



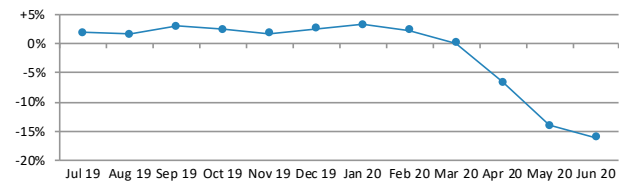
Swiss watchmaking in June 2020 Sharp decline mitigated by China

Watch exports continued to fall sharply in June, albeit with some possible hints of the start of the expected recovery. The value of exports fell by 35.1% compared with June 2019, to 1.1 billion francs. The temporary halt in production and sales during the first half of the year had severe consequences for watch exports, which fell by 35.7% in six months.

Swiss watch exports in June 2020

Products	Units in mio.	Change in %	Mil. of CHF	Change in %
Wrist watches	0.9	-48.3%	1,070.7	-35.1%
Other products			61.2	-35.3%
Total			1,131.8	-35.1%

12 months moving average



The main groups of materials saw a decline in value of 35% to 38%. In terms of volumes, steel and the *Other materials* category had a significant impact on the total number of watches exported. Overall, 810,000 fewer items (-48.3%) left Switzerland in June, for a total of 870,000 watches.

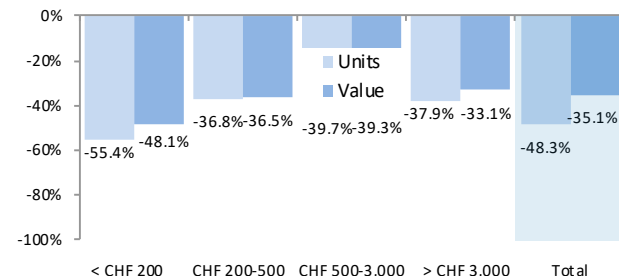
Wristwatches by materials

Materials	Units (in 1'000)	Change in %	Mil. of CHF	Change in %
Precious metal	22.1	-32.2%	382.5	-35.0%
Steel	510.9	-46.5%	401.7	-37.8%
Gold-steel	63.8	-36.7%	182.6	-35.4%
Other metals	99.6	-23.5%	63.0	-16.7%
Other materials	173.6	-62.7%	40.8	-28.6%
Total	870.0	-48.3%	1,070.7	-35.1%

Main markets

Markets	Mil. of CHF	Change	Share
China	187.9	+47.7%	16.6%
Hong Kong	90.1	-54.6%	8.0%
USA	87.4	-57.0%	7.7%
Germany	76.7	-21.3%	6.8%
Singapore	72.2	-26.0%	6.4%
United Kingdom	68.6	-44.7%	6.1%
Total 6 markets	582.8	-31.3%	51.5%

Wristwatches by price categories



Watches priced at over 200 francs (export price) performed similarly in both value and volume terms, falling by around -35% by value and -38% by number of items. The fall in the entry-level segment was more marked, with a decline in volume of 55.4%, or 550,000 fewer items in a month.

As the first country to fall victim to the pandemic and therefore the first to recover, China saw a very sharp increase in demand for Swiss watches. Exports there increased by 47.7% compared with June 2019. The other main markets also saw significant falls, of -54.6% in Hong Kong, -57.0% in the United States and -44.7% in the United Kingdom, while Germany (-21.3%) and Singapore (-26.0%) performed slightly better than average.

All the figures released by FH refer to exports data and not to sales to end-consumers. Differences between these two types of data may therefore exist. These data must be regarded as consolidated figures gathering export results from all Swiss watch companies. They obviously cannot reflect the individual results of one particular company or group of companies, knowing that business activity may greatly vary from one to the other. The data can be subsequently revised or adjusted. The most recent publications prevail.