

Press Release

Zug, Switzerland, August 23rd, 2021

CHRONEXT taps former Facebook CMO Gary Briggs for its Board of Directors

Gary Briggs, former Facebook Chief Marketing Officer (CMO), has agreed to join CHRONEXT's Board of Directors. With deep experience in Marketing, Branding, E-commerce, Product Management and Online Advertising, Gary Briggs will help CHRONEXT in its ambition to become a global market leader in the online hard luxury sector.

Gary Briggs said: "As a digital and physical partner supporting customers through all stages of luxury watch ownership, CHRONEXT caters to future demand, driven by a new generation of buyers and collectors of luxury watches. Like many other industries, this sector is facing unprecedented change, and I was attracted by CHRONEXT's ambition. I look forward to helping CHRONEXT capitalise on further growth through market expansion, new partnerships and M&A."

Philipp Man, CHRONEXT's CEO, added: „We are incredibly excited about Gary joining us to strengthen our Board further. I am sure we will greatly benefit from his deep experience building world-leading digital brands when it comes to rolling out CHRONEXT's value proposition globally. Winning him as a sparring partner will help us accelerate CHRONEXT's growth further.“

Gary Briggs is a real heavyweight in the e-commerce and internet world, having undertaken pioneering work with a series of global high-growth companies. He spent more than five years as facebook CMO, helping to grow the company from 6,000 to 17,000 employees and from \$7.8bn to \$27.6bn in revenues by the time he left in 2018. Prior to joining facebook, Gary spent two years leading consumer marketing at Google, and took over marketing at Motorola Mobility following Google's acquisition of the company in 2012. He was also Chief Marking Officer at eBay North America and VP of Global Marketing at PayPal. Gary Briggs is currently a Board Member at Petco, Afterpay and Etsy.

CHRONEXT

Gary will add further industry experience and knowledge to CHRONEXT's Board following the appointment of Nobert Platt as advisor to the company in June. Both individuals will help the company along its journey, driven by a shared vision for making the world of luxury watches more accessible, providing an exceptional customer experience and becoming a market leader in the online hard luxury sector.

Jacob Fonnesbech Aqraou, Chairman of the Board of Directors of CHRONEXT, said: "I am honoured to welcome Gary Briggs' and his unrivalled depth of experience in digital and e-commerce to our company. The online share of personal luxury goods continues to grow, and having Gary Briggs on Board will help us strengthen our position as the premier digital platform for buying, selling and owning a watch."

About CHRONEXT:

CHRONEXT AG (www.chronext.com) was founded in 2013 by Philipp Man and Ludwig Wurlitzer. The platform for luxury watches employs over 120 people, has a 350 sqm watch workshop for quality and authenticity testing and offers around 7,000 models for sale. With headquarters in Zug (Switzerland) and a further 10 locations in Europe & Asia, the company is internationally positioned and guarantees a fast and secure service. CHRONEXT simplifies the complex structures of the watch market and enables a unique buying experience. For more information, please visit: www.chronext.com

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