

HISTORY OF THE BRAND camel active TIMEWEAR

The cornerstone for the successful development of the camel active lifestyle brand was laid in the 1970s. With an awareness level of 70% the brand already belonged to the leading vendors of leisure wear for men at that time.

Sturdy and functional shoes as well as leisure wear for men – with this self-conception the range was continuously expanded by further casual wear products. Today the umbrella brand camel active comprises clothing, shoes, socks, bags, watches, glasses and underwear.

With the clear target to unify the CI of the different product groups, in January 2000 the umbrella brand camel active was introduced.

Since 2002, CMLC (Camel Active Master License Corporation) GmbH, a global licensor, has been working with prestigious companies, aspiring to a high quality level and a uniform market appearance. With the aim of supplying a harmoniously matched range of articles together with a common brand message, the licensees in the various fields are centrally controlled by CMLC, a fully-owned subsidiary of the Seidensticker Group.

Key-Markets: Germany, UK/Ireland, Benelux, France, Spain/Portugal
Russia, Asia

Distribution: camel active is distributed in Stores (own and franchise), Shop-in-Shops as well as with Retailers:

- Germany 29 Stores, 498 Shop-in-Shops and 281 Shop-in-Shops Footwear (March 2009)
- Worldwide camel active is a globally operating lifestyle brand that is sold at 11 000 points of sale in over 50 countries. Germany, the key market, today counts 4 950 placements in the retail trade. Throughout the world camel active is currently represented at 209 stores, 1088 shop-in-shops and 281 shop-in-shops footwear. The positive developments in the European and Asian regions are proof that camel active meets the lifestyle aspirations of its target group.

Europe: 128 Stores, 108 Shop-in-Shops
Asia: 52 Stores, 482 Shop-in-Shops
(March 2009)



OVERVIEW OF DEVELOPMENT

- 2000 Launch of camel active
Fusion of the product groups into one umbrella brand
- 2002 Master Licence Agreement
Brand owner Worldwide Brands Inc. grants master license to the Seidensticker Group
- 2002 Introduction of unified communication strategy
- 2004 camel active eyewear
- 2006 camel active underwear

LICENSEES IN EUROPE

TIMEWEAR

- Mondaine Watch Ltd. since 1993

Corporate development:

- 1951 Founded by the company Frank & Bernheim
- 1954 Mondaine brand registered
- 1971 Pioneering development of digital watches (LED)
- 1972 Development of the world's first digital watches (LCD)
- 1983 Development of the M-Watch: water-proof without a metal clamping ring Exclusive license contract with Swiss railways
- 1991 Development of the world's first post-consumer recycling watch Wins World Ecology Award
- 1993 Obtaining watch license
- 2003 André and Ronnie Bernheim take over business management
- 2006 Luminox, The successful American Brand ties up with Mondaine. André and Ronnie Bernheim become personally and financially involved as 50% shareholders.

CLOTHING

- Bültel Worldwide Fashion GmbH since 1993
Jackets, trousers, accessories
- Como Sport since 1992
Leather clothing
- Dornbusch & Co. GmbH since 1987
Shirts, knitwear, woven items

FOOTWEAR

- Gabor Footwear GmbH since 2000
- Promar Professional Marketing Co. since 2004

SOCKS

- Atair soxx company GmbH since 2007

BAGS

- Beheim International Brands GmbH & CO. KG since 1991

EYEWEAR

- CCS Royal GmbH since 2004

UNDERWEAR

- Premium Bodywear AG since 2006

BRAND IDENTITY OF camel active

camel active is an international fashion brand for active men which accompanies consumers in their daily urban lives. Masculine, authentic and honest, camel active demonstrates its openness for innovations which characterize the brand's authentic and premium style.

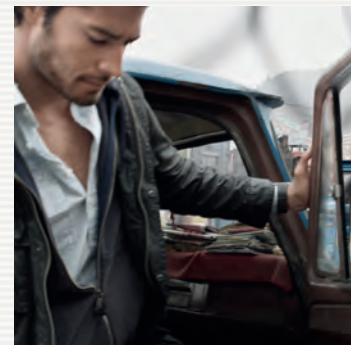
With camel active men can be free, satisfy their curiosity, experience new things, master challenges and forget everyday life around them: The camel active team is always on the hunt for new discoveries and travels to some of the fascinating urban and exotic places planet earth has to offer. Always on the move – the camel active sportswear and accessories. The Swiss made watches are in tune with nature and robust which makes them a reliable partner both far beyond civilisation and in the city. Sophisticated watch technology and a clear design effortlessly keep up with the time. The man of the world loves variety and the unique. These men like to stand out from the crowd. The numerous models of the camel active timewear collection offer this variety.



SWISS MADE



**The Original
male Outdoor Watch
since 1986**



**Stands for Activity,
Authenticity,
Responsibility and
Passion**

camel active TIMEWARE

- The original amongst the robust men's watches
- Variety on shapes (cases, segments, models, functions)
- Standards fitting the image of the brand (Swiss made, Stainless Steel, 10 meters tested, screwed case backs)
- Durability of the products and the product statement
- Twice per year compact seasonal collections
- Topic-related specials
- Attractive pricing EUR 89,- to EUR 335,-

BRAND VALUES

- Team spirit
- Exotic countries
- Close to nature in an urban environment
- Truth
- Reliability & Functionality
- Love of Life
- Activity

TARGET GROUP

- People who love the change between city and nature
- Active people
- Open and curious people
- People who want a good, functional sports watch
- Men who love the products' striking touch and longevity

camel active WATCHES COLLECTION STRUCTURE

HERITAGE



REALITY WEAR



OUTDOORS



COMMUNICATION

**camel
active**



A618.5472B.PBP
CHRONO
Ø 46 mm
CHF 425.- (UVP)

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