

Press Release

Zug, Switzerland, June 29th, 2021

Richemont Ex-CEO Norbert Platt becomes Advisor to the Board of Directors at CHRONEXT



Richemont former CEO and Board Member, Norbert Platt, has been appointed to advise the CHRONEXT Board of Directors. Norbert Platt will support the leading online platform for luxury watches as *Advisor to the Board*.

Norbert Platt said: "I was attracted to this new role by CHRONEXT's unique combination of a digital and physical offering, which I view as the business model of the future. I see enormous growth opportunities for a company with ambitions to redefine the market

CHRONEXT

for luxury watches. CHRONEXT understands how to use digitalization, watchmaking skills and a demand-driven selection to create the perfect offer for customers. I am very much looking forward to using my experience to advise the Board and help shape the company's growth."

Norbert Platt is one of the most successful senior executives in the luxury goods industry. He led the Hamburg-based company, Montblanc, as CEO for around 17 years, growing the business from a traditional brand into an internationally recognized player in the luxury goods industry. Following this great success, Norbert Platt was appointed CEO of the Richemont group, holding this position for almost six years and achieving significant sales and revenue growth. Under his tenure, Richemont's position as a leading company in the luxury goods industry was consolidated, especially in the luxury watch sector, thanks to internationally renowned brands such as Cartier, IWC, A. Lange & Söhne, Panerai, etc. Most recently, Norbert Platt served as a Board Member and consultant for Richemont.

Following the appointments of Jacob Fønnesbech Aqraou and Hamdi Chatti, CHRONEXT has bolstered its industry credentials further by engaging Norbert Platt.

Philipp Man, CEO and Co-Founder of CHRONEXT, said: "Our primary goal is to continue to drive the growth of our company in a consolidating market. The fact that Norbert Platt is joining us shows that he - like us - believes in the future prospects of CHRONEXT. We are delighted with his support, and that he is joining us as an Advisor to the Board. His great expertise will help us to grow even faster and stronger."

CHRONEXT

About CHRONEXT:

CHRONEXT AG (www.chronext.com) was founded in 2013 by Philipp Man and Ludwig Wurlitzer. The leading platform for luxury watches employs around 130 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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