



VALUE CALCULATION
AT PUBLIC PRE-SALE PRICE



SUSTAINABLE TOOL-WATCHES

crowdmanufactured by

WATCH  ANGELS



VALUE CALCULATION AT PUBLIC PRE-SALE PRICE

The value calculation and comparison between Crowdmaking and Traditional watch-making is shown for both watches at the public pre-sale price.

The % in the pie segments show **the share of the purchase price each entity/activity gets.**

- Enthusiast (Buyer): the industrial value as a % of the sales price
- Creator: his NET profit as a % of the purchase price
- Watch Angels: its GROSS profit as a % of the purchase price.

From the Watch Angels Gross profit marketing costs, fixed costs, shipping costs, CC payment fees, duties and taxes are deducted to reach a net profit.

For the sake of comparison: with Crowdmaking the watch enthusiast gets, respectively, a share of **45% and 51%** of the value while with traditional watchmaking he would get **only 13%**.

The reason is that the Crowdmaking system is very efficient and therefore does not use the factor, a multiplier of costs and mark-ups, which traditional watchmaking uses to calculate the sales price.

With Crowdmaking each entity gets a fair value, and only the three entities required to make a watch share the value.

Importantly, with Crowdmaking **the largest share of the value goes to the buyer.**

Nb. At the Angel Pre-sale price the value for the Enthusiast is of course even higher because the price is lower.



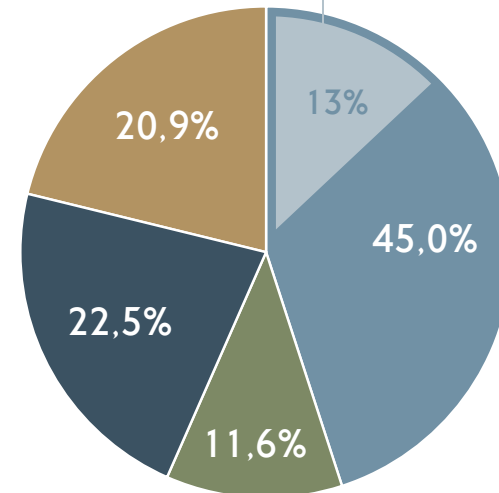
CBO1-024



Public pre-sale price
695 CHF
(2.348 CHF retail price)

VALUE SPLIT CROWDMANUFACTURING

Enthusiast value (traditional watchmaking)



- Enthusiast value
- Creator net profit
- Shipping, CC fee's, taxes
- Watch Angels (gross profit)



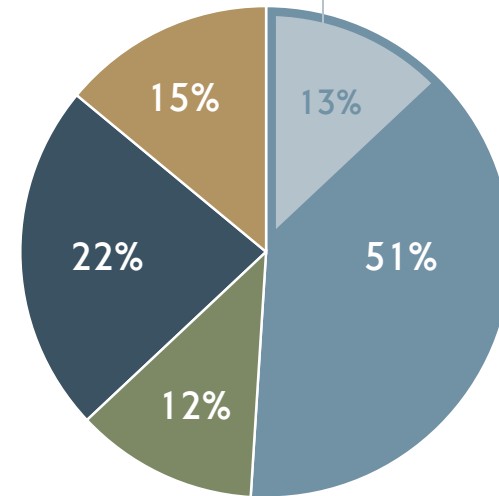
CBO1-14060



Public pre-sale price
995 CHF
(3.802 CHF in traditional
watchmaking)

VALUE SPLIT CROWDMANUFACTURING

Enthusiast value (traditional watchmaking)



- Enthusiast value
- Creator net profit
- Shipping, CC fee's, taxes
- Watch Angels (gross profit)



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2020

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