



F J BENJAMIN

F J BENJAMIN INKS AGREEMENT WITH SWATCH GROUP TO DISTRIBUTE RADO TIMEPIECES IN INDONESIA

SINGAPORE, 14 May 2008 – F J Benjamin, Singapore-listed leading fashion and lifestyle group, today announced that it has signed a distribution agreement with the Swatch Group to distribute Rado timepieces in Indonesia.

Rado is one of the oldest timepiece brands in the world having launched its first collection in 1957. It has built a reputation for innovative designs and use of high-tech non-scratch materials for its timepieces. Over the years, it has become sought-after for its research in material sciences. Its use of sapphire, ceramics and even high-tech diamonds gives Rado timepieces its strong, unique character.

In 1983, Rado became part of the Swatch Group, the leading manufacturer of finished timepieces in the world with brands such as Breguet, Longines, Omega, Swatch and Calvin Klein, among others. The Swatch Group is a global group active in the manufacture and sale of finished watches, jewelry, watch movements and components, with gross sales of 5.94 billion Swiss francs in 2007.

Nash Benjamin, CEO of F J Benjamin Holdings, said: “We are delighted to begin our relationship with the Swatch Group. They are global leaders in the timepiece industry and have a portfolio of well demanded brands. I am confident we will be able to grow the Rado business throughout our extensive distribution network in Indonesia.”

On the brand’s rollout strategy, Mr Benjamin added, “We will first start with the opening of a Rado boutique, and thereafter adopt a progressive approach to market the brand and to communicate to consumers the unique characteristics behind Rado’s creative designs and materials.”

Besides Rado, F J Benjamin also distributes luxury timepiece brands such as Girard-Perregaux, JeanRichard and Bell & Ross, and lifestyle timepiece brands such

as Guess, Gc, Marc Ecko, Nautica, Nike, Chronotech and Victorinox Swiss Army, through its network in North and Southeast Asia.

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About F J Benjamin Holdings Ltd (www.fjbenjamin.com) – F J Benjamin Holdings Ltd is a leader in building brands and in developing retail and distribution networks for international luxury and lifestyle labels across Asia. Its portfolio includes Banana Republic, CELINE, Gap, GUESS, La Senza, Paint 8, RAOUL, Sheridan, and timepiece brands such as Bell & Ross, Girard-Perregaux, JeanRichard, Rado, Marc Ecko, Nautica, Nike, Chronotech and Victorinox Swiss Army. It also has an interest in the award- winning St James Power Station.

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