



PRESENTATION OF ROLEX

Rolex is recognized the world over for its expertise and the quality of its products. Its Oyster Perpetual and Cellini watches, all certified as Superlative Chronometers for their precision, performance and reliability, are symbols of excellence, elegance and prestige. The word 'Perpetual' is inscribed on every Rolex Oyster. But more than just a word on a dial, it is a philosophy that embodies the company's vision and values. Hans Wilsdorf, the founder of the company, instilled a notion of perpetual excellence that would drive the company forward. Rolex is the origin of numerous major watchmaking innovations, such as the Oyster, the first waterproof wristwatch, launched in 1926, and the Perpetual rotor self-winding mechanism invented in 1931. The brand has registered over 500 patents in the course of its history.



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Both a brand and an integrated and independent watchmaking group, Rolex designs, develops and produces in-house the majority of its watch components, from the casting of the gold alloys to the machining, crafting, assembly and finishing of the movement, case, dial and bracelet.

STRONG CORPORATE VALUES

Rolex owes its success and its worldwide recognition to the values inherited from its founder, Hans Wilsdorf – principles that it has continuously promoted: the spirit of enterprise and a visionary outlook, the constant quest for innovation and the passion for perfection.

Today, Hans Wilsdorf's personality and work continue to inspire the company and its corporate culture. The influence of this visionary entrepreneur is evident in the aesthetics and intrinsic characteristics of a product that has remained faithful to the original, as well as in Rolex's capacity to draw on its prodigious heritage to advance towards new horizons.

The Rolex Group has 14,000 employees worldwide, including 9,000 in Switzerland. It has been led by Jean-Frédéric Dufour since 2015. A respected figure in the watchmaking industry, Mr Dufour is the sixth Chief Executive Officer to preside over the company's destiny. In keeping with the path steered by his predecessors, he works to reinforce Rolex's status and to perpetuate a legacy that combines tradition, prestige and technology.

FOUR SITES DEDICATED TO PERFECTION

Switzerland is where Rolex designs, manufactures, assembles and tests its watches, on four sites at the cutting edge of watchmaking technology.

IN GENEVA

- The Rolex world headquarters is home to all the management, administrative and communications activities of the company, as well as those related to the final assembly, final control and sales of the watches, and to Rolex World Service, which is responsible for after-sales service activities. The site is also home to Rolex design and research and development teams in addition to the laboratories that test all the assembled watches before they are distributed worldwide. The nearby Rolex Training Centre provides the company's employees and apprentices with training courses to ensure the transfer of the brand's unique expertise.
- The Plan-les-Ouates site groups all the activities related to the development and production of Rolex watch cases and bracelets, from processing and machining of the raw materials to polishing and finishing the final components.



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- The Chêne-Bourg site brings together all the activities related to the development and manufacture of the dials, and gem-setting. Cerachrom bezels and bezel inserts in ceramic are produced at Chêne-Bourg using innovative patented techniques, and the site is home to the brand's gemmology laboratory and gem-setting workshops.

IN BIENNE

The Bienne site is devoted to the manufacture of Rolex movements. Here, the components of the movements – from 200 to almost 400 for the most complex calibres – are manufactured with extreme precision. The extensive range of Rolex components that are designed and produced by the company and often patented is a rare example of industrial independence in the watchmaking world and testifies to the brand's vast knowledge base.

With its four sites, Rolex possesses unrivalled industrial facilities which enable the company to exercise its creative freedom and achieve its full potential for innovation.

AN INTERNATIONAL BRAND

Rolex is present in some 100 countries around the world through more than 30 affiliates, a vast network of official retailers and almost 900 service centres – watchmaking workshops based at the brand's official retailers or within its regional affiliates. All are guarantors of the quality and authenticity of Rolex watches. The company ensures the distribution, sale and servicing of its watches according to strict quality standards.

A GLOBAL PLAYER IN SOCIETY

Rolex is also actively involved in supporting the arts and culture, sport and exploration, and encourages the spirit of enterprise, as well as those who are devising solutions to preserve the planet.