

WATCH ANGELS

BEATING THE FACTOR

Watch brands use a something called THE FACTOR to calculate the price of a watch. It's a cost multiplier that ranges between 6 and 10. The higher the factor, the higher the price and the lower the value for you.

COST OF AN AUTOMATIC WATCH



WHY DO YOU PAY \$1950? BECAUSE OF THE FACTOR

$$\$260 \times 7.5 = \$1950$$

But wait...the industrial value is \$218....

IN REALITY YOU PAY 9 TIMES THE VALUE OF THE WATCH

The factor multiplies the mark-ups at every step
It's like paying a tax on taxes!

WHO GAINS IN THIS GAME?



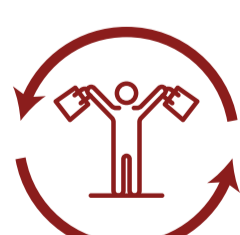
WHO GAINS WITH WATCH ANGELS?



NOW YOU PAY ONLY \$436 AND
GET THE BIGGEST VALUE

78% OFF RETAIL PRICE

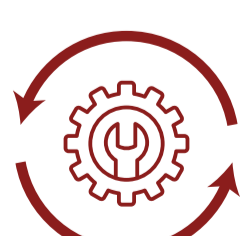
WHAT HAS HAPPENED? WATCH ANGELS CHANGED THE ROLES IN WATCHMAKING



BUYER REPLACES WHOLESALE AND RETAIL



CREATOR REPLACES THE BRAND



MANUFACTURER REPLACES THE SUPPLY CHAIN

THE VALUE IS SPLIT ONLY
BETWEEN 3 ENTITIES

WE GIVE YOU 4.5 X THE VALUE AND ¼ OF THE PRICE