

## Hublot partners LOS ANGELES LAKERS

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Boasting 16 NBA titles, the Los Angeles Lakers are among the most storied franchises in the NBA and one of the most popular teams in the world. In the heart of the city, a Lakers game effortlessly fuses basketball with fashion, celebrity, luxury and excitement. With Hublot, now the Official Timekeeper of the Los Angeles Lakers, the City of Angels will not miss a second!

Hublot CEO, Ricardo Guadalupe said, "Signing a legendary team like the Lakers was a natural addition to our iconic partnership platform, which includes Manchester United, FIFA, and Usain Bolt, to name a few. The Lakers have been monumental in making basketball a global game and with players like Kobe Bryant leading the way with such tenacity and determination, there was simply no question for us. We look forward to working with the Lakers and are thrilled to join our families together."

"The Lakers are thrilled to be partnering with Hublot – an iconic, global brand that symbolizes a unique blend of tradition and modern style," said Tim Harris, Senior Vice President, Business Operations/CMO. "Hublot, like the Lakers, prides itself on the pursuit of excellence and places an emphasis on being champions in the community. It's a natural fit for us."

Hublot Chairman, Jean-Claude Biver added, "Like Hublot, the Lakers' solid foundation, charitable impact and sound team leadership make this partnership a slam dunk!!"