




Fromanteel
AMSTERDAM

YOU CAN OWN A SHARE IN
FROMANTEEL

A 'SWISS MADE' WATCH,
WITHOUT THE HEFTY PRICE TAG

CUSTOMER NEED

WE MEN WANT TO WEAR A WATCH WITH A **STORY**, THAT IS **STYLISH**,
COMPLIMENTS OUR OUTFITS, AND **LASTS A LIFETIME**.

CUSTOMER NEED

TODAY'S MARKET IS DOMINATED BY TWO OPTIONS:



HIGH QUALITY, YET EXPENSIVE

(80% WANTS THIS)

- Craftsmanship
- Story & Heritage
- Luxurious Appeal
- High Quality Materials

AFFORDABLE, YET DISPOSABLE

(HOWEVER, 80% CAN ONLY AFFORD THIS)

- Mass (China) Produced
- Logo Only Brand
- Looks Good, Feels Fake
- Low Quality Materials

PROPOSITION

FROMANTEEL FILLS THE VOID AND
OFFERS 'SWISS MADE' WATCHES WITHOUT THE HEFTY PRICE TAG
DIRECTLY TO ITS CONSUMERS

HOW IT WORKS



WE DESIGN
THE WATCHES IN **AMSTERDAM**
TO APPEAL TO
AN EDUCATED TASTE



THE WATCHES ARE
CRAFTED IN OUR **SWISS ATELIER**,
THEREFORE 'SWISS MADE'



WATCHES ARE SOLD **DIRECTLY TO**
CONSUMERS ONLINE,
OR IN OUR OWN BRAND STORE



CONSUMERS GET
A SWISS MADE WATCH, **WITHOUT**
THE 'LUXURY MARK UP'

TRENDS IN DIRECT TO CONSUMER

+17%

DIRECT-TO-CONSUMER
E-COMMERCE IS EXPECTED TO
GROW WITH +17% BY 2022*

307%

EMOTIONAL ENGAGED DIRECT TO
CONSUMER BRANDS ENJOY +307%
MORE LIFETIME VALUE

60%

OF CONSUMERS USE DIGITAL
CHANNELS TO RESEARCH PRICES &
INFORMATION BEFORE PURCHASING*

* Sources: ?

Deloitte Swiss Watch Industry Study, 2019

Federation of the Swiss Watch Industry Annual data, 2019



THE SWISS MADE WATCH MARKET*

'SWISS MADE' WATCHES

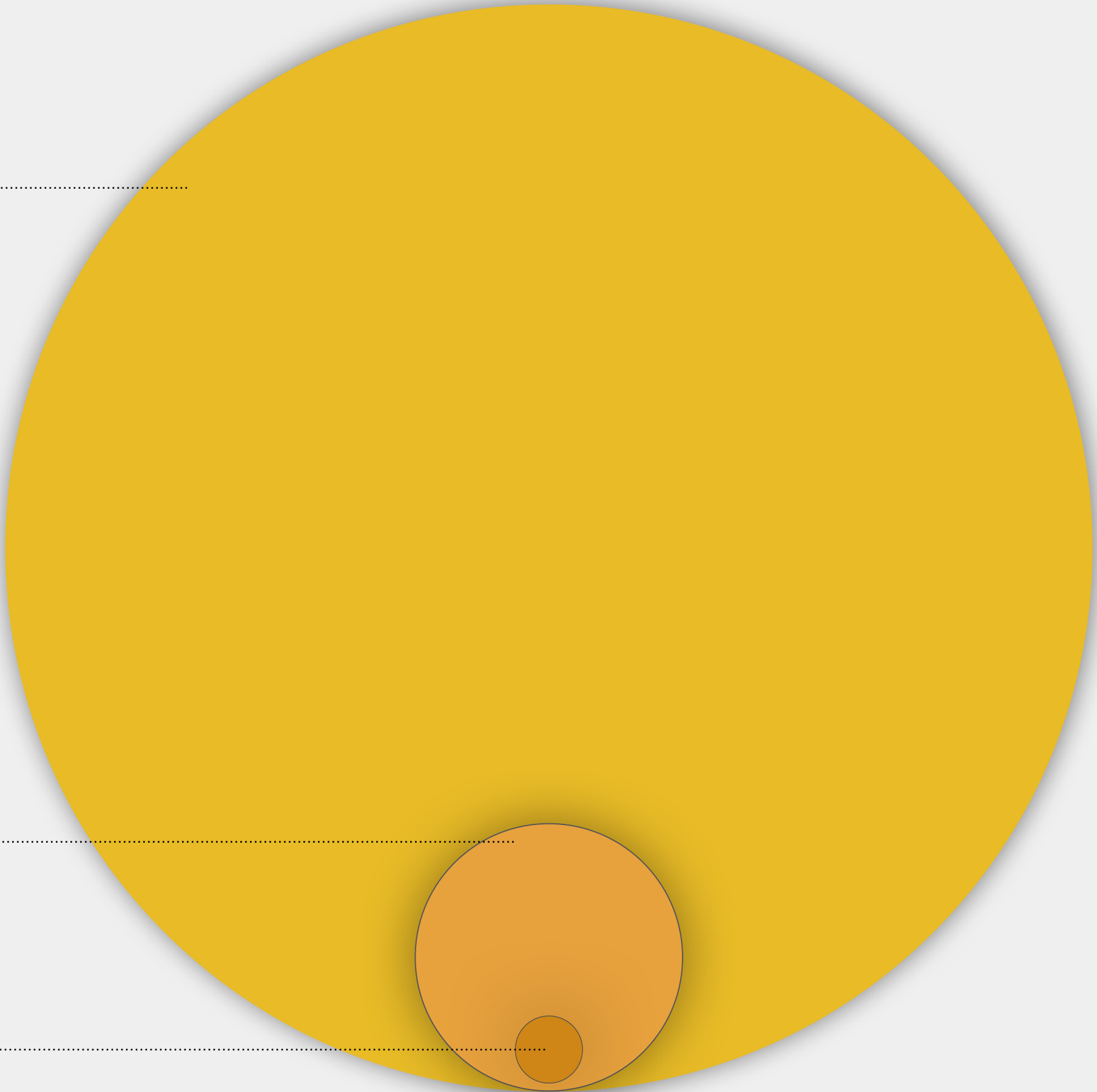
TOTAL AVAILABLE MARKET
€ 18.600 MILLION

AFFORDABLE LUXURY MARKET

TOTAL SERVICEABLE MARKET
€ 100 MILLION BY 2030

FROMANTEEL

SERVICEABLE OBTAINABLE MARKET
€ 3,5 MILLION BY 2023



* Sources:
Deloitte Swiss Watch Industry Study, 2019
Federation of the Swiss Watch Industry Annual data, 2019



OUR PRODUCT

SCRATCH PROOF
SAPPHIRE GLASS ON ALL WATCHES

WATCHES AVAILABLE IN BOTH
AUTOMATIC (MECHANICAL) OR
QUARTZ (BATTERY DRIVEN)
COLLECTION

INTERCHANGEABLE STRAPS
IN +30 COLORS & MATERIAL VARIATIONS
- occasionally limited editions are launched -



4 WATCH COLLECTIONS, VARIATIONS IN
WATCH FUNCTIONS (DUAL TIMER,
CHRONOGRAPH, MOONPHASE, ETC.
-occasionally limited editions are launched -

PERSONALIZATION:
WEBSTORE ALLOWS FOR
ENGRAVING ON THE BACK CASE

'SWISS MADE' SEAL
2 YEARS INTERNATIONAL WARRANTY

MODEL DISPLAYED HERE:
THE GENERATIONS NERO
limited edition of 100 timepieces


Fromanteel
AMSTERDAM

BUSINESS MODEL



DIRECT-TO-CONSUMER
WATCH SALES



ADDITIONAL
PERSONALISATION
OPTIONS



IMPECCABLE AFTER-SALE
SERVICE & BRAND EXPERIENCE IN
THE FROMANTEEL CLUB

20.04%

OF TOTAL ONLINE SALES ARE FROM RETURNING
CUSTOMERS/ FROMANTEEL CLUB MEMBERS

INSIGHTS BASED ON OUR WEARERS

BASED ON 10 YEARS OF CLOSE CUSTOMER INTERACTION



LIFESTYLE | AFFLUENT, SEEKING MORE SOPHISTICATION TO THEIR LIVES

AGE GROUP | 25 – 45 YEARS & THE YOUNG AT HEART

INCOME LEVEL | ABOVE AVERAGE INCOME

EDUCATION | HIGHER EDUCATED

"FROMANTEEL IS A SYMPATHETIC BRAND. THEY SUCCEEDED IN MAKING A LUXURY ITEM, LIKE WATCHES, VERY AFFORDABLE."

- DIRK van W., FROMANTEEL CLUB MEMBER



*This is not our own image. We have taken this picture from suitsupply.com for illustrative purposes.


Fromanteel
AMSTERDAM

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WHAT THEY ARE SAYING ABOUT US

THE MEDIA



"I LOVE IT HOW MUCH FUNCTIONALITY IS STUFFED INTO A CLEAN, MODERN DESIGN"

STEPHEN J. PULVIRENT, NEW YORK



"FROMANTEEL CRAFTS WATCHES THAT CONNECT TASTE WITH EXCELLENT QUALITY"

GANDOR BRONKHORST, AMSTERDAM



"FROMANTEEL HAS ESTABLISHED ITSELF WELL IN THE WATCH WORLD"

BEN WINSTANLEY, LONDON

OUR CUSTOMERS

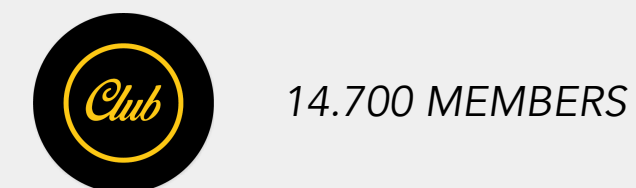


131 REVIEWS . EXCELLENT

OUR FANS

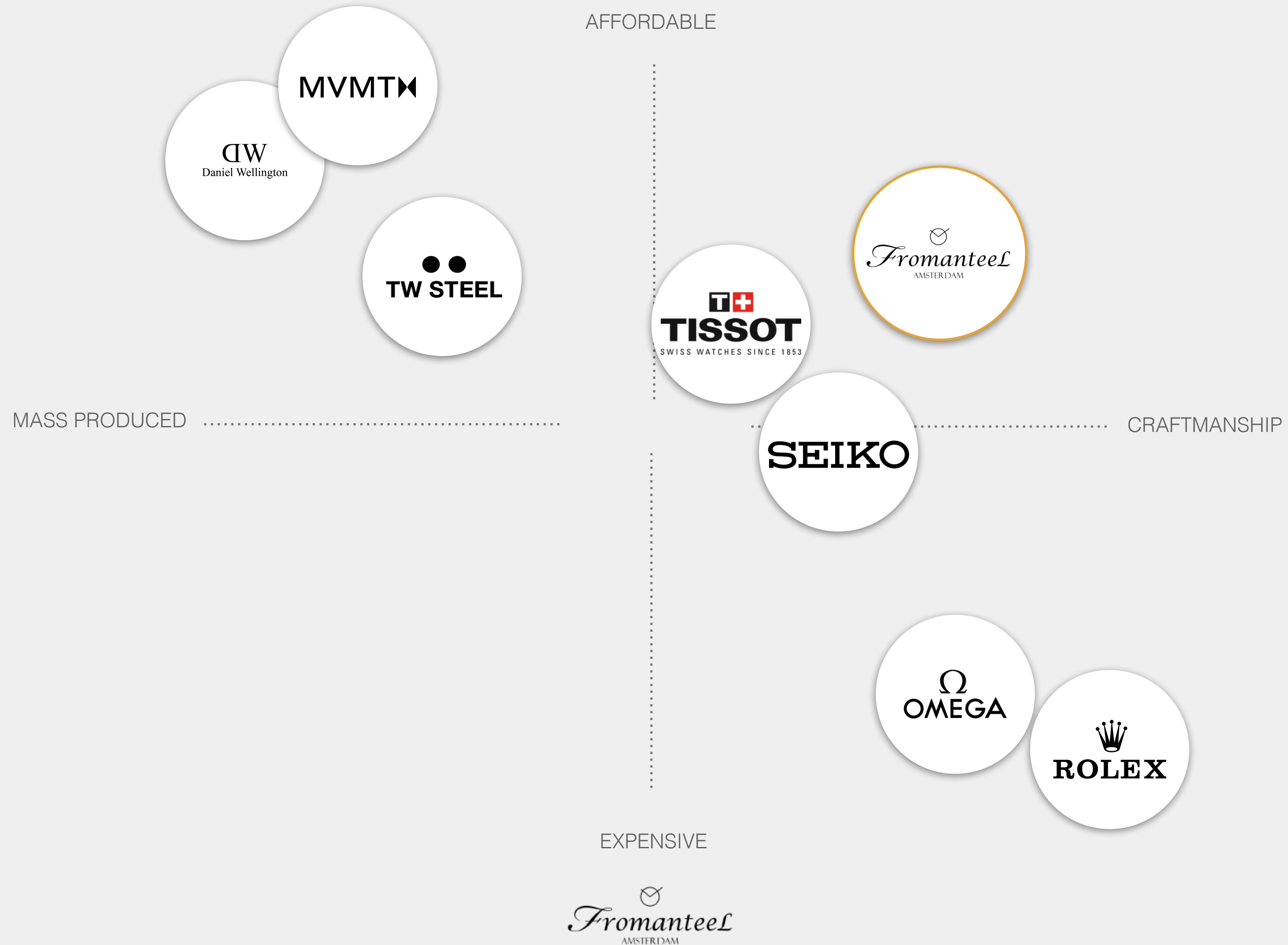


OUR CLUB MEMBERS



COMPETITORS

A UNIQUE POSITION WITHIN A CLEAR DEFINED NICHE



OUR TEAM



MSc (Drs) ALFREDO SILVA (41)

AN CREATIVE STRATEGIST WITH A STRONG AFFINITY FOR LUXURY BRANDING.

HOLDS AN BUSINESS DEGREE FROM THE UNIVERSITY OF NIJMEGEN

CO-FOUNDER, (NEW) BUSINESS DEVELOPER AND MARKETING CHIEF AT FROMANTEEL.

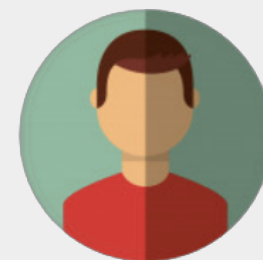


MSc (Ir) MARTIJN VAN HASSEL (41)

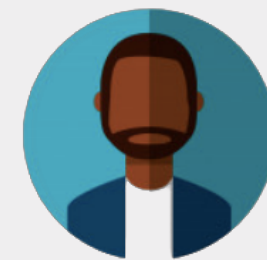
AN ANALYTICAL OPERATIONAL THINKER WITH A STRONG EYE FOR DETAIL.

HOLDS AN ENGINEERING DEGREE FROM DELFT TECHNICAL UNIVERSITY

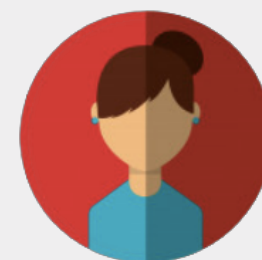
CO-FOUNDER, HEAD OF ACCOUNTS AND OPERATIONAL CHIEF AT FROMANTEEL.



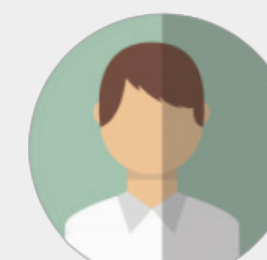
ATE
GROWTH MARKETEEER



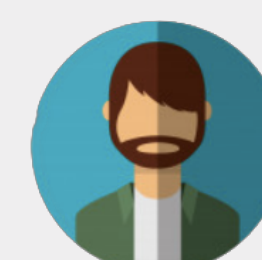
SHAFFIE
DEVELOPER



DIANA
DESIGN



JAN
CONTENT MARKETEEER



BLAISE
OPERATIONS



MARK
ADMINISTRATION

WHERE WE ARE COMING FROM

2009 AD FROMANTEEL VOF FOUNDED,
2 WATCHES IN COLLECTION:
THE FROMANTEEL DAY & NIGHT LIMITED EDITION

2013 AD 'FROMANTEEL BV' IS FOUNDED,
DISTRIBUTION NETWORK NOW INCLUDES KLM (INFLIGHT SALES),
DE BIJENKORF AND 100 JEWELERS IN THE NETHERLANDS



1660 AD AHASUERUS FROMANTEEL
OPENS ITS FIRST CLOCKMAKING WORKSHOP IN
AMSTERDAM, AND INTRODUCES THE
'PENDULUM' MECHANISM TO THE WORLD

2010 AD FROMANTEEL VOF
EXPANDS IT DISTRIBUTION NETWORK TO
FASHION RETAIL & A HANDFUL OF JEWELERS



2015 AD FROMANTEEL LAUNCHES
'THE PENDULUM', ITS FIRST AUTOMATIC
(MECHANICAL) WATCH.



2017 AD FROMANTEEL STARTS
'DIRECT-TO-CONSUMER'
STRATEGY, AS IT SEES A DRASTIC
DECREASE IN ITS 3RD PARTY RETAIL
TURNOVER.

2016 AD FROMANTEEL LAUNCHES ITS FIRST SPECIAL PROJECT;
A COMMISSIONED WATCH FOR THE DUTCH ROYAL SUBMARINE
SERVICE. THE WATCH CAN BE PRE ORDERED AND WILL BE PRODUCED
AS IT HITS A MIN. AMOUNT OF 100 ORDERS.

2020 AD
FROMANTEEL 100% DTC, AND
OPENS ITS DOORS FOR
INVESTMENT PARTICIPATION

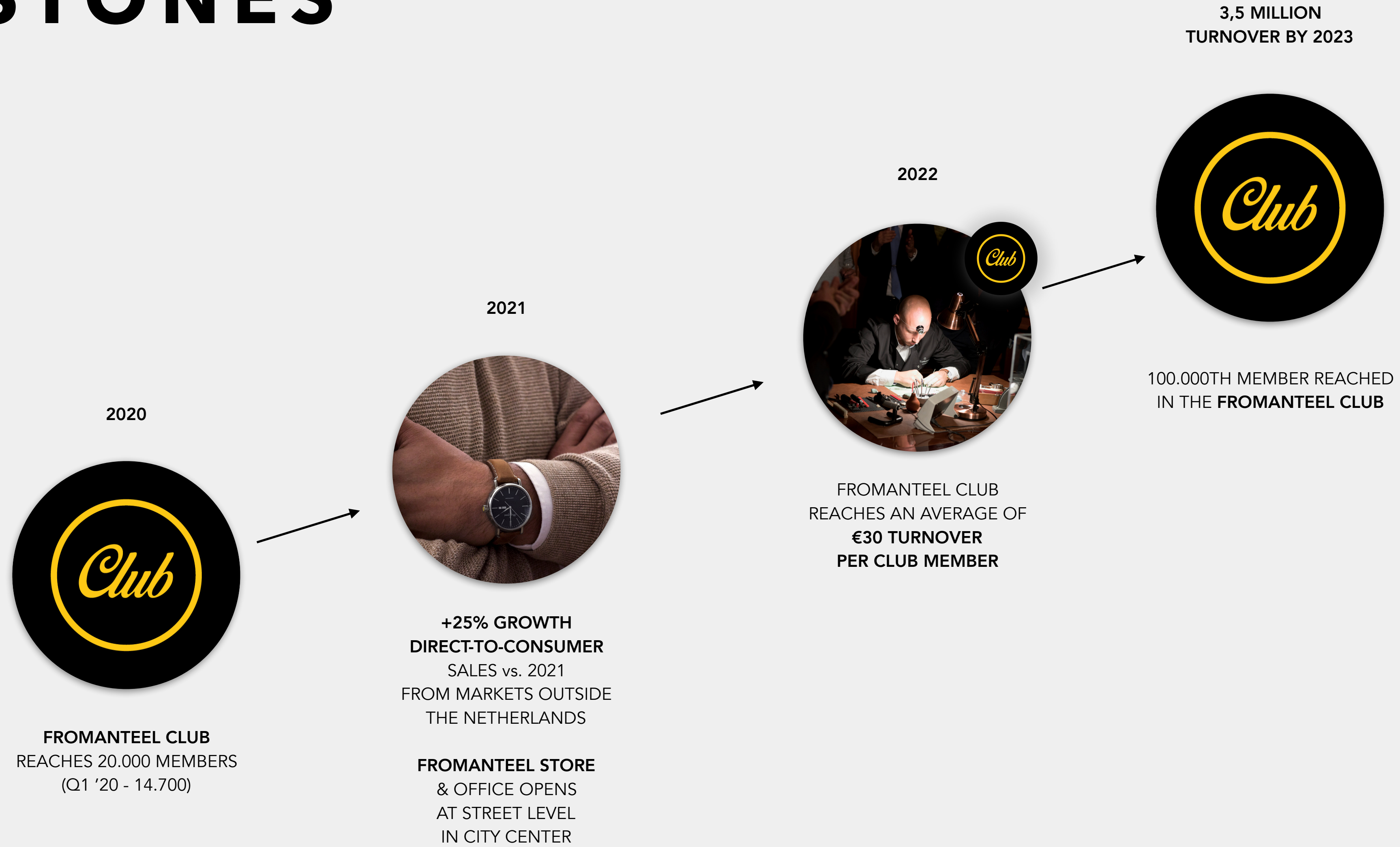
2018 AD FROMANTEEL LAUNCHES ITS
VERY OWN **BRAND STORE** AS PART OF
ITS DIRECT-TO-CONSUMER STRATEGY

2019 AD FROMANTEEL BV
10 YEAR ANNIVERSARY
LAUNCH OF THE X PENDULUM WATCH (A SPECIAL
PROJECT), WEBSTORE SALES **+75%** vs 2018.

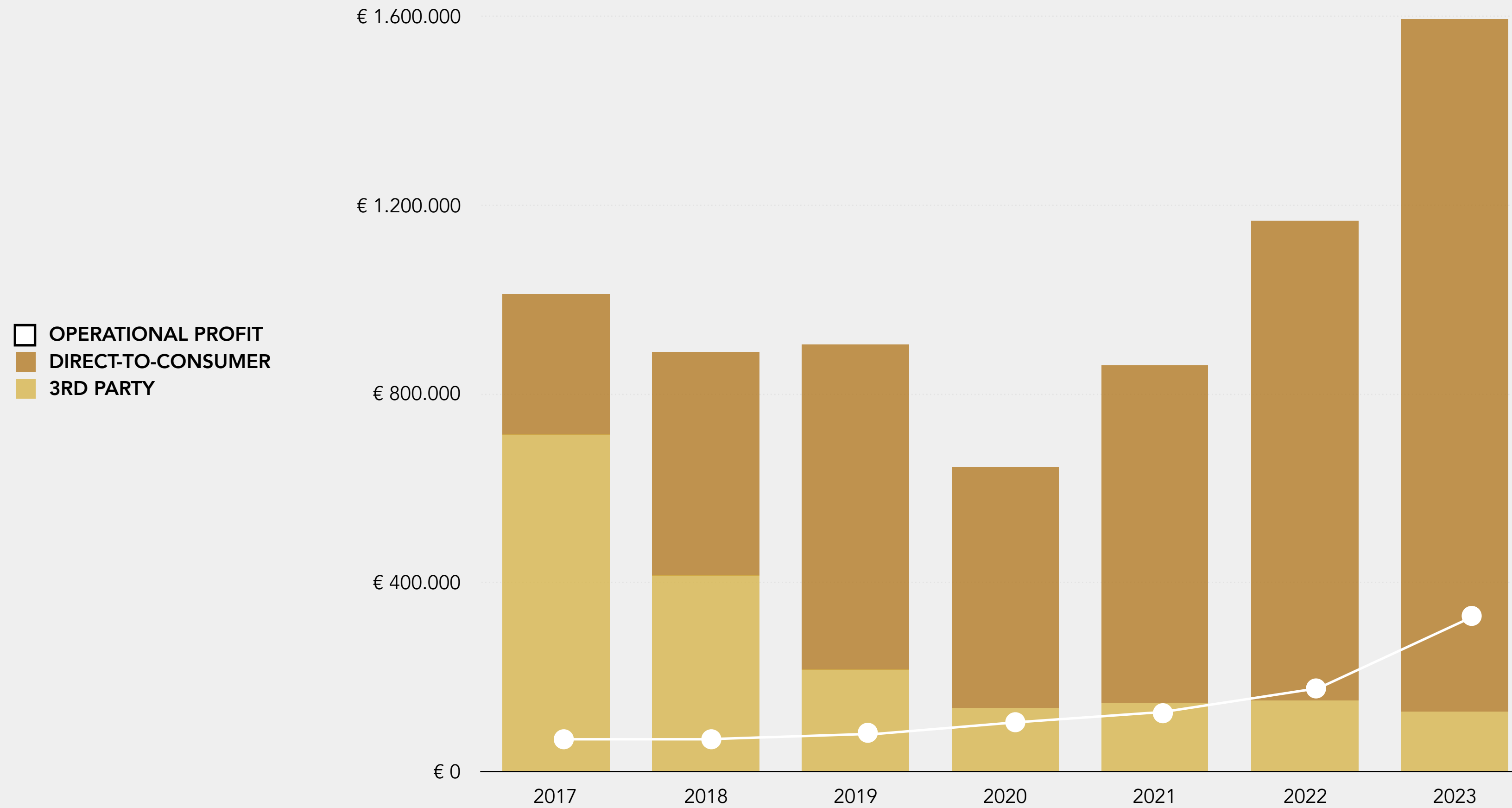



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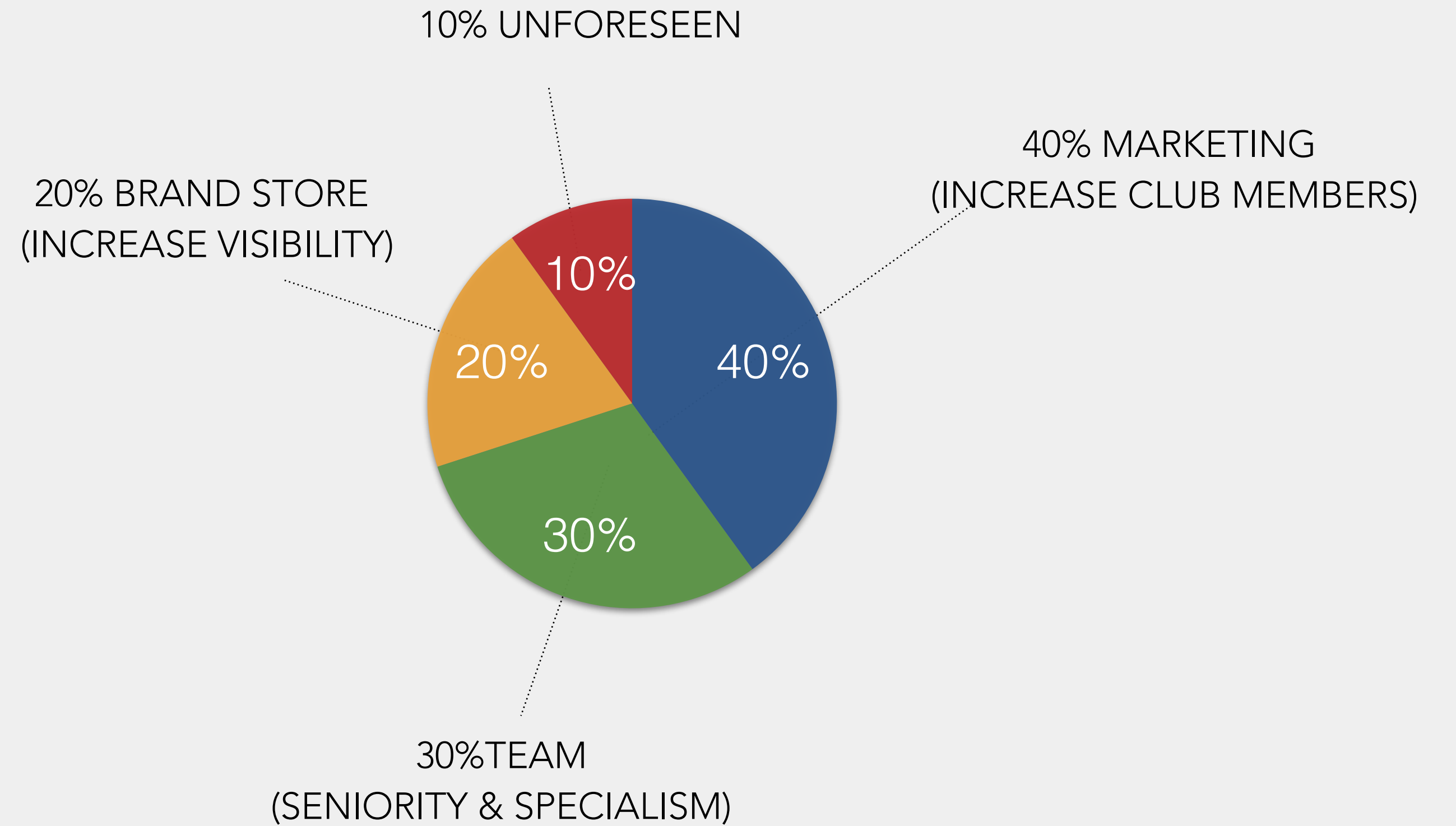
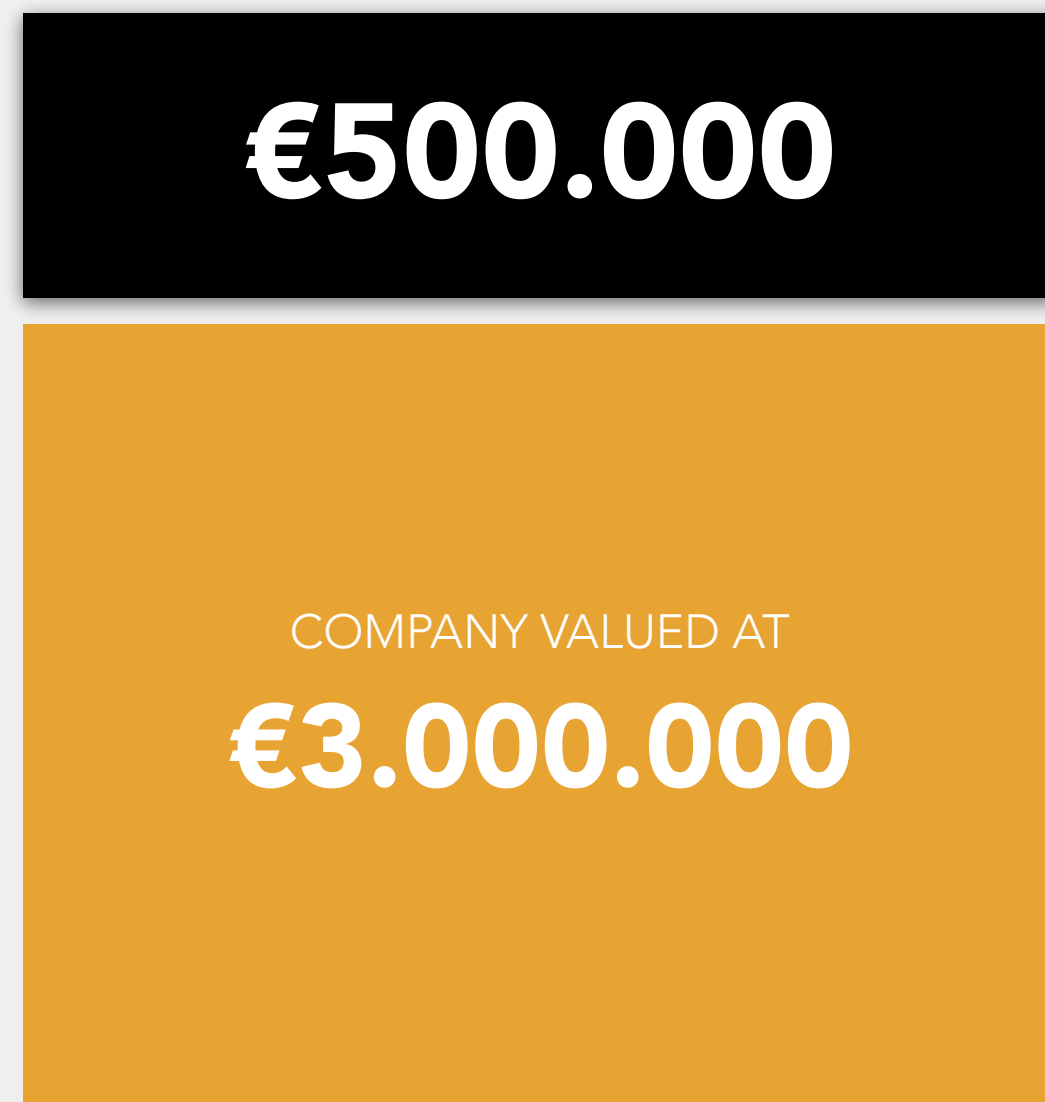
MILESTONES



FINANCIALS



PROPOSAL



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