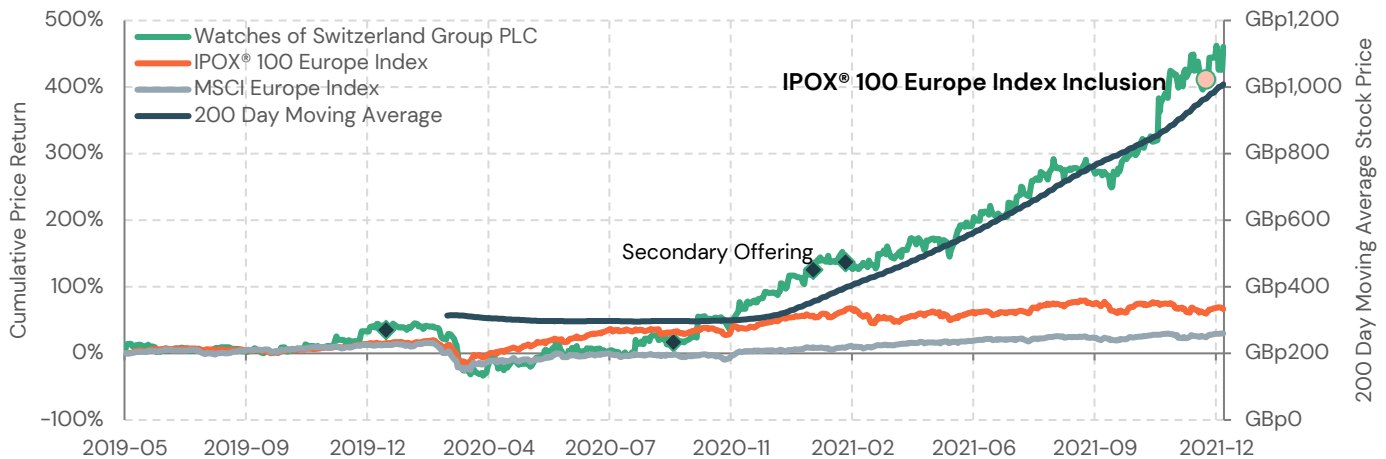
Watches of Switzerland Group generates revenues primarily from sale of luxury watch brands (especially from sales of Rolex), luxury jewelry and others through WOSG's retail stores or online stores. //

### IPO HISTORY

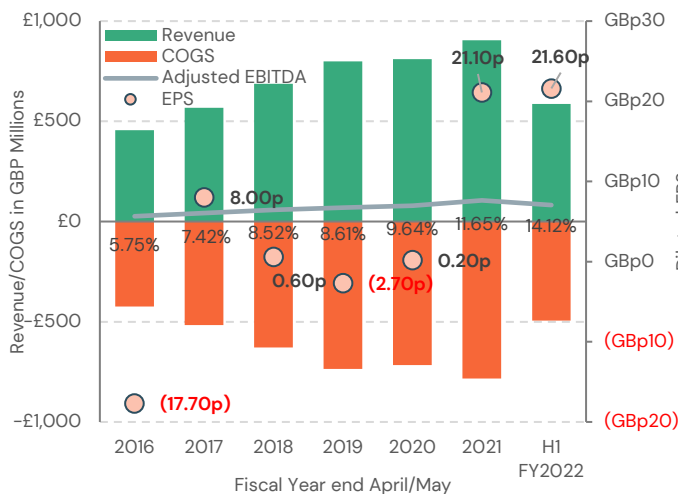
On 5/30/2019, Watches of Switzerland Group PLC began trading on the London Stock Exchange. The luxury watches retailer set the offer price at **GBp270.00** per share, within the expected price range (GBp250 – GBp277). The company offered 81,481,481 shares (include 24,074,074 shares from selling shareholders). With the 10% overallotment option exercised in full, WOSG was valued at ca. £647 million at offer. Watches of Switzerland Group opened at £309/share and closed the first day at £305.90 (▲13.30%). //

Watches of Switzerland Group PLC was included in the **IPOX® 100 Europe Index (ETF: FPXE US, FPXE LN, EFPX IM)** on 12/21/2021, and currently weighs ca. **0.78%** of the portfolio. //

### HISTORICAL PERFORMANCE



### GROWTH OUTLOOK



148  
TOTAL STORES (EXCLUDING NON-CORE) AS AT 2 MAY 2021

67%  
REVENUE FROM THE UK

33%  
REVENUE FROM THE US

**THE GROUP'S TOP EIGHT BRANDS**

### INDUSTRY COMPARISON

COMPANY	STOCK SYMBOL	IPO/SPIN-OFF DATE	INITIAL RETURN	OFFER TO DATE (TR)	2022YTD (PR)	BETA TO BENCHMARK	REVENUE (MILLIONS)	EARNINGS (LOSSES) PER SHARE	P/E Ratio
	WOSG LN	5/30/2019	13.30%	460.74%	6.62%	1.59	£905.08	£0.211	49.32x
Tiffany & Co.	TIF US	Tiffany & Co was acquired by LVMH Moët Hennessy Louis Vuitton SE \$15.8 billion							
The group primarily competes with department stores, small, independent luxury watch retailers/boutiques, multi-store groups, mono-brand stores, other online specialists and generalists and mainstream high street jewelers.									