



About JAZMA WATCH Introduction & History



JAZMA was born in 2006 after Jemis discontinuous.

JAZMA has been named after *Jazz music* which is globally popular and well accepted by not only youngsters, but wide generations.

JAZ-MA means mother of Jazz

TRANSFORMATION OF JEMIS TO JAZ-MA

- In developing JAZMA brand from JEMIS during these years, JAZMA has continually introduced *Originality, High quality and multiple functions watches* to the market- a focus that has remained unchanged since its foundation.

Heritage from Japan

- **Brand Identity Focus on Japan DESIGN & Japan MADE watches.** Due to the limited brands can design & produce their products in Japan, this scarcity and appealing features have been steadily expectance by many customers which *symbol JAZMA as a high quality and truthful brand*. JAZMA will continuous focus on their core brand identity of Japan Design & Made.

About JAZMA WATCH Background



Kowloon Watch Group was established in 1952, had serviced the community for more than half the century.

We had Renowned for its

- *quality products*
- *quality service*
- *quality after sales service in Switzerland quality.*

KWC's reliable image permeated through the people.

With continuous innovation and up-to-date marketing strategy.

To cater for the market needs, the company is devoted to promoting trendy brands especially for youngsters. FTL is the channel to developing branding for the group.

- *Our company motto is: Guarantee of trust, High quality service and relationship with all customers, providing satisfaction and comfort of life to users*

Advantage of JAZMA brand BRAND Value



Naomi Inaba is a famous designer in Japan and exclusively developed new concept and design watch for Fat Tat Lee Watch Co., Ltd. Designer Naomi Inabe was inspired by the concept of driving watch, But evolved to the new fashion digital watch for all generations in various occasions, presenting new watch wearing position on the wrist.



Professional Japan Made Standard
By 高田一郎氏
(The Champion of Japan Watch Technical Competition)



高田一郎氏 is a famous Technician in Japan who had grants many awards from well known organization. Also received the champion in Japan watch technical competition. He responsible to manufacture FTL watches.

Advantage of JAZMA brand Originality & High Quality



- Most of the Jazma watches are using ISO9000 certified laboratory to test their watches. The laboratory had over 50 different independent testing equipments for quality assurance and analysis as according to international & Swiss standards.

• Testing Service

- Mechanical Motion Ageing Testing
- Environment Ageing Testing
- Rate Measurement (Accuracy) and Electrical Measurements of Movements and Batteries
- Water Resistance Testing based on ISO 2281 or 6425 standards
- Shock Resistance Testing based on ISO 1413
- Magnetic Resistance Testing based on ISO 764
- Cyclic and Mechanical Testing
- Environmental Resistance Testing
- Mechanical watch movement tests: component & part precision measurement, etc.
- Finite Element Analysis on precision products and components
- Materials Tests: Metals, Plastics, Leather, Precious Metals tests



Advantage of JAZMA brand BRAND Collections

JAPAN MADE

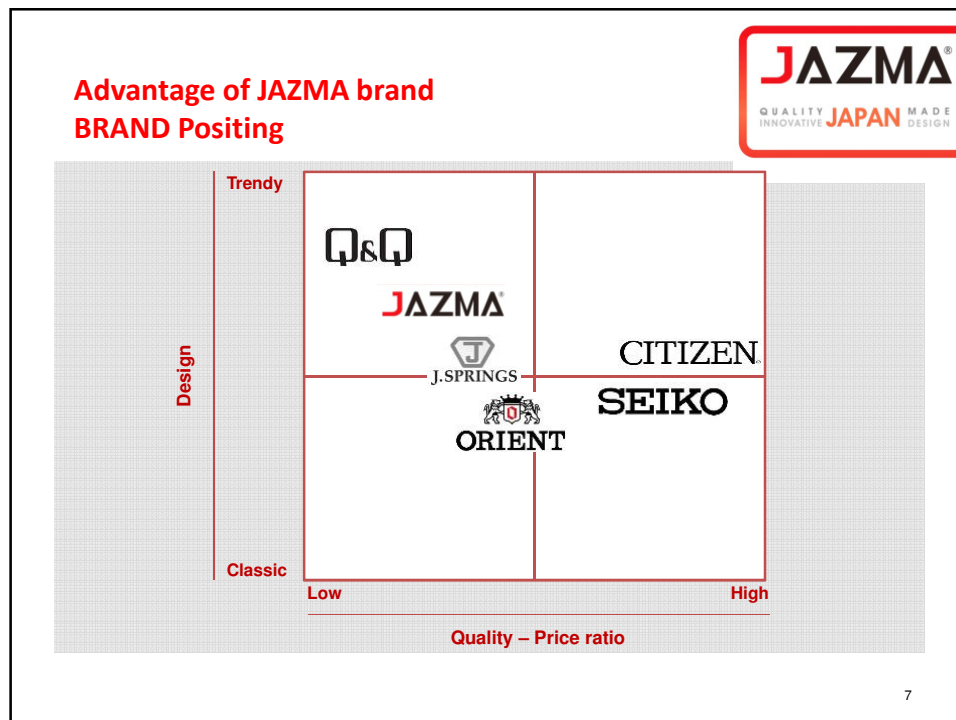
JAPAN DESIGN



← -SPORTY CHRONO -TRENDY CERAMICS -PERMANENT STYLE -YOUNG TEENS -HIGH TECH LCD →

- Minimum requirements

All JAZ-MA watches produced under JAPAN MADE MOVEMENT & BATTERY- MIN.30 METERS WATER RESISTANT - IP PLATING - MINERAL CRYSTAL GLASS - COMPLY RoHS & NI-FREE -



**Advantage of JAZMA brand
Less Competitive Market**

We can say the market of Japan watch brand is less competitive against other watches such as Swiss or China brand

Various lineups from Classic to Sports
Main price range : \$ 20 - \$300

Main competitor of Jazma
Main price range : \$ 20 - \$100
Concentrating into Alloy line

JAZMA flagship price meets the economic model of SEIKO/CITIZEN. But competitive in quality.

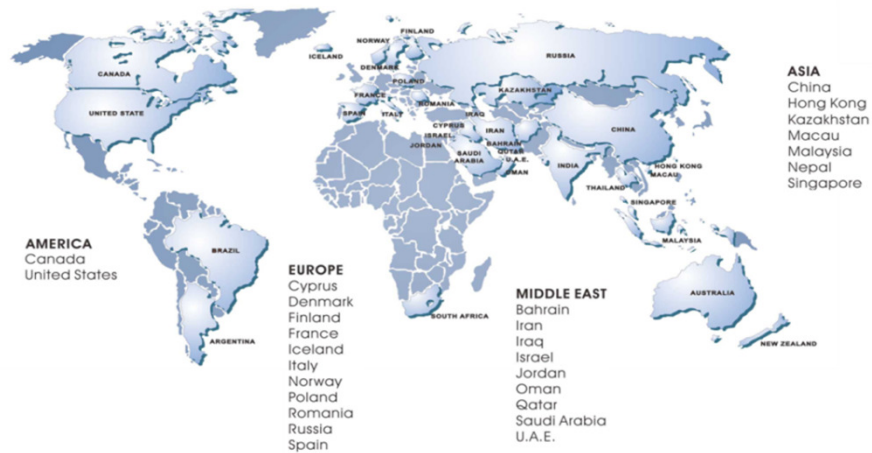
Price range of other local brands is completely different from JAZMA.

Less Price Competition

About JAZMA Distribution Worldwide Performance & Service Center



Due to JEMIS network in 2006, JAZMA has successfully expanded the distribution network globally. Currently, JAZMA is selling and acceptance in more than 35 countries all over the world.



About JAZMA WATCH Marketing Valuable market platform



About JAZMA WATCH Marketing Media - Online



Blogs:

facebook

twitter



Shops:

淘宝网
Taobao.com

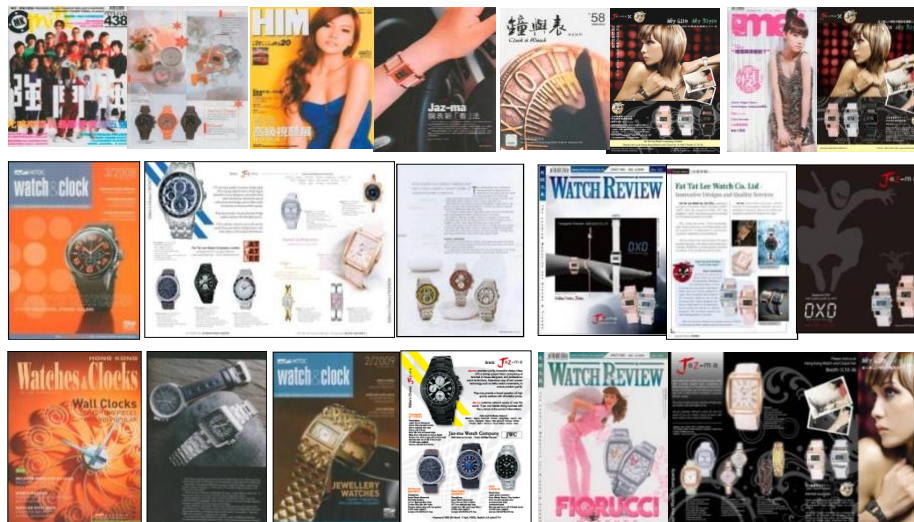


Japan online shop

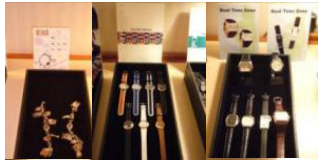
<http://www.rakuten.co.jp/toyotokei/>



About JAZMA WATCH Marketing Media- Advertisement Editorials



About JAZMA WATCH Marketing Fairs & Exhibitions



Asia conference,
Hong Kong



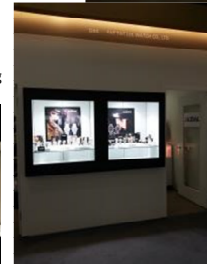
IIT Show, Tokyo Japan



HK Watch Fair, Hong Kong



Baselworld, Switzerland



About JAZMA WATCH Marketing Product Launching

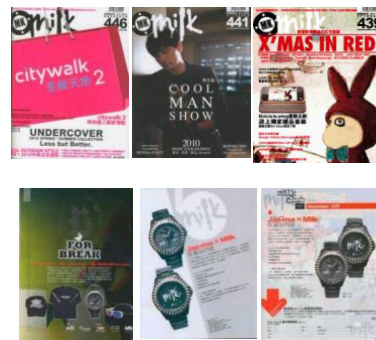


About JAZMA WATCH Joint Promotions

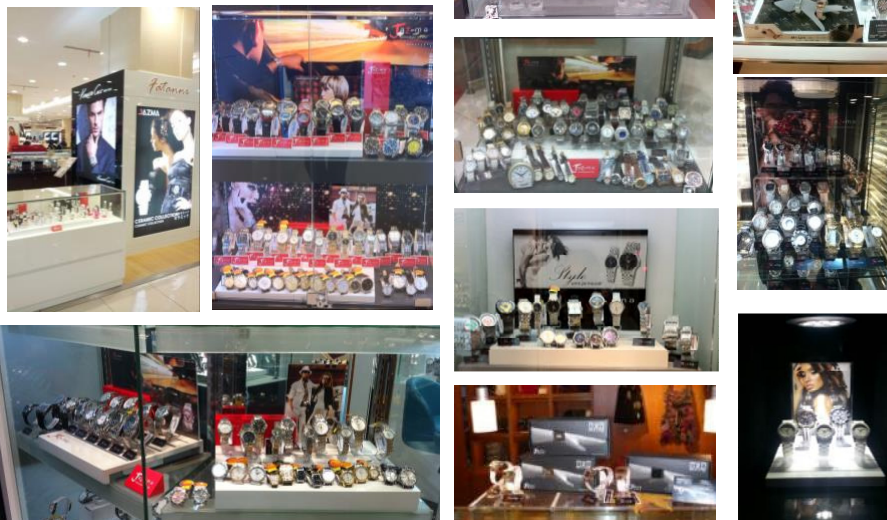


Cross Culture Promotions with
Japan Knitting Association
PolyU HK
Kowloon Watch

CROSSOVER Project
MILK magazine X Jaz-ma



About JAZMA WATCH Marketing POS images



About JAZMA WATCH Marketing POS images



Jaz-ma next to Casio, Seiko, Citizen & Swiss M.



Jazma next to DKNY



Jazma next to Seiko & Citizen



Jazma next to Oris

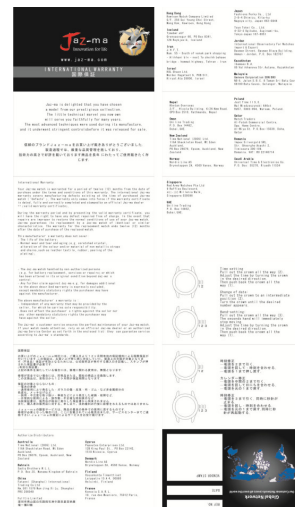


Jazma next to Kenneth Cole & CK



Jazma next to Kenneth Cole

About JAZMA WATCH Marketing Marketing Materials



Why JAZMA



Advantage of JAZMA brand: Provide Total Market Solutions

- Japan's innovative designs (by famous Japan designer, Inaba Naomi)
- Japan Made watches (by Certified Japan Factories)
- Excellent quality of watches produced (*Strict quality control by our QC team*)
- Full Product ranges (from Chronograph to LCD watches)
- Full Marketing materials (including Packaging , Distribution Portable Stand & Market images)
- Global distribution network (more than 35 countries selling Jaz-ma now)
- Quick & confident customer service.
- Substantial profitability for Distributors



I believe you will find True Value here, in terms of
QUALITY, DESIGN, COST, & SUBSTANTIAL
PROFITABILITY
 at our Distributors.

Welcome to the JAZMA world!!