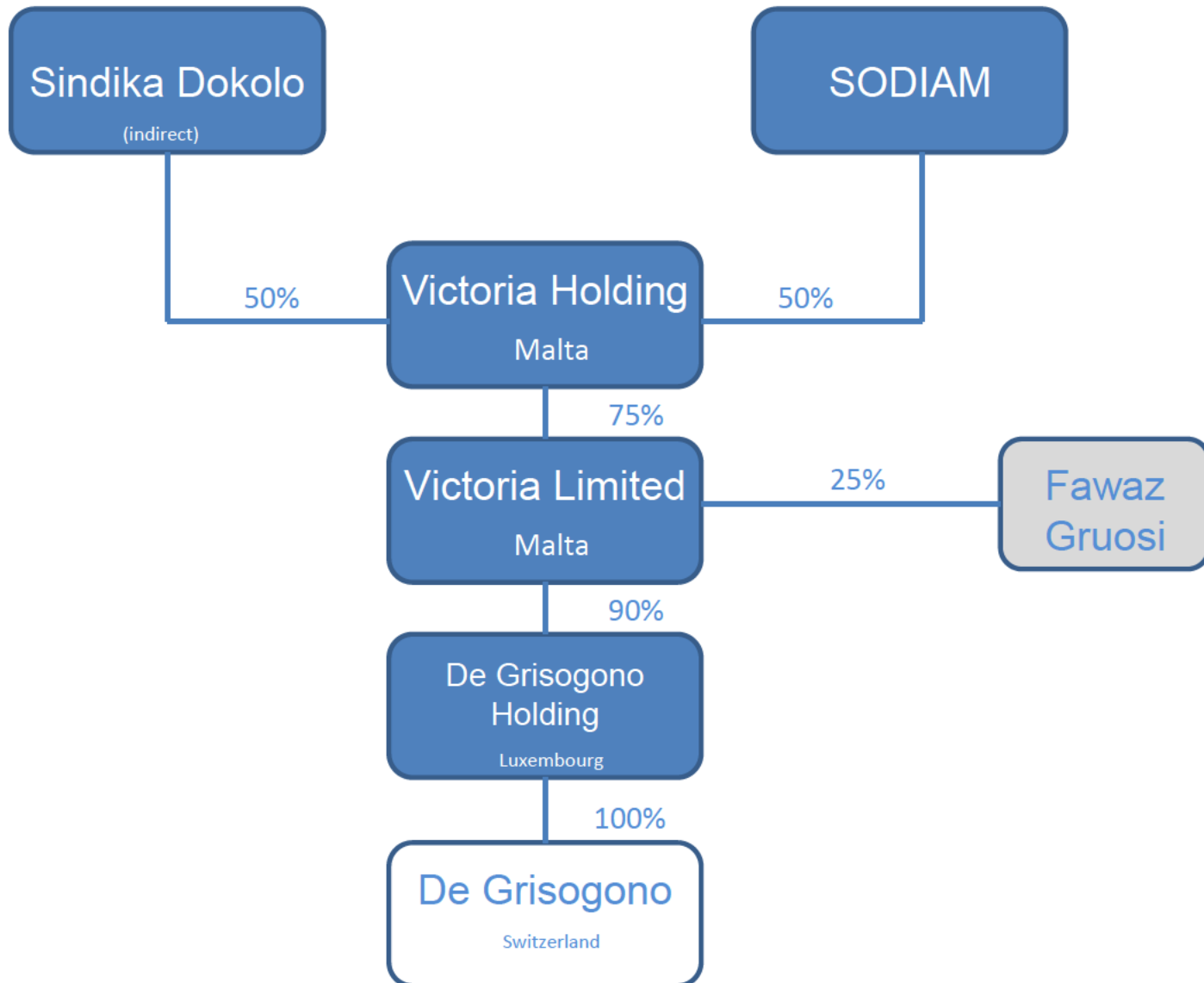




de GRISOGONO  
GENEVE

- Very few people anticipated the horological scope and success the de Grisogono brand would achieve in its first few years of existence.
- With his background in design in jewellery and objects d'art, Fawaz Gruosi formed his own company, de Grisogono, in 1993 and opened a boutique in Geneva. By introducing the hitherto neglected black diamond into his jewellery and everyday objects such as sunglasses and the then up-and-coming mobile telephone, de Grisogono creations caught the imagination of the consumer. Boutiques in London and Gstaad followed in '97 and '98, followed in quick succession by openings in Rome, Paris, St. Moritz, Kuwait, Moscow and Hong Kong.
- Gruosi's very first foray into the watch world was his creation of jewellery watches for Chopard, one of which was the highly innovative Ice Cube Collection. With the success of that collection still ringing in his ears, Fawaz Gruosi made the adventurous decision to launch into watch production under the de Grisogono name.
- Today, Grisogono is a well respected and appreciated worldwide brand in luxury jewellery worn by names like Naomi Campbell, Haifa Wehbe, Monique Hollinger, Isabelle Adjani, Cheryl Cole, Kiera Chaplin, Virginie Ledoyen, Olga Kurylenko, Myleene Klass, Petra Nemcova, Kate Hudson, Rihanna, Petite Salma, Elisabetta Gregoraci, Ornella Muti, Sharon Stone, Eva Longoria Parker, etc.



## General information

- Name: Sindika Dokolo
- Date of birth: March 16, 1972
- Place of birth: Democratic Republic of Congo
- Nationality: Danish

## Academic background

- Mr. Dokolo holds a degree in Economics by the University of London - England;
- Mr. Dokolo is fluent in Portuguese, English and French;

## Professional background

- Mr. Dokolo is a recognized entrepreneur and manager with interests in a broad number of sectors, mainly telcos, energy and industry, both in Portugal and Angola. Additionally, Mr. Dokolo has a foundation for the development of the African Art;

## General information

- Name: SODIAM
- Date of birth: 1999
- Nationality: Angolan
- Mother Company: ENDIAMA, EP (State owned company)

## Purpose and Context

- Strategically, ENDIAMA EP ([www.endiama.co.ao](http://www.endiama.co.ao)) incorporated in 1999 a subsidiary for the marketing of diamonds from Angola, SODIAM ([www.endiama.co.ao/emp.php?cat=sodiam](http://www.endiama.co.ao/emp.php?cat=sodiam)), which acts from the first decade of 2000, as the Central Purchase and Sale of Diamonds from Angola.
- ENDIAMA EP expanded through the SODIAM SARL, their interests with the establishment of offices, or centers for the sale of Angolan diamonds, in the main world, like Israel, Belgium, USA, United Arab Emirates' Dubai "India and China.
- ENDIAMA and the Republic of Angola are members of the The Kimberley Process (KP) – ([www.kimberleyprocess.com](http://www.kimberleyprocess.com)). The KP is a joint governments, industry and civil society initiative to stem the flow of conflict diamonds – rough diamonds used by rebel movements to finance wars against legitimate governments.

## **Executive Board**

**General information**

- Name: Nicolas Abboud
- Position: C.E.O.
- Date of birth: 19 02 1970
- Place of birth: Lebanon
- Nationality: Swedish

**Academic background**

- Master in Management, Massachusetts Institute of Technology
- Bachelor of Engineering, Massachusetts Institute of Technology

**Professional background**

- Managing Director, Investcorp
- Chief Executive Officer, L'azurde
- President & Chief Executive Officer, Christofle
- Batelco, Chief Turnaround Officer
- A.T. Kearney, M&A and Value Enhancement Competence Leader
- Arthur D. Little, Senior Manager, Expert in Retail & Branding

**General information**

- Name: Fawaz Gruosi
- Position: C.D.O. (Chief Design Officer)
- Date of birth: August 8, 1952
- Place of birth: Lebanon
- Nationality: Swiss

**Academic background**

- Mr. Gruosi is fluent English, Italian and French;

**Professional background**

- Former sales manager for Bulgari Precious Trading
- Mr. Gruosi is an entrepreneur and started his own company, de Grisogono, in 1993
- His jewellery creations, recognizable amongst thousands, seduced the customers and surprised the professionals. Some of the faces of de Grisogono's creations are Naomi Campbell, Haifa Wehbe, Monique Hollinger, Isabelle Adjani, Cheryl Cole, Kiera Chaplin, Olga Kurylenko, Myleene Klass, Kate Hudson, Rihanna, Ornella Muti, Sharon Stone, Eva Longoria Parker, etc.



**General information**

- Name: Sylvère Demonsais
- Position: C.F.O.
- Date of birth: 18.09.1963
- Place of birth: Ruffec (16), France
- Nationality: French and Swiss

**Academic background**

- MBA, Cranfield University
- Université de Geneve, SES

**Professional background**

- Board President at QUALIMATEST SA
- Past Directeur Clientèle at GREUBEL FORSEY
- Project Finance Director at Richemont
- Finance & Operation Director at Baume & Mercier
- Senior Auditor at Price Waterhouse

**General information**

- Name: Mário Silva
- Position: Board Member
- Date of birth: November 16, 1972
- Place of birth: Portugal
- Nationality: Portuguese

**Academic background**

- Degree in Economics
- Masters in Business and Finance

**Professional background**

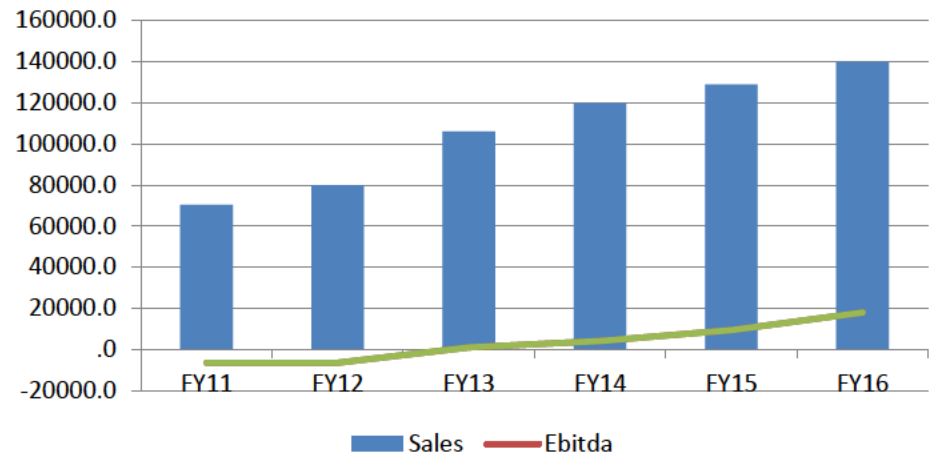
- Board member of BPI Bank
- Board member of BFA Bank
- Board member of ZON
- Board member of Nova Cimangola
- Chairman of De Grisogono

# Business Plan

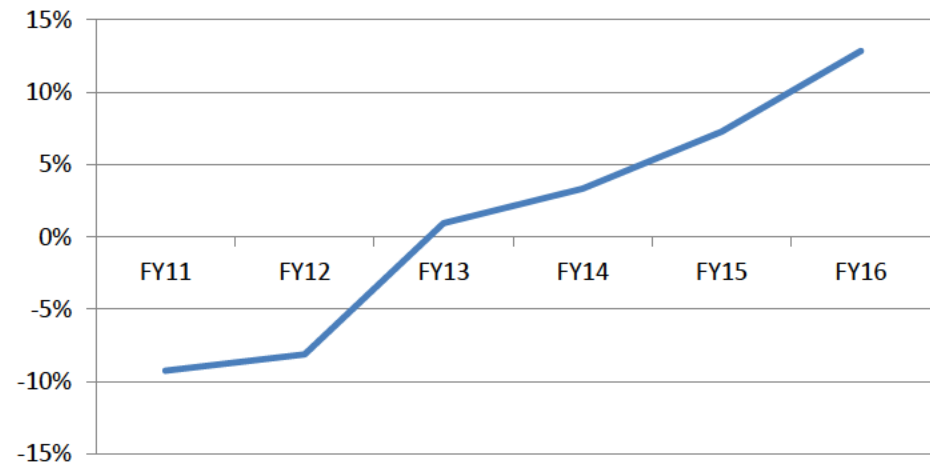
## General information

- De Grisogono turnaround started in Feb'12 with the acquisition by Victoria Holding of 100% of the bank debt of the company;
- Today, all the outstanding debt is owned by the majority shareholder;
- In Feb'12 the company made a capital increase of Eur 3.5M which allowed Victoria a controlling stake of 87% in the company;
- Following the control, Victoria changed the management team of the company to a professional and skilled team with experience and track record in turn-around processes;
- In order to allow the turn-around and recovery of the competitiveness of the company, De Grisogono is developing a new business strategy and business plan, challenging the current status and processes which will expectedly outcome on the recovery of sales and profitability;

## Sales and Ebitda



## Ebitda %



Jewel CHF in '000	FY12 Est.	FY13 Est.	FY14 Est.	FY15 Est.	FY16 Est.	FY17 Est.	FY18 Est.	FY19 Est.
<b>Net sales</b>	<b>80.000</b>	<b>105.973</b>	<b>119.787</b>	<b>128.912</b>	<b>139.831</b>	<b>147.831</b>	<b>155.831</b>	<b>163.831</b>
<i>% growth</i>	<i>-9%</i>	<i>32%</i>	<i>13%</i>	<i>8%</i>	<i>8%</i>	<i>6%</i>	<i>5%</i>	<i>5%</i>
<b>Gross margin</b>	<b>40.000</b>	<b>53.141</b>	<b>62.157</b>	<b>67.815</b>	<b>76.258</b>	<b>80.621</b>	<b>85.707</b>	<b>90.107</b>
<i>% sales</i>	<i>50,0%</i>	<i>50,1%</i>	<i>51,9%</i>	<i>52,6%</i>	<i>54,5%</i>	<i>54,5%</i>	<i>55,0%</i>	<i>55,0%</i>
Salaries	(16.282)	(18.684)	(19.569)	(20.215)	(21.883)	(22.540)	(23.216)	(23.913)
Rent	(5.930)	(5.370)	(5.710)	(5.950)	(5.950)	(6.129)	(6.312)	(6.502)
Travel expenses	(1.678)	(1.666)	(1.792)	(1.894)	(1.994)	(2.054)	(2.115)	(2.179)
Marketing and selling expenses	(13.810)	(20.000)	(22.000)	(23.204)	(20.975)	(21.604)	(22.252)	(22.920)
Research and development costs	0	0	0	0	0			
Other operating expenses	(6.786)	(6.473)	(7.067)	(7.167)	(7.509)	(7.735)	(7.967)	(8.206)
Total Operating expenses	(44.485)	(52.193)	(56.138)	(58.429)	(58.311)	(60.061)	(61.862)	(63.718)
<i>% growth</i>	<i>16,8%</i>	<i>17,3%</i>	<i>7,6%</i>	<i>4,1%</i>	<i>-0,2%</i>	<i>3,0%</i>	<i>3,0%</i>	<i>3,0%</i>
<i>% sales</i>	<i>-55,6%</i>	<i>-49,3%</i>	<i>-46,9%</i>	<i>-45,3%</i>	<i>-41,7%</i>	<i>-40,6%</i>	<i>-39,7%</i>	<i>-38,9%</i>
<b>EBITDA</b>	<b>(4.485)</b>	<b>948</b>	<b>6.019</b>	<b>9.386</b>	<b>17.947</b>	<b>20.560</b>	<b>23.844</b>	<b>26.389</b>
<i>% sales</i>	<i>-5,6%</i>	<i>0,9%</i>	<i>5,0%</i>	<i>7,3%</i>	<i>12,8%</i>	<i>13,9%</i>	<i>15,3%</i>	<i>16,1%</i>

GHADAH JEWELLERY CO. (WLL) Mr. Ali AL FARDAN, - DOHA QATAR  
MARAFI Sadiq, 1202 GENEVE  
AL SAUD Maha, RIYADH  
CLIENTS NEGATIFS RECLASS,  
CHRONOVISION S.A., 1095 LUTRY  
ABOU WATFA ESTABLISHMENT Mr. Bassam ABOU-WATFA, 33291 DAMAS  
CHOPARD FRANCE, 75008 Paris  
GHADAH JEWELLERY CO.(WLL) Mr. Ali AL FARDAN, Doha  
SYLVIE SALIBA, - BEIRUTH LIBAN  
NOORDZEE FANTASIE VENEZUELA C.A., 1060 CARACAS  
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AL SAUD Hessa Bint Abdrahman, 11021 Riyadh  
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