

# ANDERMATT & Co



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# Gruezi wohl! Welcome to Andermatt & Co

We are an innovative Swiss watch brand, conceived with **millennials in mind** and committed to the promotion of sustainable development within the industry.

Our aim is to introduce the concept of **environmentally conscious** materials into the Swiss luxury watchmaking arena, while equally preserving traditional roots and supreme quality.

By respecting the pillars of sustainability, we are **ready to write a new chapter** in the Swiss luxury watchmaking world!



## Origins

The Andermatt name comes from a village in the Ursern Valley, in the heart of the Swiss Alps. As our future HQ, Andermatt is both a location and concept befitting our brand.



## Green

We are an alternative luxury watch company grounded in the four pillars of sustainability: Human, Social, Economic and Environmental. Our watches are 100% Swiss made using recycled and locally sourced materials.

# ANDERMATT & Co

## Vision

We aim to create a new culture of time by focusing on emerging markets and targeting millennial customers worldwide.



## Innovation

We are the first luxury Swiss brand with an authenticity certification based on blockchain technology and a worldwide centralized database.

# Meet Our Team: *Leaders in a Changing World*



**Nicolas  
Sestito**

CEO – Co founder

Operations Executive with over 30 years' experience in the luxury goods industry. Proven ability in leading diverse teams of professionals to heightened levels of success within the sphere of watches and fine jewelry.



**Viviane  
Andermatt**

CFO – Co founder

Business administrator. Administrator of two watch companies in Geneva.



**Vanessa  
Rossier**

Designer – Project Manager

Designer specialized in the luxury and watch industries.



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# What's the Problem?

Now more than ever, the Swiss watch industry is facing the harsh realities of a changing world. **Baby Boomers are being replaced by Millennials** in customer market segments of high acquisition power. This is a new generation of nomad workers and **ethical consumers** valuing freedom and free time over money and monotony, breaking the rules along the way.

**Due to the pandemic** the behaviour of consumers has been modified and the tendency to **click and shop** has greatly accelerated. Unfortunately the traditional Swiss watch brands fail to recognize this new type of customer and continue to produce traditional watches for traditional clients. More importantly, brands currently labelled “Swiss made” are often **not truly “100% Swiss made”**, and materials are not respectful of sustainability.

Millennials are leaders, managers and entrepreneurs choosing to hike mountains and bike to work over driving a Mercedes. They are ready to pay top prices for products of excellent quality and prestige, as long as these products are produced in a manner **respectful of social ethics and environmental protection**. **Millennials are informed consumers** in the habit of buying goods online: food, books, shoes, clothes and of course, watches! They are looking for a luxury product which checks all the right boxes – and **we are ready to give them** exactly what they need.



## A New Kind of Customer

Millennials: different motivation, different needs



## Lack of Inspiration

Traditional brands + traditional watches = traditional clients



## Swiss Made?

Swiss made brands often not 100% Swiss made



## Not Green Enough

Materials not respectful of sustainable development



## Security Matters

No real exclusivity, guarantee of anticounterfeiting



## Bye-Bye Boutique

Traditional shopping replaced by e-commerce, further exacerbated by pandemic



# What makes us a different luxury watch brand?

## OUR VISION

Through our vision and business model we represent **an attractive alternative** to conventional Swiss watch brands. We aim to provide **access into the world of luxury watches** with the **integration of sustainability**, promoting ethical and environmental awareness across the board. **We are different.**

### A Social Enterprise

Andermatt and Co focuses on the real economy, so our commercial activity has a positive **economical impact**. By sourcing materials locally, we equally have a favorable **influence on the environment**.

Another main goal of sustainability is to have a **positive impact on society** by promoting **social inclusion and diversity in the workplace**.

As a **Swiss PME** we believe inclusion has a **direct impact on future prosperity**.

THE SPIRIT of a NEW TIME





# Products

Timeless, 100% Swiss made

Authentic origins

Built with environmentally friendly materials

Follow us



The complete collection is composed of 24 classic watches and 29 sport models - displayed upon request.





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# Blockchain Based Anticounterfeiting Technology

## Fighting the Fakes

Our start-up partner patented a unique and revolutionary [digital certificate of authenticity](#) based on [blockchain technology](#).

This [100% secure solution](#) will provide our clients with the certitude of having invested in an authentic Andermatt & Co. timepiece.

Our customers will be able to consult the entire lifecycle of their luxury watch, from production to the most recent maintenance, using a smartphone application.

Being one of [the first Swiss luxury brands to benefit](#) from this technology places Andermatt & Co in a very special place.



# B2C

## Distribution Strategy



Andermatt & Co has a direct B2C e-commerce distribution channel with exclusive, limited production.



# Andermatt & Co

It Takes a Village

**HQ,s based in Andermatt, CH:**

*Andermatt & Co*

*Rafael Holdings, Inc.* (major shareholder)

**Tourism stakeholders in Andermatt village:**

Each watch delivered with a leaflet linking our company story to the beauty and quality of year-round holidays in Andermatt and Switzerland.

**VIP Service in luxury hotels and tourist flats:**

Guests receive an invitation to visit the *Andermatt & Co* showroom.

They witness our watchmakers at work while enjoying champagne and Swiss chocolates.

**Newsworthy:**

*Andermatt & Co* will be the first Swiss German watch brand in Switzerland and abroad!



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# ROADMAP



**\*Kickoff deadline  
March 2021!!!!**

- 1 Q3 2018 – Q3 2020**
- Conception of the Business model and product.
  - Design of the first Andermatt & Co Collection, national and international protection of the brand.
  - Conception of Business strategy.

**DONE** ✓



- 2 Q1 2021**
- Fundraising campaign: Find investors, business angles, bank loans, other sources.
  - Start operations, ordering of watch mechanics.
  - Consolidate documents for HQ in Uri and Andermatt.

 **IN PROGRESS**

- 4 Q3 2021**
- Opening of Andermatt HQ & showroom.
  - Assembly of watches.
  - International marketing campaign.



- 3 Q2 2021**
- **\*Start production.**
  - Opening of Geneva office.
  - National marketing campaign.
  - Pre-order campaign,
  - Limited Swiss Army edition 100 units, crowd funding.

- 5 Q4 2021**
- Official launch of the brand October 2021.
  - International online sales campaign.



## THE SPIRIT of a NEW TIME

Our CEO is an expert in the field of luxury watchmaking with **proven success** in leading multimillion dollar prestige watch brands. Bearer of the **Andermatt name**, our CFO has **vast experience** in the watchmaking industry and manages the administration. Together, our team of talented founders have built a **lean and extremely profitable revenue model**: Revenue streams become fully activated upon selling the first 1000 watches. Looking further ahead, we will launch a women's collection and issue special limited series' linked to commemorations or strategic alliances.

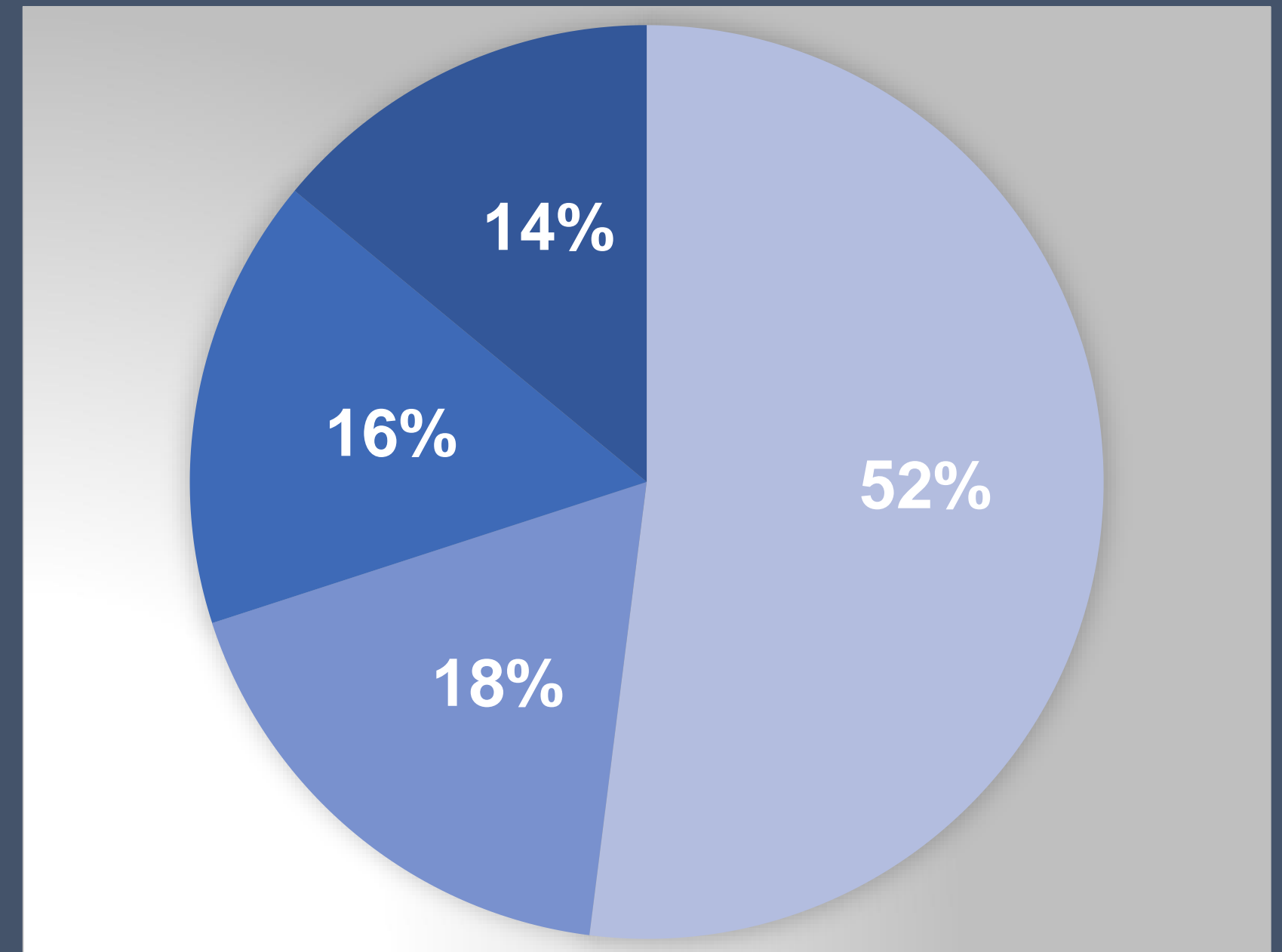
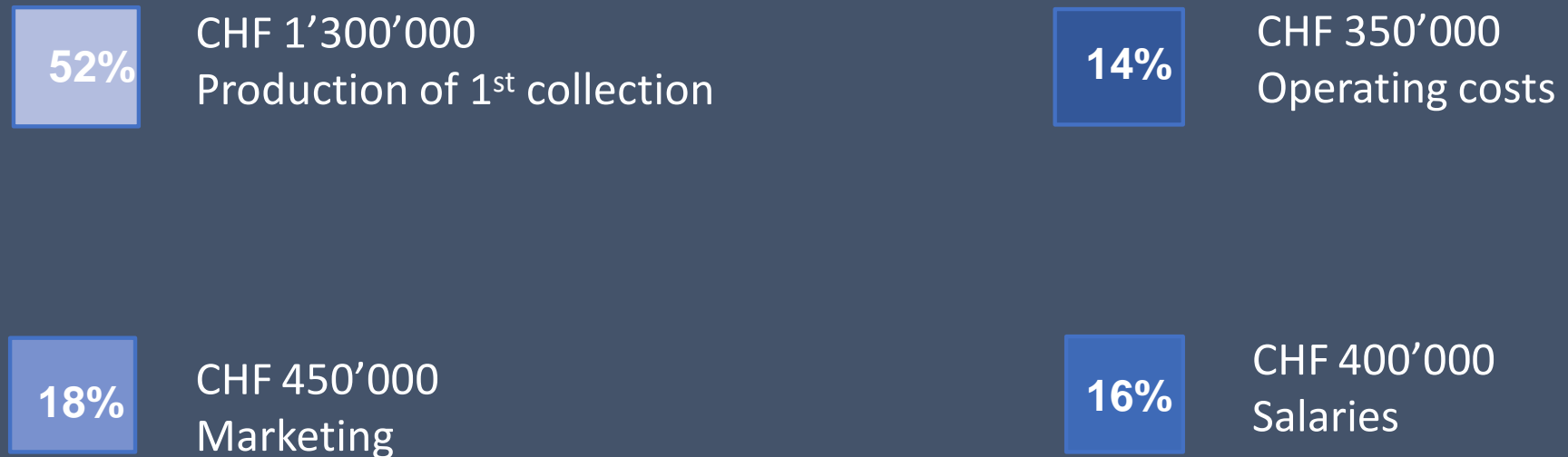
**CAPITAL  
INVESTMENT**

**CHF 2'500'000**

The founders are looking for investors who will participate in a capital increase of CHF 2,5 million . There is a 10% minimum for entry and the share capital will be increased with additional paid-in capital. After production and operations, the capital investment covers crowdfunding and a pre-order sales campaign.

# Andermatt & Co

## How the funds will be used:



# Our World-Wide Market



Andermatt & Co aims to **conquer millennial customers** particularly in China, Hong Kong, Japan and Singapore, since over half of millennials live in Asia (58%). The UK, Europe, North America, Mexico, Colombia and Peru are home to the remainder of this important generation of consumers. We will utilize **social media marketing strategies** to launch and promote our e-boutique.

01

**Asia: China, Hong Kong and Japan**

53% of our sales

02

**Europe:**

31% of our sales

03

**Americas**

14% in North and South America

04

**United Kingdom**

4.8% of our sales\*

\*expected increase in 2022.



# Andermatt & Co Reality Check



## Strengths

- Excellent Leadership/Management
- Experienced Team
- Innovative Designs
- Creative Concepts
- Anti-counterfeiting blockchain technology
- Swiss Made Certification
- Small Production Quantities
- Ethical and Sustainable Production



## Weaknesses

- New Brand



## Opportunities

- Forgotten Millennials  
(new customer segment)
- On-line Shopping Explosion
- Post Covid Market Re-launch



## Threats

- Competitors are selling online  
and using recycled materials

# Financial overview

Key Figures below (complete figures of the Business Plan are annexed in a separate Excel file):

Key figures	2021	2022	2023	2024	2025
Production:					
Classic model					
produced units	1000	2000	3000	3000	3000
Production cost	1 708 750,00 CHF	5 800 500,00 CHF	4 610 500,00 CHF	5 126 250,00 CHF	5 126 250,00 CHF
Sales	6 925 000,00 CHF	13 850 000,00 CHF	20 775 000,00 CHF	20 775 000,00 CHF	22 012 500,00 CHF
Gross margin	5 216 250,00 CHF	8 049 500,00 CHF	16 164 500,00 CHF	15 648 750,00 CHF	16 886 250,00 CHF
Chrono model					
produced units	1000	2000	3000	3000	3000
Production cost	4 435 000,00 CHF	13 779 583,00 CHF	15 045 583,00 CHF	10 622 500,00 CHF	14 826 833,00 CHF
Sales	10 025 000,00 CHF	20 050 000,00 CHF	30 075 000,00 CHF	26 827 000,00 CHF	30 555 000,00 CHF
Gross margin	5 590 000,00 CHF	6 270 417,00 CHF	15 029 417,00 CHF	16 204 500,00 CHF	15 728 167,00 CHF
<b>CHARGES</b>					
Salaries	835 590,00 CHF	1 466 940,00 CHF	1 592 750,00 CHF	1 742 940,00 CHF	1 772 840,00 CHF
Operating costs	3 475 277,00 CHF	3 328 500,00 CHF	3 435 000,00 CHF	3 435 000,00 CHF	3 435 000,00 CHF
Total charges	4 310 867,00 CHF	4 795 440,00 CHF	5 027 750,00 CHF	5 177 940,00 CHF	5 207 840,00 CHF
EBIT	6 495 383,00 CHF	9 524 477,00 CHF	26 166 167,00 CHF	26 675 310,00 CHF	27 406 577,00 CHF
Taxes 17.8%	1 156 178,17 CHF	1 695 356,91 CHF	4 657 577,73 CHF	4 748 205,18 CHF	4 878 370,71 CHF
Net profit	5 339 204,83 CHF	7 829 120,09 CHF	21 508 589,27 CHF	21 927 104,82 CHF	22 528 206,29 CHF
<b>Revenue</b>	<b>16 950 000,00 CHF</b>	<b>33 900 000,00 CHF</b>	<b>50 850 000,00 CHF</b>		
<b>EBITDA</b>	<b>5'346'810.00</b>	<b>8'022'117.00</b>	<b>25'826'687.00</b>		
<b>FTE</b>	<b>4</b>	<b>7</b>	<b>8</b>		

Calculation of Product

Calculation of Sales and Marketing

7143750\*100/11603190

(1803027+207000+207000)\*100/11603190

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## CONCLUSIONS

Even if sales are only ½ of target (worst case), the break-even point is reached by 1<sup>st</sup> year.

Expenses remain relatively constant after 2 years (and beyond).

Revenue increases exponentially, stabilizing in the 3<sup>rd</sup> year.

## KEY FIGURES\*



\*complete figures annexed in an Excel file



# Thanks For Listening