

ISO Annual General Assembly, Prague, 28 May 2011
Economic review of the member countries/businesses.

Global Status report, Swarovski:

After the "crisis" in 2009 which was for Swarovski with a growth of 3 % a bad year business picked up in 2010 again. Due to good development in all markets and a good feedback on our new concept we took the decision on a accelerated roll out for 2011 and beyond. This means for in total planned project of 545 Boutiques and Concession as well around 230 Multibrand accounts on a global base.

Business is very much growing in Greater China, AsiaPacific and Europe North driven by a tremendous increase in Germany.

Also North America is back on top again and Latin America has budgeted an increase of 40 % and will be a big market in the future. For Asia Pacific India, Korea and Australia are our Key markets. Luckily all our colleagues in Japan are doing fine and business is not affected from the earthquake and Tsunami.

We are steering at the moment a global roll out with high numbers and a request of high quality on the furniture concept and installations and closing times are squeezed to minimum. Depending on the region we have good closing times in average 16 calendar days in Asia Pacific and 33 days in US.

For the future we are really confident that a successful store concept is key for development of a brand as this is the most frequent and close contact to our customers.

For further questions please let me know.

Kind regards
Jochen

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